DISCLAIMER

The information contained in Victoria University’s 2018 College of Business was current at 20 December 2017.

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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Published by Victoria University

PO Box 14428

Melbourne VIC 8001 Australia

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**HOW TO USE THIS HANDBOOK**

Victoria University’s 2018 College of Business Handbook is designed to provide students with detailed information on course structures and unit details for undergraduate and postgraduate courses offered by the college in 2018.

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

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

**PLEASE NOTE**

This handbook provides a guide to courses available within Victoria University’s College of Business in 2018.

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.
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Master of Marketing

Master of Business (Management)

Master of Business (Marketing)

Master of Management

Master of Business Administration

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Master of Tourism and Destination Management

Graduate Certificate in Accounting

Graduate Certificate in Enterprise and Resource Planning Systems

Graduate Certificate in Finance

Graduate Certificate in International Business

Graduate Certificate in Industrial Relations and Human Resource Management

Graduate Certificate in Marketing

Graduate Certificate in Management

Graduate Certificate in Organisational Change Management

Graduate Certificate in Business Administration

Graduate Certificate in Supply Chain Management

Graduate Certificate in Tourism and Destination Management

Majors/Minors
College of Business

Below are details of courses offered by the College of Business in 2018.

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 Commerce
Course Code: BCCA
Campus: City Flinders.

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

Course Objectives: On successful completion of this course, students will be able to:
1. Integrate conceptual understandings of commerce, quantitative methods, economics, accounting, finance, investment, international business and relevant legal areas with advanced specialist knowledge within the commerce discipline;
2. Critically review, analyse, adopt and apply broad and coherent theoretical and technical knowledge of commerce in diverse contexts, including political and global contexts;
3. Critically analyse and exhibit ethical and professional judgement and effective decisions, by adopting the knowledge and skills to both anticipate and solve complex problems in local and international commercial contexts across a range of economically diverse markets;
4. Communicate a clear, coherent and independent exposition of knowledge and skills in both oral and written form to a range of audiences;
5. Reflect on personal learning and skills in relation to career goals and further learning.

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

- Stockbroker
- Research analyst
- Portfolio manager
- Strategic planning and project evaluation analyst (takeovers, mergers, acquisitions and divestitures)
- Equity market analyst

*Source: Chartered Financial Analyst (CFA) and Job Outlook Website Example of job titles for B.Com (International Business) graduates:

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

Course Duration: 3 years

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

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

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

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

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

COURSE STRUCTURE

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

- 96 credit points First Year Core units
- 48 credit points Core units
- 96 credit points Major studies from the approved list
- 48 credit points Minor studies from the approved list
The combination of disciplines in the course develops explicit conceptual understandings of the finance, quantitative methods, and legal problems and promotes justice in contemporary local and international settings including private corporations, professional service firms, the public service and community sector. Example of job titles for BCom (Applied Finance) graduates:

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

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

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

**Course Duration:** 5 years

**Admission Requirements:** Units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL.

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

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

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

**COURSE STRUCTURE**

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

- 96 credit points First Year Core units

72 credit points Core units

- 120 credit points Commerce (Applied Finance) Professional Core units
- 180 credit points Law Professional Core units
- 12 credit points of Law Elective units from the approved list

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

**First Year Core Units**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BAO1101</td>
<td>Accounting for Decision Making</td>
<td>12</td>
</tr>
<tr>
<td>BEO1103</td>
<td>Microeconomic Principles</td>
<td>12</td>
</tr>
<tr>
<td>BLB1101</td>
<td>Australian Legal System in Context</td>
<td>12</td>
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<tr>
<td>BMO1102</td>
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</tr>
<tr>
<td>BBC1002</td>
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<td>12</td>
</tr>
<tr>
<td>BEO1104</td>
<td>Macroeconomic Principles</td>
<td>12</td>
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<tr>
<td>BLB1114</td>
<td>Legal Research Methods</td>
<td>12</td>
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<tr>
<td>LLW1000</td>
<td>Introduction to Public Law</td>
<td>12</td>
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**Year 2, Semester 1**

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<tbody>
<tr>
<td>BLB1102</td>
<td>Contracts 1</td>
<td>12</td>
</tr>
<tr>
<td>BHO1171</td>
<td>Introduction to Marketing</td>
<td>12</td>
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<tr>
<td>BLB1115</td>
<td>Torts</td>
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<tr>
<td>LLW1001</td>
<td>Criminal Law</td>
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**Year 2, Semester 2**

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<tr>
<th>Code</th>
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<tr>
<td>BLB3130</td>
<td>Interviewing and Negotiation Skills</td>
<td>12</td>
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<tr>
<td>LLW1002</td>
<td>Criminal Investigation, Procedure and Sentencing</td>
<td>12</td>
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<tr>
<td>LLW1003</td>
<td>Legal Writing and Drafting</td>
<td>12</td>
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<td>LLW2003</td>
<td>Statutory Interpretation</td>
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**Year 3, Semester 1**

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<tr>
<td>BMO2004</td>
<td>Business Ethics</td>
<td>12</td>
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<tr>
<td>BBC2001</td>
<td>Financial Econometrics</td>
<td>12</td>
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<tr>
<td>BBC2002</td>
<td>Financial Markets and Instruments</td>
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<tr>
<td>BAO2202</td>
<td>Financial Accounting</td>
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**Year 3, Semester 2**
<table>
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<tr>
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<tbody>
<tr>
<td>BLB2119</td>
<td>Corporations Law 1</td>
<td>12</td>
<td>BLB3138</td>
<td>Criminal Law 2</td>
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<tr>
<td>BAO2001</td>
<td>Corporate Finance</td>
<td>12</td>
<td>BLB3139</td>
<td>Law Reform</td>
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<tr>
<td>BAO2203</td>
<td>Corporate Accounting</td>
<td>12</td>
<td>BLB4104</td>
<td>Commercial Arbitration Law</td>
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<tr>
<td>BAO3000</td>
<td>Personal Financial Planning</td>
<td>12</td>
<td>BLB4105</td>
<td>Commercial Arbitration Practice and Procedure</td>
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<td><strong>Year 4, Semester 1</strong></td>
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<td><strong>Year 4, Semester 2</strong></td>
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<tr>
<td>BAO3403</td>
<td>Investment and Portfolio Management</td>
<td>12</td>
<td>BLB4140</td>
<td>Privacy and Media Law</td>
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<tr>
<td>BLB2121</td>
<td>Legal Theory</td>
<td>12</td>
<td>BLB4141</td>
<td>International Trade Law</td>
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<tr>
<td>BLB2122</td>
<td>Advocacy and Communication</td>
<td>12</td>
<td>BLB4142</td>
<td>Advanced Legal Research Dissertation</td>
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<tr>
<td>BLB2125</td>
<td>Real Property Law</td>
<td>12</td>
<td>BLB4143</td>
<td>Public International Law</td>
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<tr>
<td>BAO3132</td>
<td>Securities Law</td>
<td>12</td>
<td>BPD2502</td>
<td>Transport Law</td>
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<td><strong>Year 5, Semester 2</strong></td>
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<td>**12 credit points (1 unit) from Law Elective list</td>
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<tr>
<td>LLW3000</td>
<td>Australian Administrative Law</td>
<td>12</td>
<td>LLW3001</td>
<td>Competition Law and Policy</td>
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<tr>
<td>LLW4000</td>
<td>Civil Procedure</td>
<td>12</td>
<td>LLW3002</td>
<td>International Law Practicum</td>
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<td><strong>Year 5, Semester 3</strong></td>
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<td>LLW3003</td>
<td>Law in Practice 1</td>
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<td><strong>Students complete 36 Credit Points (3 units) from the following list of electives:</strong></td>
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<tr>
<td>BLB3129</td>
<td>Intellectual Property Law</td>
<td>12</td>
<td>LLW5902</td>
<td>Research Law Internship</td>
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<tr>
<td>BLB3132</td>
<td>Comparative Commercial Law</td>
<td>12</td>
<td>LLW5903</td>
<td>Mooting Competition</td>
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<tr>
<td>BAO3134</td>
<td>Taxation Law</td>
<td>12</td>
<td>LLW5900</td>
<td>Honours for students enrolled 2015 and thereafter</td>
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<tr>
<td>BLB3136</td>
<td>Family Law in Society</td>
<td>12</td>
<td>LLW5901</td>
<td>Research Law Dissertation</td>
<td>12</td>
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<tr>
<td>BLB3137</td>
<td>Elements of Regulation</td>
<td>12</td>
<td></td>
<td><strong>Honours for students enrolled 2015 and thereafter</strong></td>
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</tr>
</tbody>
</table>

**Honours for students enrolled 2015 and thereafter**
Bachelor of Business

Course Code: BBSNS
Campus: Footscray Park, VU Sydney, City Flinders.

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

- Accounting
- Banking and Finance
- Event Management
- Financial Risk Management
- Human Resource Management
- Information Systems Management
- International Hospitality Management
- International Tourism Management
- International Trade
- Management and Innovation
- Marketing
- Supply Chain and Logistics 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: Successful completion of an Australian Senior Secondary Certificate (VCE or equivalent) including Units 3 and 4 with a minimum study score of 25 in English (EAL) or 20 in any other English.

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

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

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

COURSE STRUCTURE

To attain the Bachelor of Business, students will be required to complete 288 credit points 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, OR 1 Discipline Minor 48 credit points AND 1 Breadth Minor 48 credit points 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>BA01101</td>
<td>Accounting for Decision Making</td>
<td>12</td>
</tr>
<tr>
<td>BC01102</td>
<td>Information Systems for Business</td>
<td>12</td>
</tr>
<tr>
<td>BE01105</td>
<td>Economic Principles</td>
<td>12</td>
</tr>
<tr>
<td>BE01106</td>
<td>Business Statistics</td>
<td>12</td>
</tr>
<tr>
<td>BH01171</td>
<td>Introduction to Marketing</td>
<td>12</td>
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<tr>
<td>BL01105</td>
<td>Business Law</td>
<td>12</td>
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<tr>
<td>BM01102</td>
<td>Management and Organization Behaviour</td>
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<tr>
<td>BPD1100</td>
<td>Integrated Business Challenge</td>
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Majors

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMAACT</td>
<td>Accounting</td>
</tr>
</tbody>
</table>
Graduate Diploma in Professional Accounting

Course Code: BGAP
Campus: VU Sydney, City Flinders.

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

Course Objectives: On successful completion of this course, students will be able to:
1. Review theoretical approaches and analyse their application to achieve effective accounting practice;
2. Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of business problems in authentic/contemporary Accounting Information 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 Accounting and associated Information Systems in the support of complex 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.

- General Accountant
- Taxation Accountant
- Management Accountant

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

Course Duration: 1 year

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

Admission Requirements Mature Age: To qualify for admission to the course an applicant must have completed: • an AQF 7 qualification; OR • in the absence of the above, a minimum of 7 years of relevant business related professional experience.
Admission Requirements VET: To qualify for admission to the course an applicant must have completed: • a business related VET (AQF 5 or 6) qualification and a minimum of three years of relevant professional experience.

COURSE STRUCTURE

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

Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAO5522</td>
<td>Managerial Accounting</td>
<td>12</td>
</tr>
<tr>
<td>BAO5543</td>
<td>Accounting Systems and Processes</td>
<td>12</td>
</tr>
<tr>
<td>BLO5540</td>
<td>Business and Company Law</td>
<td>12</td>
</tr>
<tr>
<td>BEO6600</td>
<td>Business Economics</td>
<td>12</td>
</tr>
</tbody>
</table>

Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAO5534</td>
<td>Business Finance</td>
<td>12</td>
</tr>
<tr>
<td>BAO5525</td>
<td>Financial and Corporate Accounting</td>
<td>12</td>
</tr>
<tr>
<td>BAO5524</td>
<td>Professional Auditing</td>
<td>12</td>
</tr>
<tr>
<td>BAO5535</td>
<td>Issues in Contemporary Accounting</td>
<td>12</td>
</tr>
</tbody>
</table>

Graduate Diploma in Business (Accounting)

Course Code: B5AR
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 and 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: Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field. Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

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

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

COURSE STRUCTURE

To attain the Graduate 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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEO6600</td>
<td>Business Economics</td>
<td>12</td>
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<tr>
<td>BCO6603</td>
<td>Enterprise Resource Planning Systems</td>
<td>12</td>
</tr>
<tr>
<td>BHO6505</td>
<td>Marketing Management</td>
<td>12</td>
</tr>
<tr>
<td>BMO6506</td>
<td>Work and Organisation Systems</td>
<td>12</td>
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Year 1, Semester 2

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAO5522</td>
<td>Managerial Accounting</td>
<td>12</td>
</tr>
<tr>
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<td>12</td>
</tr>
<tr>
<td>BAO5534</td>
<td>Business Finance</td>
<td>12</td>
</tr>
</tbody>
</table>
Select 12 credit points (1 unit) from the list of elective units below:

<table>
<thead>
<tr>
<th>Elective Units</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAO5524 Professional Auditing</td>
<td>12</td>
</tr>
<tr>
<td>BAO5525 Financial and Corporate Accounting</td>
<td>12</td>
</tr>
<tr>
<td>BAO5535 Issues in Contemporary Accounting</td>
<td>12</td>
</tr>
<tr>
<td>BAO5572 Treasury Risk Management</td>
<td>12</td>
</tr>
<tr>
<td>BAO5734 Financial Analysis</td>
<td>12</td>
</tr>
<tr>
<td>BAO5746 Credit and Lending Management</td>
<td>12</td>
</tr>
<tr>
<td>BAO5747 International Portfolio Management</td>
<td>12</td>
</tr>
<tr>
<td>BAO6714 Computerised Accounting in an ERP System</td>
<td>12</td>
</tr>
<tr>
<td>BEO5686 Financial Derivative Markets</td>
<td>12</td>
</tr>
<tr>
<td>BEO5539 Business Statistics</td>
<td>12</td>
</tr>
<tr>
<td>BLO5539 Australian Income Tax Law and Practice</td>
<td>12</td>
</tr>
<tr>
<td>BLO5540 Business and Company Law</td>
<td>12</td>
</tr>
<tr>
<td>BMO5501 Business Ethics and Sustainability</td>
<td>12</td>
</tr>
<tr>
<td>BMO6630 Business Research Methods</td>
<td>12</td>
</tr>
</tbody>
</table>

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

Course Duration: 1 year

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

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

Course Structure

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

- 84 credit points of core studies (equivalent to 7 units) - (BAO6504, BEO6600, BHO6505, BMO6506, BAO5534 BAO5734 and BAO5746).
- 12 credit points of elective study (equivalent to 1 unit).

Students planning to continue onto Masters study are advised to take BMO6603, Business Research Methods as their elective unit.
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 System 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 International: In addition to satisfying the entry requirements for Australian resident students or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

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

COURSE STRUCTURE

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAO5573</td>
<td>International Financial Management</td>
<td>12</td>
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<tr>
<td>BAO5572</td>
<td>Treasury Risk Management</td>
<td>12</td>
</tr>
<tr>
<td>BEO5686</td>
<td>Financial Derivative Markets</td>
<td>12</td>
</tr>
</tbody>
</table>

Graduate Diploma in Business Analytics
Course Code: BBO1
Campus: City Flinders.

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEO5539</td>
<td>Business Statistics</td>
<td>12</td>
</tr>
<tr>
<td>BCO6656</td>
<td>Information Technology Project Management</td>
<td>12</td>
</tr>
<tr>
<td>BCO6603</td>
<td>Enterprise Resource Planning Systems</td>
<td>12</td>
</tr>
<tr>
<td>BMO6506</td>
<td>Work and Organisation Systems</td>
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Year 1 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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</thead>
<tbody>
<tr>
<td>BCO6007</td>
<td>Business Analytics</td>
<td>12</td>
</tr>
<tr>
<td>BCO6653</td>
<td>Management of Information Technology</td>
<td>12</td>
</tr>
<tr>
<td>BCO6676</td>
<td>Business Intelligence Systems</td>
<td>12</td>
</tr>
</tbody>
</table>

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
- BCO6672 The Information Systems Professional | 12
- BMO6630 Business Research Methods | 12
- BCO6604 Customer Relationship Management | 12

Graduate Diploma in Business (Supply Chain Management)
Course Code: BBS5
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
about 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 International:** In addition to satisfying the entry requirements for mature age admissions or its equivalent, International applicants must also have a minimum proficiency in English Language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

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

**Admission Requirements VET:** NA

**COURSE STRUCTURE**

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

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

Students planning to continue onto Masters study are strongly recommended to take BM06630, Business Research Methods as their elective unit.

**Year 1, Semester 1**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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<tr>
<td>BMO5540</td>
<td>Business and Company Law</td>
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<tr>
<td>BMO5576</td>
<td>Operations and Logistics Strategy</td>
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<tr>
<td>BM06506</td>
<td>Work and Organisation Systems</td>
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<tr>
<td>BM06511</td>
<td>Strategic Management and Business Policy</td>
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**Year 1, Semester 2**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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</thead>
<tbody>
<tr>
<td>BCO6603</td>
<td>Enterprise Resource Planning Systems</td>
<td>12</td>
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</table>

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

**Course Code:** BGEF  
**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 International:** In addition to satisfying the entry requirements for Australian resident students or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International English.
Admission Requirements Mature Age: To qualify for admission to the course an applicant must have completed • a bachelor’s Degree (AQF 7) from any discipline field, or • a relevant VE (AQF 5 or AQF 6) qualification and have a minimum of three years of relevant professional experience, or • in absence of the above, a minimum of seven years of relevant professional experience. This experience is assessed by the Course Coordinator.

COURSE STRUCTURE

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

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

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

Year 1, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BCO6653</td>
<td>Management of Information Technology</td>
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<tr>
<td>BCO6656</td>
<td>Information Technology Project Management</td>
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<tr>
<td>BCO6603</td>
<td>Enterprise Resource Planning Systems</td>
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</tr>
<tr>
<td>BAO6714</td>
<td>Computerised Accounting in an ERP System</td>
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Year 1, Semester 2

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<tr>
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<th>Course Title</th>
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<tbody>
<tr>
<td>BMO6506</td>
<td>Work and Organisation Systems</td>
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<tr>
<td>BCO5501</td>
<td>Business Process Engineering</td>
<td>12</td>
</tr>
<tr>
<td>BCO5651</td>
<td>Enterprise Resource Planning Systems Implementation</td>
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</tbody>
</table>

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

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

Graduate Diploma in Business (International Business)

Course Code: BGIA
Campus: City Flinders.

About this course: The Graduate Diploma in Business (International Business) is designed to prepare students for a career in international private, public/government, or not-for-profit organizations. The course provides students with theoretical knowledge and practical introduction to international business with a strong foundation in business knowledge. The graduate diploma program provides an entry pathway to a qualification in international business for those with extensive work experience but no bachelor’s degree or those who wish to top up their existing qualifications. Units completed in this graduate certificate are transferable towards the Masters of Business (International Business) degree.

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

1. Apply international business principles, practices and frameworks in diverse contexts and applications using creative and critical thinking;
2. Interpret theoretical propositions and related bodies of knowledge to resolve business problems and recommend actions relevant to international business settings;
3. Adapt cross-disciplinary knowledge in making creative decisions, with consideration to cross-cultural contexts, for new business opportunities;
4. Work effectively autonomously and in a team demonstrating accountability, collaboration and innovative strategic thinking as relevant to global business settings;
5. Communicate effectively to specialist and non-specialist audiences in a wide range of international business contexts; and,
6. Analyse research findings applicable to global business environments.

Careers: Professionals in the field of International Business typically seek out employment in multinational firms, and corporations involved in international trade and investment. Graduates are encouraged to further their study into the Master of Business (International Business).

Course Duration: 1 year

Admission Requirements: Completion of an Australian Bachelor/Honours degree (or equivalent) in any discipline.

Admission Requirements International: In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking).

Admission Requirements Mature Age: Minimum five years relevant work experience will be considered for professional entry.

COURSE STRUCTURE

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

- 48 credit points College Core units
- 48 credit points Professional Core units

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

Core Business Units

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credit Points</th>
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<tbody>
<tr>
<td>BAO6504</td>
<td>Accounting for Management</td>
<td>12</td>
</tr>
<tr>
<td>BEO5539</td>
<td>Business Statistics</td>
<td>12</td>
</tr>
<tr>
<td>BEO6600</td>
<td>Business Economics</td>
<td>12</td>
</tr>
</tbody>
</table>
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.

Electives:
- 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:

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

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

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

- 84 credit points of core studies (equivalent to 7 units) - (BMO6506, BEO5305, BMO6600, 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.
Successful completion of a relevant VE

equiv 96 credit points (equivalent to 8 units) consisting of:

- Pracically

In addition to satisfying the Bachelor/Honours

City Flinders.

- Oorary business settings.

Successful completion of a non

The Graduate Diploma in Business (Management) is designed to

City Flinders.

ocesses:

1  year

ollege; OR In the absence of a

- 4 years full time work experience gained while working in a dedicated supervisory/management role as approved by the College.

Selection Processes: Other Students with a cognate (similar discipline)

Bachelor/Honours Degree are encouraged to enrol directly into the Master of

Management.

COURSE STRUCTURE

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

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

Students planning to continue onto Masters study are strongly recommended to take

BM06630 Business Research Methods as their elective unit.

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

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

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

Graduate Diploma in Business (Management)

Course Code: BGMA
Campus: City Flinders.

About this course: The Graduate Diploma in Business (Management) 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.

Graduate Diploma in Business (Marketing)

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

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

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

COURSE STRUCTURE

To attain the Graduate 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 pre-requisite requirements prior to enrolling.

Students planning to continue onto Masters study are strongly recommended to take BM06630 Business Research Methods as their elective unit.

Year 1, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BEO5539</td>
<td>Business Statistics</td>
<td>12</td>
</tr>
<tr>
<td>BEO6600</td>
<td>Business Economics</td>
<td>12</td>
</tr>
<tr>
<td>BHO6505</td>
<td>Marketing Management</td>
<td>12</td>
</tr>
<tr>
<td>BM06506</td>
<td>Work and Organisation Systems</td>
<td>12</td>
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Year 1, Semester 2

<table>
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<tr>
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<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BHO5504</td>
<td>Brand and Product Management</td>
<td>12</td>
</tr>
<tr>
<td>BHO5503</td>
<td>Marketing Communication</td>
<td>12</td>
</tr>
<tr>
<td>BHO5574</td>
<td>Consumer Behaviour</td>
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</tbody>
</table>

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

Electives List

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BHO6001</td>
<td>Digital Marketing</td>
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<tr>
<td>BHO5525</td>
<td>Marketing Strategy</td>
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<td>BC06604</td>
<td>Customer Relationship Management</td>
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<td>BM05501</td>
<td>Business Ethics and Sustainability</td>
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<tr>
<td>BHO6666</td>
<td>Global Marketing Management</td>
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</tr>
<tr>
<td>BM06630</td>
<td>Business Research Methods</td>
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</tr>
</tbody>
</table>

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. Justify and interpret theoretical propositions and related knowledge to think critically in the resolution of marketing problems and recommend marketing actions realigned for contemporary and emerging business settings.
5. Demonstrate independent judgement in a range of business functions in response to contemporary and future business challenges.
6. Effectively communicate complex knowledge and ideas to a variety of audiences.
Contribute consistently, with personal accountability for outputs in a dynamic 21st century work environment, working in an ethical and socially responsible manner. Analyse and evaluate research findings applicable to business environments as part of the course work.

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

**Course Duration:** 1 year

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

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have: • A Bachelor’s Degree (AQF 7) from any discipline field; OR • a relevant VET (AQF 5 or 6) qualification and a minimum of five years of professional experience; OR • in the absence of the above, a minimum of seven years of professional experience.

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

**COURSE STRUCTURE**

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

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

**Year 1, Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Description</th>
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</thead>
<tbody>
<tr>
<td>BAO6504</td>
<td>Accounting for Management</td>
<td>12</td>
</tr>
<tr>
<td>BEO5539</td>
<td>Business Statistics</td>
<td>12</td>
</tr>
<tr>
<td>BEO6600</td>
<td>Business Economics</td>
<td>12</td>
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<tr>
<td>BHO6505</td>
<td>Marketing Management</td>
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**Year 1, Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Description</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>BMO6506</td>
<td>Work and Organisation Systems</td>
<td>12</td>
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<tr>
<td>BMO6511</td>
<td>Strategic Management and Business Policy</td>
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</tr>
<tr>
<td>BMO5501</td>
<td>Business Ethics and Sustainability</td>
<td>12</td>
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</tbody>
</table>

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

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

**Master of Business Administration (Professional)**

**Course Code:** BMAB

**Campus:** City Flinders

**About this course:** The Master of Business Administration is an academically rigorous and professionally relevant business course recognised globally. The course develops a strong foundation in conceptual knowledge incorporating recent developments in sustainability and global trends in business. It 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:** Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field. Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.
In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role in business, logistics or supply chain management as approved by the College.

COURSE STRUCTURE

To attain the Master of Business Administration, 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). Please check any prerequisite 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

<table>
<thead>
<tr>
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<th>Credit Points</th>
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<tbody>
<tr>
<td>BAO6504</td>
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<td>Marketing Management</td>
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<td>BM06511</td>
<td>Strategic Management and Business Policy</td>
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<td>Business Research Methods</td>
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Year 2

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<th>Course Title</th>
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<tbody>
<tr>
<td>BAO5734</td>
<td>Financial Analysis</td>
<td>12</td>
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<tr>
<td>BM06622</td>
<td>Managing Innovation and Entrepreneurship</td>
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<tr>
<td>BM06624</td>
<td>Organisation Change Management</td>
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<td>BM05572</td>
<td>Strategic Human Resource Management</td>
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<tr>
<td>BM06050</td>
<td>Art and Practice of Leadership</td>
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plus

OPTION 1

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<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>BGP7730</td>
<td>Business Research Project</td>
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</table>

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

About this course: The Master of Accounting is an academically rigorous and professionally relevant postgraduate accounting course, building upon a strong foundation in undergraduate accounting conceptual knowledge. Graduates develop an integrated understanding of advanced accounting issues through a range of units in accounting, finance and management. This is complemented by the opportunity to work with a widely used enterprise systems software package, SAP. The course also enables students to investigate recent developments in areas such as sustainability, global trends in accounting, ethical citizenship and intercultural understanding. The course is offered in a superior location for postgraduate students being central to the major commercial centre of Melbourne and to public transport.

Course Objectives: On successful completion of this course, 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 multidisciplinary 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. Types of positions are as follows:

- Chief Finance Officer
- Management Accountant
**Course Duration:** 1.5 years

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

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

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

**COURSE STRUCTURE**

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

**OPTION 2**

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

**Year 1, Semester 1**

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<th>Course Code</th>
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<td>BAO5746</td>
<td>Credit and Lending Management</td>
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**Year 1, Semester 2**

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<td>BCO6603</td>
<td>Enterprise Resource Planning Systems</td>
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<td>BAO5747</td>
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**Year 2, Semester 1**

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<td>12</td>
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<tr>
<td>BEO5686</td>
<td>Financial Derivative Markets</td>
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**Plus**

**OPTION 1**

- BGP7711 Business Research Proposal 12

**OPTION 2**

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

**Year 2, Semester 1**

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<th>Credit Points</th>
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<tr>
<td>BGP7730</td>
<td>Business Research Project</td>
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</tbody>
</table>

**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 curricula in the world covering areas such as: Business Process Management, Supply Chain Management, Business Intelligence, Customer Relationship Management, Change Management, Programming, Implementation, Strategy Development, Configuration and Administration.

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

1. Critically reflect upon theoretical approaches and analyze 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: Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field.

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

Admission Requirements Mature Age: NA

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

COURSE STRUCTURE
To attain the Master of Business Analytics, 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

- BM06630 Business Research Methods 12
- BC06007 Business Analytics 12
- BC05501 Business Process Engineering 12
- BC06603 Enterprise Resource Planning Systems 12

Year 1, Semester 2

- BC06676 Business Intelligence Systems 12
- BIS7001 Enterprise Systems Strategy 12
- BC06672 The Information Systems Professional 12

plus

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

or

OPTION 2

- BGP7711 Business Research Proposal 12

Year 2, Semester 1

- BC06008 Predictive Analytics 12
- BC06604 Customer Relationship Management 12

plus

OPTION 1

- BGP7730 Business Research Project 12

12 credit points (equivalent to 1 unit) elective units. Students to select from any postgraduate units across the University (subject to availability).
OPTION 2

BGP7712 Business Research Thesis 24

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

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

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

COURSE STRUCTURE

To attain the Master of Business (Accounting), students will be required to complete 192 credit points (equivalent to 16 units) consisting of:
- 24 credit points (equivalent to 2 units) core units
- 48 credit points (equivalent to 4 units) college 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). Please check any prerequisite 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

BE06600 Business Economics 12
BA05543 Accounting Systems and Processes 12
BL05540 Business and Company Law 12
BH06505 Marketing Management 12

Year 1, Semester 2

BA05522 Managerial Accounting 12
BM04506 Work and Organisation Systems 12
BL05539 Australian Income Tax Law and Practice 12
BM06630 Business Research Methods 12

Year 2, Semester 1

BA05534 Business Finance 12
BA05525 Financial and Corporate Accounting 12
BA05524 Professional Auditing 12

Plus
Upon theoretical approaches and analyse their application to contemporary Business Intelligence/Business Analytics Systems. 1. Critically reflect upon theoretical approaches and apply them to the resolution of business problems and make recommendations relevant to contemporary Business Intelligence/Business Analytics Systems. 2. Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of complex professional problems and inform decision-making drawing on Business Intelligence/Business Analytics Systems and associated Information Systems.

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 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 SAP based organisations, 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 arenas.
- 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: Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field. Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role or approved by the College.
**Admission Requirements International:** In addition to satisfying the entry requirements for Mature Age admission (listed below), or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6.

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

**COURSE STRUCTURE**

To attain the Master of Business Analytics (Professional), 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 one unit) from any of the university postgraduate courses (unit offering is subject to availability)

or

OPTION 2 BGP7711 Business Research Proposal 12

Year 2 Semester 2

BCO6008 Predictive Analytics 12

BCO6604 Customer Relationship Management 12

Plus

OPTION 1 BGP7730 Business Research Project 12

12 credit points (equivalent to one unit) from any of the university postgraduate courses (unit offering is subject to availability)

or

OPTION 2 BGP7712 Business Research Thesis 24

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

**Course Code:** BMFT

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

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

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

COURSE STRUCTURE

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

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

Plus either / 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

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>BMO6506</td>
<td>Work and Organisation Systems</td>
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<tr>
<td>BHO6505</td>
<td>Marketing Management</td>
<td>12</td>
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<tr>
<td>BAO6504</td>
<td>Accounting for Management</td>
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<tr>
<td>BEO6600</td>
<td>Business Economics</td>
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Year 1, Semester 2

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<td>BTD6001</td>
<td>Tourism and Events: Core Concepts and Theory</td>
<td>12</td>
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<tr>
<td>BTD6002</td>
<td>Cross-cultural Dimensions of Destination Management</td>
<td>12</td>
</tr>
<tr>
<td>BTD6003</td>
<td>Managing the Visitor Experience</td>
<td>12</td>
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<tr>
<td>BMO6630</td>
<td>Business Research Methods</td>
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Year 2, Semester 1

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<td>Business Ethics and Sustainability</td>
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<tr>
<td>BTD7001</td>
<td>International Tourism Management</td>
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<tr>
<td>BTD7002</td>
<td>Emerging Trends in Tourism and Destination Management</td>
<td>12</td>
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<tr>
<td>OPTION 1</td>
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<td>OR</td>
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<tr>
<td>OPTION 2</td>
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<td>BGP7711</td>
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Year 2, Semester 2

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<th>Unit Code</th>
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<tr>
<td>BTD7003</td>
<td>Pricing Analytics and Revenue Management</td>
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<tr>
<td>BTD7004</td>
<td>Green Growth Transformation of Destinations</td>
<td>12</td>
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<tr>
<td>OPTION 1</td>
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<td></td>
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<tr>
<td>BGP7730</td>
<td>Business Research Project</td>
<td>12</td>
</tr>
<tr>
<td>12 credit points (equivalent to 1 unit) elective unit</td>
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</tbody>
</table>
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 apply cross-disciplinary knowledge in decision making with creativity for innovation and change management contexts;
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional organisational change management challenges;
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;
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 organisational change practices.

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

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

Course Duration: 1.5 years

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

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

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

COURSE STRUCTURE

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

- 24 credit points (equivalent to 2 units) core units
- 84 credit points (equivalent to 7 units) professional core units
- 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.
- OR OPTION 2
  - 12 credit points (equivalent to 1 unit) research proposal unit; and,
  - 24 credit points (equivalent to 2 units) minor thesis unit.
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/Honours degree (or equivalent) in any discipline. OR Completion of an Australian Graduate Certificate/Graudate Diploma degree (or equivalent) in Business or Information Technology.

Admission Requirements International: In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking).

Admission Requirements Mature Age: Applicants who do not have the required undergraduate degree are required to complete (enrol) in the Graduate Diploma in the same discipline.

COURSE STRUCTURE

To attain the awards, Master of Business (Enterprise Resource Planning Systems)/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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>BMO7000</td>
<td>Advanced Organisational Behaviour</td>
<td>12</td>
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<tr>
<td>BMO7001</td>
<td>Organisational Diagnosis and Change</td>
<td>12</td>
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<tr>
<td>BMO7002</td>
<td>Technological Change and Innovation</td>
<td>12</td>
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<tr>
<td>BMO7003</td>
<td>Managing Change and Complexity</td>
<td>12</td>
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<tr>
<td>BMO7004</td>
<td>Strategy and Strategic Change</td>
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Research Option 1

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<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>BGP7730</td>
<td>Business Research Project</td>
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24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from within the University (subject to availability).

Research Option 2

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>BGP7711</td>
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<tr>
<td>BGP7712</td>
<td>Business Research Thesis</td>
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</table>

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

Course Code: BANDA

Campus: City, Flinders.

College Core Units

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<thead>
<tr>
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Research Option 1

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<tbody>
<tr>
<td>BGP7730</td>
<td>Business Research Project</td>
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24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from within the University (subject to availability).

Research Option 2

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<tbody>
<tr>
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<tr>
<td>BGP7712</td>
<td>Business Research Thesis</td>
<td>24</td>
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BMDB

to formulate, implement and incorporating recent developments in sustainability and global requirements International:

Completion of an Australian Bachelor/Honours degree (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking).

In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by IELTS (or equivalent).

**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/Honours degree (or equivalent) in any discipline. OR Completion of an Australian Graduate Certificate/Graduate Diploma degree (or equivalent) in Business, Information Technology or Supply Chain Management.

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

**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 Code:** BMOB
**Campus:** City Flinders.

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

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

**Business Analytics Professional Core Units**

- BCO6067 Business Analytics 12
- BCO6068 Predictive Analytics 12
- BCO6604 Customer Relationship Management 12
- BCO6676 Business Intelligence Systems 12
- BIS7001 Enterprise Systems Strategy 12

**ERP Professional Core Units**

- BMO6624 Organisation Change Management 12
- BMO6625 Enterprise Resource Planning Systems 12
- BMO6627 Strategy for Business and Technology 12
- BMO6630 Business Research Methods 12

**Capstone Research Project Unit**

- BGP7730 Business Research Project 12

**Elective Units**

- BCO5539 Business Statistics 12
- BMO6506 Work and Organisation Systems 12
- BMO6630 Business Research Methods 12
- BCO6185 Executive and Mobile Computing 12
- BCO6603 Enterprise Resource Planning Systems 12
- BMO6624 Organisation Change Management 12
- BCO6672 Business Intelligence Systems 12
- BIS7001 Enterprise Systems Strategy 12

**Admission Requirements:**

- Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking).
Admission Requirements: Mature Age: Applicants who do not have the required undergraduate degree are required to complete (enrol) in the Graduate Certificate in the same discipline.

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAO6714</td>
<td>Computerised Accounting in an ERP System</td>
<td>12</td>
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<tr>
<td>BCO6653</td>
<td>Management of Information Technology</td>
<td>12</td>
</tr>
<tr>
<td>BCO6656</td>
<td>Information Technology Project Management</td>
<td>12</td>
</tr>
<tr>
<td>BCO6672</td>
<td>The Information Systems Professional</td>
<td>12</td>
</tr>
<tr>
<td>BMO5576</td>
<td>Operations and Logistics Strategy</td>
<td>12</td>
</tr>
<tr>
<td>BMO6630</td>
<td>Business Research Methods</td>
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ERP Professional Core Units

<table>
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<th>Course Title</th>
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<tbody>
<tr>
<td>BCO5501</td>
<td>Business Process Engineering</td>
<td>12</td>
</tr>
<tr>
<td>BCO5651</td>
<td>Enterprise Resource Planning Systems Implementation</td>
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<tr>
<td>BCO6007</td>
<td>Business Analytics</td>
<td>12</td>
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<tr>
<td>BCO6185</td>
<td>Executive and Mobile Computing</td>
<td>12</td>
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<tr>
<td>BCO6603</td>
<td>Enterprise Resource Planning Systems</td>
<td>12</td>
</tr>
<tr>
<td>BCO6604</td>
<td>Customer Relationship Management</td>
<td>12</td>
</tr>
<tr>
<td>BMO6624</td>
<td>Organization Change Management</td>
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Supply Chain Management Professional Core Units

<table>
<thead>
<tr>
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<th>Course Title</th>
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<tbody>
<tr>
<td>BEO5305</td>
<td>International Supply Chain Structure</td>
<td>12</td>
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<tr>
<td>BEO5307</td>
<td>Global Procurement</td>
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<tr>
<td>BMO5574</td>
<td>Supply Chain and Logistics Management</td>
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<tr>
<td>BMO5579</td>
<td>Green Logistics</td>
<td>12</td>
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<tr>
<td>BMO6508</td>
<td>Operations Management</td>
<td>12</td>
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<tr>
<td>EPM5710</td>
<td>Project Procurement Management</td>
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</tbody>
</table>

Capstone Research Project Unit

31
Admission Requirements Mature Age: Applicants who do not have the required undergraduate degree are required to complete (enroll) in the Graduate Certificate in the same discipline.

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
- BMO6630 Business Research Methods 12

Business Analytics Professional Core Units

- BCO5501 Business Process Engineering 12
- BCO6007 Business Analytics 12
- BCO6008 Predictive Analytics 12
- BCO6603 Enterprise Resource Planning Systems 12
- BCO6604 Customer Relationship Management 12
- BCO6676 Business Intelligence Systems 12
- BIS7001 Enterprise Systems Strategy 12

MBA Professional Core Units

- BA05734 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 pre-requisite requirements prior to enrolling.

Master of Business (Accounting)/Master of Finance

Course Code: BMDD

Campus: City Flinders.

About this course: VU’s double degree in Master of Business (Accounting)/Master of Finance is designed for students from non-accounting backgrounds who want to develop the specialist skills in Accounting that will qualify you for membership with CPA Australia and the Chartered Accountants Australasia and New Zealand (CAANZ). You will gain the necessary skills for a wide range of accounting roles and develop your knowledge and technical skills in finance while keeping a global perspective on understanding the operation of financial markets. The course will assist students to become capable, responsible and ethical practitioners in the rapidly changing financial services industry. These skills are complemented with skills development focusing on critical thinking, problem solving, creativity and communication. 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 accounting and finance 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 and finance contexts.
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/accounting/finance 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;
- Government Organisations.

Other types of positions are as follows:

- General Accountant;
- Taxation Accountant; and, Management Accountant.
Finance positions are include:

- Financial Manager;
- Financial Analyst; and
- Financial Investment Manager.

**Course Duration:** 2.5 years

**Admission Requirements:** Completion of an Australian Bachelor/Honours degree (or equivalent) in any discipline. OR Completion of an Australian Graduate Certificate/Graduate Diploma degree (or equivalent) in Business, Accounting or Finance.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking).

**Admission Requirements Mature Age:** Applicants who do not have the required undergraduate degree are required to complete (enrol) in the Graduate Certificate in the same discipline.

**COURSE STRUCTURE**

To attain the awards, Master of Business (Accounting) and Master of Finance, 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**

<table>
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<th>Course Title</th>
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<tbody>
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<td>BH06505</td>
<td>Marketing Management</td>
<td>12</td>
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<tr>
<td>BEO6600</td>
<td>Business Economics</td>
<td>12</td>
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<tr>
<td>BLO5540</td>
<td>Business and Company Law</td>
<td>12</td>
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<tr>
<td>BM05501</td>
<td>Business Ethics and Sustainability</td>
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<tr>
<td>BMO5606</td>
<td>Work and Organisation Systems</td>
<td>12</td>
</tr>
<tr>
<td>BMO6630</td>
<td>Business Research Methods</td>
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**Accounting Professional Core Units**

<table>
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<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BAO5522</td>
<td>Managerial Accounting</td>
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<tr>
<td>BAO5524</td>
<td>Professional Auditing</td>
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<tr>
<td>BAO5525</td>
<td>Financial and Corporate Accounting</td>
<td>12</td>
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<tr>
<td>BAO5535</td>
<td>Issues in Contemporary Accounting</td>
<td>12</td>
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<tr>
<td>BAO5543</td>
<td>Accounting Systems and Processes</td>
<td>12</td>
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<tr>
<td>BLO5539</td>
<td>Australian Income Tax Law and Practice</td>
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**Finance Professional Core Units**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BAO5534</td>
<td>Business Finance</td>
<td>12</td>
</tr>
<tr>
<td>BAO5572</td>
<td>Treasury Risk Management</td>
<td>12</td>
</tr>
<tr>
<td>BAO5734</td>
<td>Financial Analysis</td>
<td>12</td>
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<tr>
<td>BAO5746</td>
<td>Credit and Lending Management</td>
<td>12</td>
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<tr>
<td>BAO5747</td>
<td>International Portfolio Management</td>
<td>12</td>
</tr>
<tr>
<td>BAO5573</td>
<td>International Financial Management</td>
<td>12</td>
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<tr>
<td>BEO5686</td>
<td>Financial Derivative Markets</td>
<td>12</td>
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<tr>
<td>BGP7730</td>
<td>Business Research Project</td>
<td>12</td>
</tr>
</tbody>
</table>

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

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

Selection Processes: Other Applicants who have successfully completed a non-cognate (any discipline) Bachelor/Honours Degree, are directed to the 2 year Master of Business (Enterprise Resource Planning Systems) course.

COURSE STRUCTURE

To attain the Master of Enterprise Resource Planning 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. On completion of a minimum of four units, students may exit the Master Enterprise Resource Planning Systems with a Graduate Certificate in Enterprise Resource Planning if they meet graduation requirements of that course.

Year 1, Semester 1
- BCO6603 Enterprise Resource Planning Systems 12
- BM06630 Business Research Methods 12
- BCO5501 Business Process Engineering 12
- BCO6007 Business Analytics 12

Year 1, Semester 2
- BCO6604 Customer Relationship Management 12
- BCO6185 Executive and Mobile Computing 12
- BM06624 Organisation Change Management 12

Plus

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

or

OPTION 2
- BGP7711 Business Research Proposal 12

Year 2, Semester 1
- BCO5651 Enterprise Resource Planning Systems Implementation 12
- BCO6672 The Information Systems Professional 12

Plus

OPTION 1
- BGP7730 Business Research Project 12

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

or

OPTION 2
- BGP7712 Business Research Thesis 24

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

Course Objectives: On successful completion of this course, 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: Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree.

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

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

COURSE STRUCTURE

To attain the Master of Business (Enterprise Resource Planning Systems), 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 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. Students may exit the Master of Business (Enterprise Resource Planning Systems) with a Graduate Diploma of Business (Enterprise Resource Planning Systems) if they meet graduation requirements of that course.

Year 1 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
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<td>Management of Information Technology</td>
<td>12</td>
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<tr>
<td>BC06656</td>
<td>Information Technology Project Management</td>
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</tr>
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<td>BC06603</td>
<td>Enterprise Resource Planning Systems</td>
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<td>BM06506</td>
<td>Work and Organisation Systems</td>
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Year 1 Semester 2

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<tr>
<td>BM06630</td>
<td>Business Research Methods</td>
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<tr>
<td>BA06714</td>
<td>Computerised Accounting in an ERP System</td>
<td>12</td>
</tr>
</tbody>
</table>
The Master of Finance is an academically focussed and successful completion of a cognate (similar discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field.

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

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

COURSE STRUCTURE

To attain the Master of Finance, 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 from across the University (subject to availability). Please check any prerequisite 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

<table>
<thead>
<tr>
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<tr>
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<td>BAO5734</td>
<td>Financial Analysis</td>
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<td>BAO5746</td>
<td>Credit and Lending Management</td>
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Year 1, Semester 2

<table>
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<tr>
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<th>Points</th>
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<tbody>
<tr>
<td>BM05501</td>
<td>Business Ethics and Sustainability</td>
<td>12</td>
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</tbody>
</table>
BAO5747  International Portfolio Management 12
BAO5573  International Financial Management 12

Plus

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

or

OPTION 2
BGP7711  Business Research Proposal 12

Year 2, Semester 1

BAO5572  Treasury Risk Management 12
BED5686  Financial Derivative Markets 12

Plus

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

or

OPTION 2
BGP7712  Business Research Thesis 24

Master of Business (Finance)
Course Code: BMFN
Campus: City Flinders.

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

Course Objectives: On successful completion of this course, 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. Critically apply cross disciplinary knowledge in decision making with creativity for evolving and emerging finance contexts.
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/finance/professional challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex financial 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 experience linked to contemporary sustainable, socially responsible and ethical financial management practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

Careers: Financial Manager, Financial Analyst and Financial Investment Manager

Course Duration: 2 years

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

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

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

COURSE STRUCTURE

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

- 72 credit points (equivalent to 6 units) college 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). 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
About this course: Globalisation demands professionals who understand the complexities of conducting business on a global scale. The Master of Business (International Business) is designed for students seeking the knowledge and skills to set up and manage global enterprises or those who would like to take their business career internationally. The Victoria University Master of Business (International Business) has a strong focus on China and the Asia-Pacific region with two units being delivered by academics and resident scholars in the Victoria Business Confucius Institute. Students will develop research, critical thinking, problem-solving, effective communication and cross-cultural competency in addition to developing sound knowledge in business principles with an international focus.

Course Objectives: On successful completion of this course, students will be able to:
1. Critically reflect upon theoretical approaches and analyse their application to the management of international business contexts;
2. Interpret theoretical propositions and related bodies of knowledge to resolve business problems and recommend actions relevant to international business settings;
3. Adapt cross-disciplinary knowledge in making creative decisions, with consideration to cross-cultural contexts, for new business opportunities;
4. Work effectively autonomously and in a team demonstrating accountability, collaboration and innovative strategic thinking as relevant to global business settings;
5. Communicate effectively to specialist and non-specialist audiences in a wide range of international business contexts;
6. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly; and,
7. Plan and execute a substantial research-based project or evidence-based capstone experience to analyse the international business environment and generate new recommendations or knowledge for business strategies.

Careers:
- Export and import agent/manager
- Joint venture/international merger project manager
- International business development manager/consultant
- CSR (Corporate Social Responsibility) manager
- Sustainable business manager/consultant
- International licensing/franchising manager

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor/Honours degree (or equivalent) in any discipline. OR Completion of an Australian Graduate Certificate/Graduate Diploma degree (or equivalent) in a similar discipline.

Admission Requirements International: In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking).
Admission Requirements Mature Age: Applicants who do not have the required undergraduate degree are required to complete (enrol) in the Graduate Diploma in the same discipline.

COURSE STRUCTURE

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

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

RESEARCH OPTION 1

- 12 credit points business research project; and,
- 24 credit points elective units. Students to select 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

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<th>Title</th>
<th>Units</th>
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<td>Work and Organisation Systems</td>
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<td>Business Research Methods</td>
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Professional Core Units

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<td>BEO5305</td>
<td>International Supply Chain Structure</td>
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<tr>
<td>BM7000</td>
<td>Business Practices in China</td>
<td>12</td>
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<tr>
<td>BM7001</td>
<td>Business Strategy in a Global Environment</td>
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<tr>
<td>BM7002</td>
<td>Green Economy and Sustainable Development</td>
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<tr>
<td>BM7003</td>
<td>Trade and Investment in Asia</td>
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<tr>
<td>BMO5572</td>
<td>Strategic Human Resource Management</td>
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Research Units

OPTION 1

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<tbody>
<tr>
<td>BGP7730</td>
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</table>
| 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

<table>
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<td>Business Research Proposal</td>
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</tr>
<tr>
<td>BGP7712</td>
<td>Business Research Thesis</td>
<td>24</td>
</tr>
</tbody>
</table>

Master of International Business

Course Code: BMIB
Campus: City Flinders.

About this course: Globalisation demands professionals who understand the complexities of conducting business on a global scale. The Master of International Business is designed for students seeking the knowledge and skills to set up and manage global enterprises or those who would like to take their business career internationally. The Victoria University Master of International Business has a strong focus on China and the Asia-Pacific region with two units being delivered by academics and resident scholars in the Victoria Business Confucius Institute. Students will develop research, critical thinking, problem-solving, effective communication and cross-cultural competency in addition to developing sound knowledge in business principles with an international focus.

Course Objectives: On successful completion of this course, students will be able to:
1. Critically reflect upon theoretical approaches and analyse their application to the management of international business contexts;
2. Interpret theoretical propositions and related bodies of knowledge to resolve business problems and recommend actions relevant to international business settings;
3. Adapt cross-disciplinary knowledge in making creative decisions, with consideration to cross-cultural contexts, for new business opportunities;
4. Work effectively autonomously and in a team demonstrating accountability, collaboration and innovative strategic thinking as relevant to global business settings;
5. Communicate effectively to specialist and non-specialist audiences in a wide range of international business contexts;
6. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly; and,
7. Plan and execute a substantial research based project or evidence-based capstone experience to analyse the international business environment and generate new recommendations or knowledge for business strategies.

- Export and import agent/ manager
- Joint venture/international merger project manager
- International business development manager/consultant
- CSR (corporate social responsibility) manager
- Sustainable business manager/consultant
- International licensing/franchising manager

Careers:

Course Duration: 1.5 years
**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 multidisciplinary 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
discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field.

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

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

### 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).

**OPTION 2**

- **BGP7711** Business Research Proposal 12

**Year 2, Semester 1**

- **BM05501** Business Ethics and Sustainability 12
- **BM06625** Performance Management and Rewards 12

**Plus**

**OPTION 1**

- **BGP7730** Business Research Project 12

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

**OPTION 2**

- **BGP7712** Business Research Thesis 24

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

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

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

### Course Objectives:

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

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

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

COURSE STRUCTURE

To attain the 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

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
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<td>BEO6600</td>
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<td>BMO6511</td>
<td>Strategic Management and Business Policy</td>
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Year 2

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<tr>
<td>BMO5572</td>
<td>Strategic Human Resource Management</td>
<td>12</td>
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</tbody>
</table>

BM05567   Managing Workplace Conflict  12  
BM06630  Business Research Methods  12  
BM06625  Performance Management and Rewards  12  

Plus

OPTION 1  
BGP7730  Business Research Project  12  

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

or

OPTION 2  
BGP7711  Business Research Proposal  12  
BGP7712  Business Research Thesis  24  

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

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

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

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

**BHQ5501** Business Ethics and Sustainability 12

**BHQ6630** Business Research Methods 12

**BHQ6001** Digital Marketing 12

**BHQ5503** Marketing Communication 12

Year 1, Semester 2

**BHO6604** Customer Relationship Management 12

**BHO5525** Marketing Strategy 12

**BHO5574** Consumer Behaviour 12

Plus

OPTION 1

**BGP7730** Business Research Project 12

or

OPTION 2

**BGP7711** Business Research Proposal 12

Year 2, Semester 1

**BHO5504** Brand and Product Management 12

**BHO6666** Global Marketing Management 12

Plus

OPTION 1

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

or

OPTION 2

**BGP7712** Business Research Thesis 24

Master of Business (Management)

Course Code: BMMAN

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 organization development, or in leadership roles in innovation and business sustainability.

Course Duration: 2 years

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

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

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

COURSE STRUCTURE
To attain the Master of Business (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. Students to choose from either the Management or International Business specialisations.

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). 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 BUSINESS UNITS

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<td>Work and Organisation Systems</td>
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SPECIALISATION UNITS

Management

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<td>BMO5602</td>
<td>Business Project Management</td>
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<td>BMO6050</td>
<td>Art and Practice of Leadership</td>
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<td>BMO6511</td>
<td>Strategic Management and Business Policy</td>
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</tr>
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<td>BMO6622</td>
<td>Managing Innovation and Entrepreneurship</td>
<td>12</td>
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International Business

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RESEARCH STUDIES OPTIONS

RESEARCH OPTION 1

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

RESEARCH OPTION 2

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<tr>
<td>BGP7712</td>
<td>Business Research Thesis</td>
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</table>

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 non-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 designed for contemporary and emerging business settings.
3. Critically apply cross-disciplinary knowledge in decision making with creativity for dynamic 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:** Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field. Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

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

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

**COURSE STRUCTURE**

To attain the 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**

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BEO5539</td>
<td>Business Statistics</td>
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<td>BHO6505</td>
<td>Marketing Management</td>
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<td>BM06506</td>
<td>Work and Organisation Systems</td>
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**Year 1, Semester 2**

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<td>Digital Marketing</td>
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<td>BHO5503</td>
<td>Marketing Communication</td>
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**Year 2, Semester 1**

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<td>BHO5525</td>
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<td>BHO5574</td>
<td>Consumer Behaviour</td>
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<td>Research Component Option 1</td>
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**OR**

**Research Component Option 2**

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<tbody>
<tr>
<td>BGP7711</td>
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**Year 2, Semester 2**

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<td>BHO6600</td>
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<tr>
<td>BHO6666</td>
<td>Global Marketing Management</td>
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<tr>
<td>Research Component Option 1</td>
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<td>Business Research Project</td>
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**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 BHO5583 or equivalent units).

Master of Management

Course Code: BMM
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, organizational 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 causes, 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 analysis of 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: Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; or Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field.

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

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

COURSE STRUCTURE

To attain the 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.

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<tbody>
<tr>
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<td>Business Research Methods</td>
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<td>BMO5602</td>
<td>Business Project Management</td>
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<td>BMO6511</td>
<td>Strategic Management and Business Policy</td>
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<td>BMO5572</td>
<td>Strategic Human Resource Management</td>
<td>12</td>
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<td>BMO5500</td>
<td>Governance</td>
<td>12</td>
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<td>BMO6050</td>
<td>Art and Practice of Leadership</td>
<td>12</td>
</tr>
<tr>
<td>BMO6622</td>
<td>Managing Innovation and Entrepreneurship</td>
<td>12</td>
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<td>BMO6624</td>
<td>Organization Change Management</td>
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<td>Research Option 1</td>
<td>BGP7730</td>
<td>Business Research Project</td>
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24 credit points elective units. Students to select postgraduate units from any College of Business Masters course (subject to availability).

Research Option 2

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>BGP7711</td>
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<tr>
<td>BGP7712</td>
<td>Business Research Thesis</td>
<td>24</td>
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</table>
Master of Business Administration

Course Code: BAPF

Campus: City Flinders.

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

Course Objectives: On successful completion of this course, 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: Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field.

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

Selection Processes: Other Applicants who have successfully completed a non-cognate (any discipline) Bachelor/Honours Degree, are directed to the 2 Year Master of Business Administration (Professional) course.

COURSE STRUCTURE

To attain the Master of Business Administration, 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 from across the University (subject to availability). Please check any prerequisite 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

<table>
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<tr>
<th>Course Code</th>
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<td>BMO6506</td>
<td>Work and Organisation Systems</td>
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<td>BMO6511</td>
<td>Strategic Management and Business Policy</td>
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<td>BMO6630</td>
<td>Business Research Methods</td>
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<td>BA05734</td>
<td>Financial Analysis</td>
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<td>BMO6622</td>
<td>Managing Innovation and Entrepreneurship</td>
<td>12</td>
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<tr>
<td>BMO6624</td>
<td>Organisation Change Management</td>
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Plus

OPTION 1

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

or

OPTION 2

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<th>Course Code</th>
<th>Course Name</th>
<th>Credit Points</th>
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<tr>
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<td>BA05572</td>
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<td>BMO6050</td>
<td>Art and Practice of Leadership</td>
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<tr>
<td>BGP7730</td>
<td>Business Research Project</td>
<td>12</td>
</tr>
</tbody>
</table>

Year 2, Semester 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from across the University (subject to availability). Please check any prerequisite requirements prior to enrolling.
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 inter-connected 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: Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field. Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

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

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

COURSE STRUCTURE
To graduate from the Master of Business (Supply Chain 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 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. 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
BLO5540 Business and Company Law 12
BMO5576 Operations and Logistics Strategy 12
BMO6506 Work and Organisation Systems 12
BMO6511 Strategic Management and Business Policy 12

Year 2, Semester 1
BCO6603 Enterprise Resource Planning Systems 12
BE05305 International Supply Chain Structure 12
BE05307 Global Procurement 12
BMO6630 Business Research Methods 12

Elective 1*
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 relating 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 leader.
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: Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field.

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

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

**COURSE STRUCTURE**

To attain the Master of Supply Chain Management, students must successfully complete 144 credit points (equivalent to 12 units) 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 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, Semester 1

- BC06603 Enterprise Resource Planning Systems 12
- BE05305 International Supply Chain Structure 12
- BE05307 Global Procurement 12
- BMO6630 Business Research Methods 12

Year 1, Semester 2

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

Plus

OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units across the University (subject to availability).
Successful completion of a cognate (similar discipline) Bachelor/Honours Degree is required. Other applicants who have successfully completed a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field meet the admission requirements. International students must provide evidence of proficiency in the English language as demonstrated by the International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

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

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

**Selection Processes:** Other applicants who have successfully completed a non-cognate (any discipline) Bachelor/Honours Degree, are directed to the 2 year Master of Business (Tourism and Destination Management) course.

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

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

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

1. Review theoretical approaches and analyse their application to achieve effective accounting practice.
2. Critically apply cross disciplinary knowledge in decision making.
3. Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
4. Evaluate the effectiveness of Accounting in the support of complex management decision making.
5. Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
6. Communicate skilfully to a variety of audiences and collaborate as an effective member or leader of a diverse team while utilising Accounting tools and practices.

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

Course Duration: 0.5 years

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

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

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

COURSE STRUCTURE

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

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

BAO5522  Managerial Accounting  12
BAO5534  Business Finance  12
BAO5543  Accounting Systems and Processes  12
BLO5540  Business and Company Law  12

Graduate Certificate in Enterprise and Resource Planning Systems
Course Code: BTEN
Campus: City Flinders.

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

**Course Objectives:** On successful completion of 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 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 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 socially responsible manner.

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

- The technology 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.

**Course Duration:** 0.5 years

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

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

**COURSE STRUCTURE**

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

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

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**Graduate Certificate in Finance**

**Course Code:** BTFF
**Campus:** City Flinders

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

**Course Objectives:** On successful completion of 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 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.
7. Plan and organise self and others to achieve goals in work and learning.

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

**Course Duration:** 0.5 years

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

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

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

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

- 48 credit points (4) Professional Core units.

Graduate Certificate in International Business
Course Code: BTFH
Campus: City Flinders.

About this course: The Graduate Certificate in International Business is designed to prepare students for a career in international private, public, government, or not-for-profit organisations. The graduate certificate program provides an entry pathway to a qualification in international business for those with extensive work experience but no bachelor's degree or those who wish to top up their existing qualifications. Units completed in this graduate certificate are transferable towards the Masters of International Business degree.

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

1. Apply international business principles, practices and frameworks in diverse contexts and applications using creative and critical thinking;
2. Interpret theoretical propositions and related bodies of knowledge to resolve business problems and recommend actions relevant to international business settings;
3. Adopt cross-disciplinary knowledge in making creative decisions, with consideration to cross-cultural contexts, for new business opportunities;
4. Work effectively autonomously and in a team demonstrating accountability, collaboration and innovative strategic thinking as relevant to global business settings; and,
5. Communicate effectively to specialist and non-specialist audiences in a wide range of international business contexts;

Careers: Professionals in the field of International Business typically seek out employment in multinational firms, and corporations involved in international trade and investment. Graduates are encouraged to further their study into the Master of International Business.

Course Duration: 0.5 years

Admission Requirements: Completion of an Australian Bachelor/Honours degree (or equivalent) in a similar discipline.

Admission Requirements International: In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking).

Admission Requirements Mature Age: Minimum three years relevant work experience will be considered for professional entry.

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

- 48 credit points professional core units

Graduate Certificate in Industrial Relations and Human Resource Management
Course Code: BTFH
Campus: City Flinders.

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

Course Objectives: On successful completion of this course, 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 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 IR/HR practices 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.

Careers: • Human resources consultants • Human resources managers

Course Duration: 0.5 years

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

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

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

**COURSE STRUCTURE**

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

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BLO5513</td>
<td>Law of Employment</td>
<td>12</td>
</tr>
<tr>
<td>BM05544</td>
<td>Industrial Relations</td>
<td>12</td>
</tr>
<tr>
<td>BM06624</td>
<td>Organisation Change Management</td>
<td>12</td>
</tr>
<tr>
<td>BM05564</td>
<td>Human Resource Management</td>
<td>12</td>
</tr>
</tbody>
</table>

**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 analyze marketplace strategies and develop effective integrated marketing plans to effectively improve the organization's marketing objectives. The graduate certificate program provides an entry pathway to a qualification in marketing for those with extensive work experience but no bachelor's degree. Units completed in this graduate certificate are transferable towards the Masters of Marketing degree.

**Course Objectives:** On successful completion of this course, students will be able to:
1. Apply marketing principles, practices and frameworks in diverse contexts and applications using creative and critical thinking.  
2. Critically apply cross-disciplinary knowledge in decision making with creativity for dynamic marketplace contexts and challenges.  
3. Demonstrate critical and innovative thinking to evaluate product development and branding perspectives to improve business outcomes.  
4. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to design effective marketing campaigns and strategies.  
5. Critically analyse theoretical perspectives associated with consumer decision making including how organizations can better deliver value to their customers and stakeholders and apply to current practice.  
6. Communicate skillfully to a variety of audiences and collaborate as an effective member or leader of a diverse team while utilizing marketing tools and practices.

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

**Course Duration:** 0.5 years

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

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

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

**COURSE STRUCTURE**

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

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BHO5503</td>
<td>Marketing Communication</td>
<td>12</td>
</tr>
<tr>
<td>BHO5504</td>
<td>Brand and Product Management</td>
<td>12</td>
</tr>
<tr>
<td>BHO5574</td>
<td>Consumer Behaviour</td>
<td>12</td>
</tr>
<tr>
<td>BHO6001</td>
<td>Digital Marketing</td>
<td>12</td>
</tr>
</tbody>
</table>

**Graduate Certificate in Management**

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

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

Careers:

Course Duration: 0.5 years

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

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

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

COURSE STRUCTURE

To attain the Graduate Certificate in 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

BM05572 Strategic Human Resource Management 12
BM05602 Business Project Management 12
BM06511 Strategic Management and Business Policy 12
BM06624 Organisation Change Management 12

Graduate Certificate in Organisational Change Management

Course Code: BTOC
Campus: City Flinders.

About this course: Graduate Certificate in Organisational 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 adapting to new ways of thinking about change management. This course is designed with industry professionals to fill the qualification gap and is run in collaboration with industry professionals who will also teach on the program. This is a semester-long program that will be run on a one-week burst mode which will provide flexibility to students to plan their leave around their study.

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

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

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

COURSE STRUCTURE

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

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

BA05734 Financial Analysis 12
BM07003 Managing Change and Complexity 12
BM07004 Strategy and Strategic Change 12
BM07000 Advanced Organisational Behaviour 12
Graduate Certificate in Business Administration
Course Code: BTPF
Campus: City, Flinders.

About this course: VU’s Graduate Certificate in Business Administration provides the foundation level for people seeking careers and qualifications in business and management. The program is also suited for managers qualified in other disciplines. This Graduate certificate, containing the four basic units of Business Administration, offers a pathway to post-graduate diploma in Business Administration or into the Master of Business Administration (MBA).

Course Objectives: On successful completion of this course, students will be able to:
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: Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-c cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

Careers: The Graduate Certificate in Business Administration provides an understanding of business management and the fundamentals of organisations management and developing, as well as critical thinking and 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.

Graduate Certificate in Supply Chain Management
Course Code: BTPS
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. The 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: Successful completion of a cognate (similar discipline) Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

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

Course Structure
To attain the Graduate Certificate in 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) professional core units

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA05501</td>
<td>Business Ethics and Sustainability</td>
<td>12</td>
</tr>
<tr>
<td>B06511</td>
<td>Strategic Management and Business Policy</td>
<td>12</td>
</tr>
</tbody>
</table>

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

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

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<td>Strategic Management and Business Policy</td>
<td>12</td>
</tr>
</tbody>
</table>

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experience gained while working in a dedicated supervisory/management role in business, logistics or supply chain management as approved by the College.

**COURSE STRUCTURE**

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

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

**Graduate Certificate in Tourism and Destination Management**

**Course Code:** BTD0

**Campus:** City Flinders.

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

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

1. Review and apply theoretical approaches for effective management decision-making in tourism and destination management practices;
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. Contribute to the resolution of complex professional and industry problems and inform management decision making by applying cognitive, creative and reflective skills to collect, analyse and synthesise data and information to generate, implement and evaluate solutions;
5. Communicate effectively with a variety of audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders;
6. Demonstrate professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner.

- Managers of attractions;
- Marketing and communication roles (events);
- Planners within the travel sector (airlines and other major transport providers);
- Self-employment through tourism management businesses.

**Careers:**

**Course Duration:** 0.5 years

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

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

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

**COURSE STRUCTURE**

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

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

**Graduate Certificate in Tourism and Destination Management**

**Course Code:** BTD0

**Campus:** City Flinders.

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

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

1. Review and apply theoretical approaches for effective management decision-making in tourism and destination management practices;
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. Contribute to the resolution of complex professional and industry problems and inform management decision making by applying cognitive, creative and reflective skills to collect, analyse and synthesise data and information to generate, implement and evaluate solutions;
5. Communicate effectively with a variety of audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders;
6. Demonstrate professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner.

- Tourism planning agencies;
- Tourism promotion agencies such as ‘Destination Melbourne’;
**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. By completing all units in this major, you are eligible for admission into the CPA Program. Students wanting to be eligible for the Chartered Accountants Australia and New Zealand Program must also complete Taxation Law and Practice and Auditing as part of their undergraduate course. Graduates with an Accounting major can gain employment in accounting practices, medium and large corporations, the public sector and not-for-profit organisations.

**Major Studies**

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

**Capstone Units**

- **BAO3309** Advanced Financial Accounting 12
- **BP03100** Applied Business Challenge 12

**OR**

- **BP02100** International Business Challenge 12

**Students undertaking a second major are required to complete BP02100 International Business Challenge instead of BP03100 Applied Business Challenge.**

**BMAAFF 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.

- **BAO2202** Financial Accounting 12
- **BAO2203** Corporate Accounting 12
- **BBC2001** Financial Econometrics 12
- **BMA0204** Business Ethics 12
- **BAO3000** Personal Financial Planning 12
- **BAO3403** Investment and Portfolio Management 12
- **BBC3001** Valuation of Securities 12
- **BLO3405** Law of Financial Institutions and Securities 12

**BMAABK Banking and Finance**

*Locations:* Footscray Park, 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**

- **BEO2000** Financial Institutions and Monetary Theory 12
- **BEO2001** Commercial Banking and Finance 12
- **BAO2001** Corporate Finance 12
- **BAO3402** International Banking and Finance 12
- **BAO3404** Credit and Lending Decisions 12
- **BLO3405** Law of Financial Institutions and Securities 12

**Capstone Units**

- **BAO3403** Investment and Portfolio Management 12
- **BP03100** Applied Business Challenge 12

**OR**

- **BP02100** International Business Challenge 12

**Students undertaking this as a second major are required to complete BP02100 International Business Challenge instead of BP03100 Applied Business Challenge.**
BMAECF Economics and Finance

Locations: Footscray Park

The major is designed for students who seek careers in the economics and finance areas. Graduates will have the knowledge and skills in financial and economic analysis and the capability to apply these in multidisciplinary environments or industries such as banking, funds management, stockbroking, international trade, insurance and superannuation. In addition, you can gain employment in other private sector and government organisations requiring sound quantitative skills as well as technical expertise in financial or economic analysis. Students can elect to complete another major (e.g., Accounting, Marketing, etc.) or two minors to complement this major.

Major Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC2001</td>
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<td>12</td>
</tr>
<tr>
<td>BBC2002</td>
<td>Financial Markets and Instruments</td>
<td>12</td>
</tr>
<tr>
<td>BEO2255</td>
<td>Applied Statistics for Business</td>
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<td>BEO2264</td>
<td>Microeconomic Analysis</td>
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<tr>
<td>BBC3004</td>
<td>Green Economy</td>
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<tr>
<td>BEO3432</td>
<td>Strategic International Trade Operations</td>
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Capstone Units

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<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
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<tbody>
<tr>
<td>BLO3405</td>
<td>Law of Financial Institutions and Securities</td>
<td>12</td>
</tr>
<tr>
<td>BP03100</td>
<td>Applied Business Challenge</td>
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</tr>
</tbody>
</table>

OR

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>BP02100</td>
<td>International Business Challenge</td>
<td>12</td>
</tr>
</tbody>
</table>

Students undertaking this as a second major are required to complete BP02100 International Business Challenge instead of BP03100 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 Event 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 Event 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

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<thead>
<tr>
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<td>BLO2206</td>
<td>Taxation Law and Practice</td>
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<td>Risk Management Models</td>
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Capstone Units

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<tbody>
<tr>
<td>BA03403</td>
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</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
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<tbody>
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<td>BHO2301</td>
<td>Sustainable Operations</td>
<td>12</td>
</tr>
<tr>
<td>BHO2422</td>
<td>Event Creation and Design</td>
<td>12</td>
</tr>
<tr>
<td>BHO2432</td>
<td>Introduction to Events</td>
<td>12</td>
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<tr>
<td>BB83100</td>
<td>Business Integrated Learning</td>
<td>12</td>
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<tr>
<td>BH03421</td>
<td>Business Events</td>
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Capstone Units

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<tr>
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OR

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<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BP02100</td>
<td>International Business Challenge</td>
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</table>

Students undertaking this as a second major are required to complete BP02100 International Business Challenge instead of BP03100 Applied Business Challenge.
Students undertaking this as a second major are required to complete BP02100 International Business Challenge instead of BP03100 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 to the everyday work environment. Graduates will be ready to work in human resource management, employee or industrial relations, information systems, recruitment and training. This industry-focused major has professional recognition by the Australian Human Resource Institute (AHRI). Students are encouraged to apply for internships in organisations. This course will provide you with hands on experience, enable you to demonstrate relevant work experience, and make you a competitive job seeker in the HR profession.

**Major Studies**

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<td>BM03323</td>
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<td>BM03420</td>
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**Capstone Units**

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**OR**

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<th>Title</th>
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<tbody>
<tr>
<td>BP02100</td>
<td>International Business Challenge</td>
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</table>

Students undertaking this as a second major are required to complete BP02100 International Business Challenge instead of BP03100 Applied Business Challenge.

**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. 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**

<table>
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<tr>
<th>Code</th>
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<td>BHO2001</td>
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<tr>
<td>BHO2285</td>
<td>Marketing Research</td>
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<tr>
<td>BHO2287</td>
<td>Room Division Management</td>
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<td>BHO2434</td>
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<td>BHO3100</td>
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<tr>
<td>BHO3434</td>
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**Capstone Units**

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<tbody>
<tr>
<td>BHO3312</td>
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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

Please Note: The College of Business has advised that this major will not be offered for new enrolments at Footscray Park campus for 2018. 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

BCO2000 Business Process Modelling 12
BCO2001 Programming Business Applications 12
BCO2041 Systems Analysis and Design 12
BCO2149 Database Systems 12
NIT2201 IT Profession and Ethics 12
BCO3446 Project Management 12

Capstone Units

BCO3447 Information Systems Project 12
BPD3100 Applied Business Challenge 12

OR

BPD2100 International Business Challenge 12

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

BMAITD International Trade
Locations: City Flinders

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

Major Studies

BEO2002 International Business Context 12
BEO2003 International Economics and Finance 12
BEO2004 International Trade Practices 12
BEO2264 Microeconomic Analysis 12
BHO3373 International Marketing 12
BEO3430 International Economic Analysis 12

Capstone Units

BEO3432 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

BHO2004 Introduction to Tourism 12
BHO2193 Tourism Product Design and Delivery 12
BHO2255 Tourism Enterprise Management 12
BHO2301 Sustainable Operations 12
BHO3499 Managing Sustainable Destinations 12
BB83100 Business Integrated Learning 12
Capstone Units

BHO3507  International Trends and Issues  12
BPD3100  Applied Business Challenge  12

OR

BP2100  International Business Challenge  12

Students undertaking this as a second major are required to complete BP2100 International Business Challenge instead of BP3100 Applied Business Challenge.

BMAMAI 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 with 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 an enquiry-based learning and discursive conversations to engage with you in scholarly and contemporary views in business. To compete in the enterprising business world, this Management & Innovation major will set you into the future of the global business world.

Major Studies

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

Capstone Units

BM03332  Managing Organisational Change  12
BP3100  Applied Business Challenge  12

OR

BP2100  International Business Challenge  12

Students undertaking this as a second major are required to complete BP2100 International Business Challenge instead of BP3100 Applied Business Challenge.

Major Studies

BHO2259  Product and Services Innovations  12
BHO2265  Integrated Marketing Communications  12
BHO2285  Marketing Research  12
BHO2434  Consumer Behaviour  12
BHO3373  International Marketing  12
BHO3439  Marketing Services and Experiences  12

BMASCM 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 (CILT). 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 CILT in order to work in the profession or associated fields.

Major Studies

BM02181  Operations Management  12
BM02201  Distribution Management  12
BM02202  Purchasing and Supply Management  12
BM02203  E-Supply Chain Management  12
BM03123  Integrated Supply Chain Management  12
BM03418  Transport and Logistics Management  12

Capstone Units

market place 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

BHO2259  Product and Services Innovations  12
BHO2265  Integrated Marketing Communications  12
BHO2285  Marketing Research  12
BHO2434  Consumer Behaviour  12
BHO3373  International Marketing  12
BHO3439  Marketing Services and Experiences  12

Capstone Units

BM02181  Operations Management  12
BM02201  Distribution Management  12
BM02202  Purchasing and Supply Management  12
BM02203  E-Supply Chain Management  12
BM03123  Integrated Supply Chain Management  12
BM03418  Transport and Logistics Management  12

Capstone Units

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Major Studies

BHO2259  Product and Services Innovations  12
BHO2265  Integrated Marketing Communications  12
BHO2285  Marketing Research  12
BHO2434  Consumer Behaviour  12
BHO3373  International Marketing  12
BHO3439  Marketing Services and Experiences  12

Capstone Units

BM02181  Operations Management  12
BM02201  Distribution Management  12
BM02202  Purchasing and Supply Management  12
BM02203  E-Supply Chain Management  12
BM03123  Integrated Supply Chain Management  12
BM03418  Transport and Logistics Management  12
BM03419 Supply Chain Analytics 12
BP03100 Applied Business Challenge 12
OR
BP02100 International Business Challenge 12

Students undertaking this as a second major are required to complete BP02100 International Business Challenge instead of BP03100 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-integrated learning units and key focus on developing your leadership and career essential human relations skills.

Major Studies

BH02003 Introduction to Tourism and Hospitality 12
BH02005 Hotel and Resort Operations Management 12
BH02193 Tourism Product Design and Delivery 12
BH02434 Consumer Behaviour 12
BH03312 Revenue Management 12
BH03499 Managing Sustainable Destinations 12

Capstone Units

BH03507 International Trends and Issues 12
BP03100 Applied Business Challenge 12
OR
BP02100 International Business Challenge 12

Students undertaking this as a second major are required to complete BP02100 International Business Challenge instead of BP03100 Applied Business Challenge.

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 operates;
b) Financial Accounting where they apply accounting concepts and accounting standards to measure, recognize, 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 and applied technical skills to address these challenges for the function of management accounting in contemporary organisations.

BAO2000 Accounting Information Systems 12
BAO2202 Financial Accounting 12
BAO2203 Corporate Accounting 12
BAO2204 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 explaining 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.

BAO2202 Financial Accounting 12
BAO2004 Business Ethics 12
BAO3403 Investment and Portfolio Management 12
BBC3001 Valuation of Securities 12

BMIABKF Banking and Finance

Locations: Footscray Park, City Flinders

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

BEO2000 Financial Institutions and Monetary Theory 12
BEO2001 Commercial Banking and Finance 12
BAO2001 Corporate Finance 12
BAO3404 Credit and Lending Decisions 12
## BMIECF Economics and Finance

**Locations:** Footscray Park, City Flinders

This minor provides students with the knowledge in applying quantitative techniques as well as the tool to enable you to make decisions in the context of international markets. This knowledge will be consolidated through assessment tasks such as group projects, essays, and formal examinations.

<table>
<thead>
<tr>
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<th>Credit Points</th>
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<tbody>
<tr>
<td>BBC2001</td>
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<tr>
<td>BBC2002</td>
<td>Financial Markets and Instruments</td>
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<tr>
<td>BE02255</td>
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<td>12</td>
</tr>
<tr>
<td>BE02264</td>
<td>Microeconomic Analysis</td>
<td>12</td>
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</table>

## 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.

<table>
<thead>
<tr>
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<td>BH02422</td>
<td>Event Creation and Design</td>
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<tr>
<td>BH02432</td>
<td>Introduction to Events</td>
<td>12</td>
</tr>
<tr>
<td>BH03421</td>
<td>Business Events</td>
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</table>

## BMIFNM Finance Mentoring

**Locations:** City Flinders

This minor provides Bachelor of Commerce (Applied Finance) students with the knowledge in applying and understanding quantitative techniques as well as the tools to enable you to make decisions in the context of international markets. This knowledge will be consolidated through assessment tasks such as group projects, essays, and formal examinations.

<table>
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<td>BAO3402</td>
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<tr>
<td>BBC3003</td>
<td>Bachelor of Commerce Study Tour</td>
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<tr>
<td>BM03478</td>
<td>Workplace Mentoring Program</td>
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</table>

## 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.

<table>
<thead>
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<tr>
<td>BLO2206</td>
<td>Taxation Law and Practice</td>
<td>12</td>
</tr>
<tr>
<td>BA03000</td>
<td>Personal Financial Planning</td>
<td>12</td>
</tr>
<tr>
<td>BEO3000</td>
<td>Risk Management Models</td>
<td>12</td>
</tr>
</tbody>
</table>

## 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 of the organisation. 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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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</thead>
<tbody>
<tr>
<td>BM02004</td>
<td>Business Ethics</td>
<td>12</td>
</tr>
<tr>
<td>BAO3402</td>
<td>International Banking and Finance</td>
<td>12</td>
</tr>
<tr>
<td>BBC3003</td>
<td>Bachelor of Commerce Study Tour</td>
<td>12</td>
</tr>
<tr>
<td>BDB3100</td>
<td>Business Integrated Learning</td>
<td>12</td>
</tr>
</tbody>
</table>

## 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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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</thead>
<tbody>
<tr>
<td>BMO2000</td>
<td>Human Resource Management</td>
<td>12</td>
</tr>
<tr>
<td>BMO2001</td>
<td>International Human Resource Management</td>
<td>12</td>
</tr>
<tr>
<td>BMO2003</td>
<td>Human Resource Development</td>
<td>12</td>
</tr>
<tr>
<td>BMO3323</td>
<td>Employee Relations Management</td>
<td>12</td>
</tr>
</tbody>
</table>

## BMIIBM International Business Mentoring

**Locations:** City Flinders

This minor provides Bachelor of Commerce (Applied Finance) students with the knowledge in applying and understanding quantitative techniques as well as the tools to enable you to make decisions in the context of international markets. This knowledge will be consolidated through assessment tasks such as group projects, essays, and formal examinations.
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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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</thead>
<tbody>
<tr>
<td>BBC2005</td>
<td>Doing Business in China</td>
<td>12</td>
</tr>
<tr>
<td>BEO2002</td>
<td>International Business Context</td>
<td>12</td>
</tr>
<tr>
<td>BPD2100</td>
<td>International Business Challenge</td>
<td>12</td>
</tr>
<tr>
<td>BEO3433</td>
<td>Field Research Project</td>
<td>12</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>BHO2001</td>
<td>Food and Beverage Management</td>
<td>12</td>
</tr>
<tr>
<td>BHO2287</td>
<td>Room Division Management</td>
<td>12</td>
</tr>
<tr>
<td>BHO2434</td>
<td>Consumer Behaviour</td>
<td>12</td>
</tr>
<tr>
<td>BHO3434</td>
<td>International Hospitality Operations Management</td>
<td>12</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>BCO2000</td>
<td>Business Process Modelling</td>
<td>12</td>
</tr>
<tr>
<td>NIT2201</td>
<td>IT Profession and Ethics</td>
<td>12</td>
</tr>
<tr>
<td>BCO2041</td>
<td>Systems Analysis and Design</td>
<td>12</td>
</tr>
<tr>
<td>BCO2149</td>
<td>Database Systems</td>
<td>12</td>
</tr>
</tbody>
</table>

BMITD 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.

**BMITHM International Tourism Management**

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

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

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

**BMIMAI Management and Innovation**

*Locations:* Footscray Park, City Flinders

This minor in Management & Innovation provides you an insight into the wide and varied entrepreneurial and management organizations and roles. You will be exposed to units such as strategic management, innovation and entrepreneurship, business ethics, knowledge management for innovative organizations and managing organizational 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

**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 cost effective flow of goods and applications of technology to help coordinate 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.

- **BAMO2181** Operations Management 12
- **BAMO2201** Distribution Management 12
- **BAMO2203** E-Supply Chain Management 12
- **BAMO3123** Integrated Supply Chain Management 12

**BMITHM Tourism and Hospitality Management**

*Locations:* Footscray Park

This Tourism & Hospitality Management minor will combine the study of 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 examine 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
- **BHO2004** Introduction to Tourism 12
- **AEK3203** Working Ethically in Aboriginal Community 12
- **BHO3499** Managing Sustainable Destinations 12

**BMITHM 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 examine 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
- **BHO2004** Introduction to Tourism 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.
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).

BAO2001 Corporate Finance 12
BAO3402 International Banking and Finance 12
BAO3403 Investment and Portfolio Management 12
BAO3404 Credit and Lending Decisions 12
BEO2000 Financial Institutions and Monetary Theory 12
BEO2001 Commercial Banking and Finance 12
BL03405 Law of Financial Institutions and Securities 12
BP03100 Applied Business Challenge 12

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

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

BHO2301 Sustainable Operations 12
BHO2422 Event Creation and Design 12
BHO2432 Introduction to Events 12
BHO3406 Live Performance Management 12
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
- BL02206 Taxation Law and Practice 12
- BP03100 Applied Business Challenge 12

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 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).

- BM02000 Human Resource Management 12
- BM02003 Human Resource Development 12
- BM03353 Changing Context of Work 12
- BM02001 International Human Resource Management 12
- BM03323 Employee Relations Management 12
- BM03420 Human Resource Information Systems 12
- BL02207 Employment Law 12

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 careerready 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).

- BM03000 Knowledge Management Practices for Innovative Organisations 12
- BM03352 International Management 12
- BM02004 Business Ethics 12
- BM03001 Entrepreneurial Business Issues 12
- BM03332 Managing Organisational Change 12
- BM02002 Strategic Management 12
- BM02005 Innovation and Entrepreneurship 12
- BP03100 Applied Business Challenge 12
BAO2000 Accounting Information Systems

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BAO1101 - Accounting for Decision Making

Description: This is the first specialist accounting unit in the Bachelor of Business (Accounting), and (Banking and Finance) and a core unit in the Bachelor of Commerce (Applied Finance). Financial information is used by a wide variety of industries and individuals as part of the decision-making process in business. The responsibility for ensuring that information provided in reports is useful for decision making purposes is the province of the accounting profession. The students will investigate some of the theories and practices of (manual) recording and reporting of financial information in Australia within the context of a historical cost accounting system, including an understanding of the legal, professional and conceptual frameworks within which the accounting professional operates.

Credit Points: 12

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

1. Demonstrate a conceptual understanding of accounting theory and concepts, including the regulatory and conceptual frameworks that influence accounting practice and business transactions;
2. Review, analyse, adapt and apply the theoretical and technical knowledge in accounting in diverse contexts, and business structures;
3. Analyse and apply information with initiative and judgement in order to both anticipate and solve financial business problems in contemporary financial systems;
4. Articulate the accounting concepts and theories that relate to particular business transactions and issues; and
5. Employ planning and organisational skills to achieve group goals.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr


Assessment: Test, Multiple Choice, 10%. Test, Practical Questions, 10%. Practicum, Practical Exercise as a group assignment, 20%. Examination, Practical questions and Short Answer, 60%.

BAO2202 Financial Accounting

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BAO2000 - Accounting Information Systems

Description: The objective of this unit is to provide students with knowledge of the accounting concepts, principles, procedures and regulations. Students will apply accounting concepts and accounting standards to measure, recognise, classify and disclose specific business transactions and other accounting information. Students are required to use accounting concepts and accounting standards to analyse and prescribe accounting treatment for business transactions, evaluate disclosure requirements and develop an understanding of the relevant legal, professional and conceptual requirements associated with aspects of the preparation of external financial reports for publicly listed Australian companies.

Credit Points: 12

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

1. Analyse the conceptual framework underlying financial accounting and conceptualise its theoretical foundation;
2. Analyse and prescribe accounting treatment for complex business transactions along with reporting requirements using related accounting standards;
3. Synthesise accounting concepts to resolve accounting issues using high level judgement;
4. Compose financial statements using current accounting standards; and
5. Evaluate the supplementary information and professional requirements for disclosing this information in the notes attached to financial statements.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr


Assessment: Test, Class Test 1 - Multiple Choice, Practical and Theory Questions, 10%. Test, Class Test 2 - Multiple Choice, Practical and Theory Questions, 20%. Assignment, Assignment, 20%. Examination, Final Examination, 60%.

BAO2203 Corporate Accounting

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BAO2202 - Financial Accounting

Description: This is the third specialist accounting unit in the Bachelor of Business (Accounting), and (Banking and Finance) and a core unit in the Bachelor of Commerce (Applied Finance major). The unit explores how and why corporations report to the many and varied users of accounting information. For this information to be useful for economic decisions, it is argued that the information disclosed by corporations should possess certain qualitative characteristics. The students will
investigate these characteristics through the general structure underlying corporate reporting as well as more specific examples of corporate accounting practices. A major focus is on applying accounting standards for the preparation of financial statements and corporate reports.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Record transactions for companies in order to produce external financial reports required under regulatory and conceptual frameworks;
2. Deliberate on the implications of the information contained in the financial reports and communicate these to the relevant parties;
3. Demonstrate initiative, professional judgement and the technical skills required to record and report transactions suitable for specified purposes and audiences;
4. Critically evaluate the accounting concepts and theories underlying corporate reporting in their relevance to addressing complex and emerging problems in corporate accounting; and
5. Exhibit individual responsibility and accountability for contributions to group outcomes.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Test, Multiple choice, short theory and practical questions, 20%. Assignment, Case Studies, 20%. Examination, Multiple choice, short theory and practical questions, 60%.

BAO2204 Management Accounting

Locations: Footscray Park, 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 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 assess 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. Adopt a range of principles and complex techniques to critique management reports; and
4. Critically evaluate sustainability reports of companies and their capacity to address important, complex and unpredictable problems in management accounting.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Test, Multiple choice test, Short theory and practical questions, 30%. Examination, Final Exam: Practical and short theory questions, 70%.

BAO3000 Personal Financial Planning

Locations: Footscray Park, City Flinders.

Prerequisites: Nil.

Description: The aim of this unit is to provide students with underpinning knowledge and skill in the area of personal financial planning. Topics include introduction to financial planning, the economics of the financial process, financial planning services, various options in financial planning, developing, implementing and reviewing financial plans, matching of ongoing clients' needs and financial planning services.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Articulate an understanding of the financial services industry in Australia; the changing regulatory framework; and how behavioural, economic, political and sociological factors impact upon the financial planning process and individual circumstances;
2. Scrutinise the principles of strategic and ethical financial planning, and the range of financial planning decisions involved in developing a personal financial plan;
3. Appraise the diversity of financial products and services available and the basis of selection to meet the specific goals and objectives of client and use this information to produce a financial plan and substantiate decision making;
4. Apply basic financial planning skills in formulating a financial plan designed to meet the needs and objectives of a specific client; 
5. Investigate the impact of risk preferences, taxation, superannuation, social security and estate planning considerations in the development of financial plans; and 
6. Collaborate with peers, while demonstrating responsibility and accountability for own learning, to deliberate on ideas using effective communication skills in a group setting.

Class Contact: Seminar 2.0 hrs Tutorial 1.0 hr


Assessment: Test, Class test, 10%. Assignment, Group Assignment, 25%. Presentation, Presentation of Assignment, 5%. Examination, Final Exam, 60%.

BAO3306 Auditing

Locations: Footscray Park, VU Sydney.

Prerequisites: BAO2203 - Corporate Accounting

Description: This is one of the final year recommended elective units in the Bachelor of Business (Accounting) degree. This unit can be studied as an elective to satisfy CPA admission. However, this unit must be completed to satisfy CAANZ admission.

The unit aims to familiarise the students to some of the key tasks 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. The unit also aims to provide students with an insight into the current environment in which auditors operate, including legal, 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. In addition, the unit aims to enhance a number of generic skills through both the formal components of assessment and the student’s class participation. These include: research, problem solving, and analytical skills; written and presentation skills; and with/between group interaction skills.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Develop an understanding of the reasons for the existence of a societal demand for audit and assurance services, and an understanding of the current environment in which auditors operate, including legal, ethical and professional aspects.
2. Familiarise the audit process and the techniques used by auditors including business risk analysis, internal control assessment, evidence collection and evaluation, use of computer assisted audit techniques and audit reporting.
3. Develop an insight into
the audit of specific transactions and account balances. 4. Be aware of the auditor’s responsibility in completing an audit. 5. Obtain an understanding of other assurance engagements.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr
Required Reading: Gay, G., Simnett, R., 2015, 6th edition Auditing and Assurance Services in Australia McGraw-Hill, Australia. Recommended readings will be made available via the unit VU Collaborate site.
Assessment: Test, Multiple choice questions, 20%. Assignment, Real life case study, 20%. Examination, Theory based short answer questions and case studies, 60%.

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 Charters Accounting Australia (ICAA). This subject is concerned with developing students appreciation of the roles that theory and practice have played in the development of financial reporting. Accounting students are faced with the challenge of developing technical skills as well as developing their independent learning skills as required by the business community and by the professional bodies. As future accounting professionals, an appreciation of accounting theories allows students to think more critically about the building blocks of financial reporting and how they are used in practice. The subject examines various theories that investigate and critique the roles of financial accounting in decision-making and theoretically appraise financial accounting practice and regulation. Contemporary issues, including measurement, the conceptual framework, convergence with the International Financial Reporting Standards and corporate sustainability reporting are examined in the context of various accounting theories including normative accounting theories and positive accounting theories. Students will engage with the content through a range of activities associated with contemporary cases and issues. Activities will include peer learning, discussions and online activities. Student learning will be guided and assessed through a semester test, an individual assignment and an exam.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Articulate an enhanced understanding of the role of theory in the development of accounting and the financial reporting environment;
2. Critically reflect on and evaluate theories that explain financial and non-financial reporting;
3. Critique various measurement models and their impact on financial reporting in order to improve skills in exercising professional judgement in accounting practice;
4. Elucidate factors that influence financial and non-financial accounting practice with reference to a broad and coherent body of theoretical knowledge;
5. Critically analyse and justify accounting standards that apply to financial reporting;
6. Evaluate issues relevant to the recognition of accounting elements and reporting contained in financial statements;
7. Critically reflect on theories of, and approaches to, corporate social and environmental accountability and reporting as means to contribute to a more equitable and sustainable world; and
8. Debate issues concerning the roles of accounting standards in local and global communities.
Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr
Assessment: Test, Multiple Choice Questions; short answer questions and case study, 20%. Research Paper, Individual research, 20%. Examination, Short answer questions, practical questions and case study, 60%.

BAO3312 Advanced Management Accounting
Locations: Werribee, Footscray Park.
Prerequisites: BAO2204 - Management Accounting
Description: The unit of study aims to create an awareness of how the changes in industry and the public sector have affected the environment and function of management accounting. Within the broad theme of performance management, topics include: value chain analysis, cost management, strategic elements in cost management, quality management, performance measurement, decentralisation and transfer pricing, and reward systems.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the role of management accounting in a changing global, technical, social and business environment;
2. Recognise and understand management accounting theories and processes which can provide managers with the information to assist them in their decision making role in order to achieve the organisation’s goals and objectives;
3. Utilise analytical skills to solve technical and behavioural problems in management accounting;
4. Display enhanced personal, interpersonal and organisational skills and communicates effectively, both orally and in writing on matters relating to management accounting.
Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr
Assessment: Assignments, 40%; Final Examination (2 hours), 60%. Note: Only hand-held non-programmable calculators may be used in examinations.

BAO3402 International Banking and Finance
Locations: Footscray Park, City Flinders.
Prerequisites: Nil.
Description: This is a third year specialist unit in the Bachelor of Business (Banking and Finance) and Bachelor of Business (International Trade). The unit of study is concerned with how corporations manage cash flows generated in their international trading operations while addressing the various forms of risk related with international businesses. Students will apply theories in economics and finance to analyse problems and challenges that the international financial environment presents to modern day corporate financial managers. The management aspect of international financial corporations and the international banking environment and institutional structure and their operations are emphasized. Students will develop knowledge and skills in international banking and finance through engagement in a wide range of learner-centred activities that include online discussions and peer learning. Student learning will be assessed through a mix of tests, an assignment and an exam.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse financial and banking decisions of globally operated businesses on the basis of critical reflection on conceptual and practical knowledge regarding the functioning of the foreign exchange market and international financial markets and instruments;
2. Critically review and apply a broad range of theories and concepts to examine the behaviour of international finance and banking operations;
3. Evaluate and apply technical knowledge to appraise the distinctive nature of international financial management decisions and emphasise the significance of managing foreign exchange exposure;
4. Critically reflect on knowledge of various hedging approaches and techniques in order to exercise and defend professional judgement in managing currency exchange risk within the foreign exchange market;
5. Advocate and justify short-term and long-term investment, financial and cash management decisions in a global context; and
6. Collaborate in an ethical, socially responsible and effective manner within a team to address important and complex challenges that the international financial environment presents to modern day corporate financial managers.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr


**Assessment:** Test, Week 4 Test, 5%. Test, Mid-semester test, 15%. Report, Critical Review Report, 20%. Examination, Final Examination - 3 hour all topics, 60%. Note: Any hand-held calculators may be used in examinations.

**BAO3403 Investment and Portfolio Management**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BAO1101 - Accounting for Decision Making

**Description:** This unit addresses problems and challenges that the international financial environment presents to modern day investment analysts and fund managers. A third-year unit in the Bachelor of Business Banking and Finance and International Trade specialisations, it investigates investment analysis and portfolio management while addressing asset allocation decisions, securities markets organization, functioning and indexes. Students will apply theories in economics and finance namely Efficient Market Hypothesis (EMH), modern portfolio theory, Capital Asset Pricing Model (CAPM) and multifactor models to analyse asset pricing, equity, bond, and derivatives valuation and managing securities portfolio and evaluation of portfolio performance.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Analyse a range of pricing models including Capital Asset Pricing Model (CAPM) and multifactor models with reference to both conceptual and practical implications arising in investment settings, asset allocation decision-making, the functioning of securities markets, indexes, and achieving capital market efficiency; 2. Critically review economic and financial theories and concepts through the examination of security valuation and portfolio construction; 3. Derive, evaluate and apply technical knowledge to achieve ethical and professional outcomes relevant to the distinctive nature of derivative securities in a variety of local and global contexts; 4. Critique a range of portfolio evaluation approaches and techniques to evaluate professional portfolio managers’ performance; 5. Exhibit effective interpersonal skills to collaborate with and influence team members, respecting the diversity of team contributions and commitment to achieving team outcomes whilst assuming responsibility and accountability for their own learning and professional practice; and 6. Elucidate independent expositions of knowledge and ideas to clearly, coherently and succinctly address complex and unpredictable problems.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr

**Required Reading:** Reilly, F. K. and Brown, K. C, 2012 10th Edition Investment Analysis and Portfolio Management, South Western Cengage Learning

**Assessment:** Test, Week 9 Test, 20%. Assignment, Virtual trading, 30%. Examination, Final Examination - 3 hour all topics, 50%.

**BAO3404 Credit and Lending Decisions**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** 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 including consideration of issues related to the legal entity of the borrower, and assess their ability to repay loan requests (first way out) and the strength of security in lending proposals (second way out); 2. Prepare a comprehensive lending submission; 3. Critically review the lending activities of financial institutions and assess the risks associated with these activities by employing the basic principles governing bank lending; 4. Restructure credit proposals to best suit the needs of both the borrower and lender; and 5. Discuss and analyse the broader issues involved in a financial institution’s management of its credit risk.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr

**Required Reading:** Saffaye M, Bortle J, Vincent M, & Baffey R; 2013; Credit Analysis & Lending Management, Tilde University Press, Melbourne

**Assessment:** Test, Multiple choice questions, short answer questions, 10%. Presentation, Group presentation, 10%. Assignment, Group lending submission, 30%. Examination, Short answer questions, case studies, calculation questions, 50%.

**BAO5505 Accounting for Events**

**Locations:** City Flinders.

**Prerequisites:** Nil

**Description:** The unit of study examines issues in accounting and financial planning and control of events. Topics include: basic accounting concepts and principles relevant for events management; financial feasibility studies and business planning; cost benefit analysis; cost behaviour; implications for pricing and cost control; sensitivity analysis on costing and pricing alternatives; cash budgets for an event using a spreadsheet; financial report analysis; project expenditure; and internal control procedures.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar and or/workshop or a delivery mode as approved by the College of Business. Unit of study equal to 12 credit points.

**Required Reading:** Articles and case studies

**Assessment:** Internal assignments, 100%.

**BAO5522 Managerial Accounting**

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

**Prerequisites:** Nil

**Description:** This unit aims to develop students’ ability to deal confidently with the multifaceted challenges facing the function of management accounting in contemporary organisations. The areas covered include: the modern role of management accounting; strategic analysis and planning; operational planning and control; product and service costing; operational and financial budgeting; capital budgeting; and cost/volume profit analysis. Professional practice will be further enhanced through the development of technical and creative skills such as
calculations, reporting, analysis and interpretation undertaken using manual methods and Excel spreadsheets.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Justify and argue how accounting practice can inform management decisions about planning, action and accountability and reduce risk and uncertainty; 
2. Resolve complex problems by recommending appropriate managerial accounting information, including, communication and interpersonal strategies in a given context; 
3. Exemplify managerial accounting activities using manual and electronic means including advocating ethical considerations in managerial accounting activities; and 
4. Work effectively and collaboratively in teams and investigate the sustainability performance practice of selected multinational organisations applying and make recommendations for improvement.

Class Contact: Seminar 5.0 hrs Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business.


Assessment: Test - 2 hours, 20%. Assignment, Case Study Assessment, 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.

Class Contact: Seminar 5.0 hrs


Assessment: Test, Mid Semester Test - 50 minutes, 20%. Assignment, Group Assignment - Case Study, 20%. Examination, Final Examination - 3 hours (all topics), 60%. 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 builds on the study of financial accounting from sole traders and partnerships learned in previous units of study to the corporate form of ownership. This unit takes a critical approach to accepted corporate reporting practices and current developments in the treatment of government regulation for corporations and further develops professional practice through concepts such as allocating income tax, impairment and revocation of assets; intangible assets. The unit also explores current financial reporting issues as relevant to contemporary multinational businesses.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Deconstruct business problems by interrogating a range of data including analysing and interpreting quantitative economic and financial and business data; 
2. Justify the most suitable accounting model for a given organisation/context; 
3. Formulate models to solve complex business problems in a multi-national context; 
4. Interpret findings through quantitative analysis; and 
5. Advocate the findings effectively to business and to broader audiences.

Class Contact: Seminar 5.0 hrs


Assessment: Test, Formative Assessment, 10%. Test, Mid Semester Test, 2 hours, 30%. Assignment, Consolidation Assignment - Excel spreadsheet - Individual, 10%. Examination, Final Exam - 3 hours (all topics not covered in the tests), 50%. The above assessments have a total equivalent word count of 7000 to 8000 words.

BAO5528 Accounting for Public Sector Managers

Locations: City Flinders, VU Sydney.

Prerequisites: Nil.

Description: The aim of this unit of study is for students to gain a broad understanding of the role and use of accounting information in government. Accounting practices in the public sector are studied more from a manager’s perspective than from a technical accounting practitioner’s perspective, and no prior accounting knowledge is assumed. Topics include: strategic and operational planning and budgeting; governmental accounting and reporting requirements; performance measurement and reporting; costing techniques; cost benefit analysis and evaluation; capital budgeting; current issues in government accounting.

Credit Points: 12

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business. Unit of study equal to 12 credit points.

Required Reading: Articles and case studies

Assessment: Internal assessment, 100%.

BAO5534 Business Finance

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit investigates alternative financing proposals that firms may face...
in both the shorter and longer term. Through this process, students develop a high level of financial literacy enabling them to investigate, analyse and synthesise complex financial information including knowledge of the theoretical and practical developments in finance and solving complex problems through the application of specific techniques of analysis.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically reflect on the financial press and interpret the information in relation to Australian and global financial institutions;
2. Critically review the theoretical and practical developments in finance in our dynamic, global context;
3. Deconstruct matters relating to Business Finance and propose resolutions to identified problems;
4. Adapt the application of specific techniques of analysis in solving complex Business Finance problems; and
5. Investigate the impact of alternative financing proposals that a firm may face in both the short and long term and argue recommendations.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr
Assessment: Test, Multiple Choice and Short Answer, 15%. Test, Multiple Choice and Short Answer, 20%. Case Study, Group Assignment — Case study, 15%. Examination, Final Examination, 50%.

BAO5535 Issues in Contemporary Accounting

Locations: VU Sydney, City Flinders.
Prerequisites: BAO5525 - Financial and Corporate Accounting
Description: This unit is the capstone financial accounting unit. It draws upon, and further develops, students’ prior knowledge of Financial Accounting and Reporting. The unit is designed to develop students’ analytical and critical thinking skills. The unit investigates and analyses aspects of the conceptual foundations of financial accounting and the relationship between financial accounting theory and concepts and financial reporting practice. This unit provides students with critical exposure to contemporary accounting issues in financial accounting and reporting. Contemporary issues, including the conceptual frameworks for financial accounting, measurement, international accounting are examined.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review and interpret the role of theory in the development of accounting;
2. Conceptually map the interaction of the various parties involved in the regulation of financial reporting, both locally and globally;
3. Understand the role of culture, values and dispositions in achieving consensual outcomes through consideration of the benefits and limitations of the international harmonisation of financial reporting standards;
4. Critically analyse measurement issues and their effect on financial reporting practice;
5. Exercise sound professional judgements on issues relevant to the recognition and reporting of information contained in financial statements, as prepared in accord with accounting standards; and
6. Evidence high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

Class Contact: Seminar 3.0 hrs
Required Reading: There are no texts prescribed for purchase. Reading lists will be issued well in advance of each seminar. Prescribed readings will be posted for student access on the Online Learning Management System: VU Collaborate.
Assessment: Test, Mid-Term Test - 90 minutes, 20%. Project, Research Project, 30%. Examination, Final Examination - 2 hours, 50%. A summary of assessment tasks will be distributed at the first class, and will be available on the online student learning management system VU Collaborate space for the subject.
BAO5566 Treasury
Locations: City Flinders, VU Sydney.
Prerequisites: Nil.
Description: The treasury function: An overview; Procurement of funds; Management of funds; the management of risk: Strategic overview; the management of risk: Instruments and Strategies; Accounting for treasury operations; Taxation aspects of treasury operations.
Credit Points: 12
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Required Reading: CPA Australia Segment notes, Treasury.
Assessment: CPA Australia examination, 100%.

BAO5567 Taxation
Locations: City Flinders, VU Sydney.
Prerequisites: Nil.
Description: Structure of the income Tax Assessment Act and sources of authority; principles of assessable income; principles of general and specific deductions; capital gains; capital expenditure allowances; individuals; companies and dividends; partnerships; administration of the tax system, goods and services tax.
Credit Points: 12
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Required Reading: CPA Australia Segment notes, Taxation.
Assessment: CPA Australia examination, 100%.

BAO5572 Treasury Risk Management
Locations: VU Sydney, City Flinders.
Prerequisites: Nil.
Description: The unit of study aims to provide students with an understanding of treasury management and the role of financial markets in the corporate treasury function. This unit of study includes the following topics: treasurer’s role and policy, fundamentals of treasury management, extent of treasury School responsibility, treasury structure; sources of finance, the corporate debt market in Australia, establishing and maintaining an international credit rating, equity and quasi equity finance, current trends in global financial markets, interest rate exposure management, identification and measurement of crucial risks, risk management strategies, credit risk and establishing credit limits, risk management products, financial futures, options and swaps, cash and liquidity management, principles of asset/liability management, corporate banking relationships; control of treasury operations, impact of accounting and tax regulations on corporate treasury operations.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically 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 for global communities; and
5. Critically review the current strategic issues relating to foreign investment decisions for companies and collaboratively recommend evidence-based strategies for future financial management.
Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hrs
Assessment: Test, Mid semester test, 20%. Assignment, Group Assignment including report and presentation, 20%. Examination, Final examination, 60%.

BAO5574 Strategic Management Accounting
Locations: City Flinders, VU Sydney.
Prerequisites: Nil.
Description: The unit of study provides an overview of strategic management accounting including the knowledge and tools to identify and implement a strategy, and guidelines for assessing the performance of management in achieving the goals of the strategy. Topics include: introduction to strategic management accounting; strategic management framework; strategy evaluation and choice, strategy
The unit of study aims to develop students’ appreciation of the problems, issues with an emphasis on measurement. Topics include: problems for accounting measurement; public sector reporting; environmental accounting; accounting for intangible assets and goodwill; accounting for financial instruments; and employee entitlements.

Credit Points: 12
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Required Reading: CPA Australia Segment notes - Strategic Management Accounting.
Assessment: CPA Australia examination, 100%.

BAO5575 Financial Accounting
Locations: City Flinders, VU Sydney...
Prerequisites: Nil.
Description: This unit of study addresses contemporary financial accounting areas and issues with an emphasis on measurement. Topics include: problems for accounting measurement; public sector reporting; environmental accounting; accounting for intangible assets and goodwill; accounting for financial instruments; and employee entitlements.

Credit Points: 12
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Required Reading: CPA Australia Segment notes - Strategic Management Accounting.
Assessment: CPA Australia examination, 100%.

BAO5576 Assurance Services and Auditing
Locations: City Flinders, VU Sydney...
Prerequisites: Nil.
Description: This unit of study includes: an overview of the auditing process within an assurance framework; an examination of the objectives of the audit and the auditor’s environment; the methodologies and procedures of auditing; the role of public and private sector auditor; and a discussion of the potential assurance service opportunities.

Credit Points: 12
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Required Reading: CPA Australia Segment notes - Assurance Services and Auditing.
Assessment: CPA Australia examination, 100%.

BAO5734 Financial Analysis
Locations: VU Sydney, City Flinders...
Prerequisites: Nil.
Description: This unit proposes a theoretical framework for effective and efficient use of financial statement information for business analysis. It identifies and evaluates key framework components: financial statement analysis, business strategy analysis, accounting analysis, financial analysis, and prospective analysis. This framework is then applied to a variety of complex decision making contexts including security analysis, credit analysis, corporate financing policies analysis, merger and acquisition analysis, and management communications analysis. Financial analysis is an important skill for managers in the complex local and global business environment. The unit takes a multidiscipline approach to develop high level analytical, planning and decision making skills.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to: 1. Apply a structured analytical framework to facilitate the preparation, interpretation and/or communicate relevant, reliable and comprehensible performance information on external and internal factors critical to sustainable value creation (such as financial and/or non-financial KPIs); 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/or non-financial KPIs); 3. Review and analyze 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 interdisciplinary team on the broad range of elements that frame corporate values.

Class Contact: Lecture 2.0 hr Tutorial 1.0 hr
Assessment: Test, Theory questions and small case studies, 15% Presentation, Oral group presentation, 10%. Report, Analyst's report - written group assignment - major international publicly listed company, 25%. Examination, Final exam, 50%.

BAO5735 Advanced Forecasting, Planning and Control
Locations: City Flinders, VU Sydney...
Prerequisites: Nil.
Description: The unit of study aims to develop students’ ability to analyse and present solutions to financial planning and management problems using a range of methods including spreadsheet and modelling, data analysis and forecasting techniques, information and decision support systems and executive information systems. Hands on use of appropriate software will be an essential feature of the unit of study and assessment tasks.

Credit Points: 12
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Required Reading: To be advised by lecturer.
Assessment: Internal assessment, 100%.

BAO5743 Comparative International Accounting
Locations: City Flinders, VU Sydney...
Prerequisites: Nil.
Description: The unit of study aims to develop students’ appreciation of the problems, issues and dimensions of international financial accounting and reporting. Differences in culture, business practices, political and regulatory structures, currency values, business risks, tax codes and level of economic development may influence the accounting practices of a particular country. Financial statements and other disclosures are difficult to understand without an understanding of the underlying accounting principles and culture. This unit of study includes the following topics: International accounting frameworks, a framework for analysing international accounting issues, cultural implications for accounting, and classification of national financial reporting systems; country studies, North America, United Kingdom, Hong Kong, China, Japan, European Community; current issues in international accounting, consolidation of group accounts, developing countries, and international accounting regulation.

Credit Points: 12
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Assessment: Internal assessment, 50%; Final examination, 50%.
BAO5746 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 models will form part of this unit.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Argue reasons for the lending activities of financial institutions and justify the risks associated with this activity;
2. Critically review various leading facilities required by customers in a range of Australian and international financial institutions;
3. Work collaboratively and interrogate the issues related to lending to various forms of legal form, including, individuals, corporations, partnerships, trusts and associations, and report recommendations; and
4. Critically analyse and justify lending proposals of corporate, business, and consumer clients.

Class Contact: Seminar 3.0 hrs

Required Reading: Sathyne, M., Barré, J., and Baffey, 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%.

BAO5747 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 consensus outcomes through consideration of procedures for managing investment portfolios in the context of globally integrated financial markets, particularly in respect to diversification, risk classes, currency issues and hedging techniques;
4. Exemplify professional practice in funds design and decision-making; practical allocation of funds across asset classes and within different financial markets (industries); portfolio optimisation; portfolio monitoring; market sector volatilities and risk management and; measurement and evaluation of funds managers' performance; and
5. Evidence high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

Class Contact: Seminar 3.0 hrs


Assessment: Assignment, Group Research Presentation, 25%. Assignment, Managed Portfolio Report, 25%. Examination, Final Examination, 50%.

BAO5748 Financial Services Communication

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit focuses on knowledge and skills required for effective communication and good practice in managing information for accounting and other financial services industry professionals in contemporary settings. While effective written and spoken communication skills; organising and leading meetings; seminars and discussion groups form some of the underpinning concepts of this unit, it also critically analyses financial services industry responsibilities, guidelines, procedures, and legislation including the roles and requirements of professional organisations; identification, maintenance, monitoring and review of key relationships. The unit critically reviews the management of the flow of information to and from stakeholders for compliance with organisational and legislative requirements and industry codes of practice.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Exemplify professional practice by confidently speaking in public and achieving goals ethically;
2. Mediate effectively by chairing meetings and conducting seminars to initiate and develop new ideas;
3. Argue clearly and persuasively and prepare business reports and documentation for wide ranging organisations;
4. Critically review relevant legislative and regulatory issues affecting the financial services industry locally and globally;
5. Justify the workings of local and global communities and the professionals' responsibilities within these to maintain key business relationships;
6. Debate creative and sustainable solutions to effectively managing staff and client information flows; and
7. Evidence high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

Class Contact: Seminar 3.0 hrs

Required Reading: Articles and document extracts on VU Galileo.

Assessment: Internal assessment, 100%. To address the knowledge and skills relating to communication, information management, and financial services industry good practice in systems and processes, assessment will be conducted in the form of oral presentations and assignments. Assessment tasks are based on case studies, industry simulation and roleplay. Case Study, Case Study Report, 15%. Presentation, Seminar Presentation, 20%. Assignment, Business Documents, 30%. Research Paper, Team Research Assignment, 35%. The above assessments have a total equivalent word count of 7000 to 8000 words.

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.

Class Contact: Seminar 3.0 hrs


Assessment: Test, 2 x 75 minutes tests, 30%. Report, Complete a company financial analysis report (Group Assignment), 20%. Examination, Exam covering topics — discussed during the term, 50%.

BAO6615 Accounting Project

Locations: VU Sydney, City Flinders.

Prerequisites: BAO7742 - Business Research Methods

Description: In an increasingly complex and competitive business environment, accountants with business research skills are in a position to address the information needs of organisations. The aim of the unit of study is to equip students with the knowledge and skills in research methods necessary for the undertaking and evaluation of business research projects. The project proposal must be well defined and achievable, and must be approved before the project proceeds, project report consisting of 10,000 words.

Credit Points: 12

Class Contact: Seminar 3.0 hrs

Required Reading: Articles and case studies.

Assessment: Project report, 100%.

BAO6714 Computerised Accounting in an ERP System

Locations: Online, 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 of 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 organizations.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically analyse the various ERP vendors and ERP products on the market and evaluate the different hardware/software acquisition alternatives for different business contexts; 2. Interrogate the different approaches to organizing an information system, such as best-of-breed, ERP, and enterprise application integration; 3. Critically evaluate and validate, from an accounting perspective, an ERP implementation for large organisations; 4. Elucidate how master data is organized in an ERP system to resolve complex business problems; 5. Debate how multi-national companies handle a variety of currencies, languages and different reporting requirements in accord with standards relevant to an international context; and 6. Recommend various control mechanisms in the ERP system and justify professional judgements to both specialist and non-specialist audiences.

Class Contact: Lecture 1.0 hr Seminar 2.0 hrs

Required Reading: Students will be provided with SAP FICO practical workbook of 7 modules covering each topic of the unit.

Assessment: Assignment, Practical Assessment (online submission), 20%. Test, Theory Test, 20%. Test, Practical Test, 30%. Research Paper, Research Project, 30%.

BAO7742 Business Research Methods

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: The purpose of the unit of study is to provide students with a firm foundation from which they can undertake a research problem. For the duration of the semester guidance will be given to students for the identification of a research problem. Instruction will be provided which will enable students to perform effective literature reviews. Students will be presented with various models of methodology and assist with designing an appropriate method for their research. Students will be trained in the analysis and presentation of results, exposition of processes and methods used and conclusions drawn. Guidelines outlining the preparation and writing of a research thesis will be provided at the conclusion of semester.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review basic research construction and evaluation and demonstrate discipline-appropriate application of research terminology; 2. Justify the use of research methodologies as relevant to particular examples of social and business research investigations; 3. Conceptually map the research process, identifying researchable problems and developing a defensible conceptual framework for research; 4. Conduct critical reviews of research output; 5. Discriminate and theorise about the applicability and limitations of experimental, survey and case study research; and 6. Prepare and critically evaluate research proposals and plan the research process.

Class Contact: Seminar 3.0 hrs


Assessment: Literature Review, Literature survey write-up, 35%. Research Paper, Initial research project proposal, 65%.

BBB3001 Co-Operative Education 1

Locations: Online.

Prerequisites: Prior approval/authorisation from the Work Integrated Learning Department must be received before students can enrol in this unit. Students should refer to staff in the Centre for Work Integrated Learning, College of Business, by email to wil.business@vu.edu.au (or at 6302 @ 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
Students taking Cooperative Education 1 will engage in critical reflection on their full-time professional work experience of five months in light of ongoing critical engagement with a coherent body of academic knowledge. Specifically, students will complete the unit having critically reviewed and reflected upon the professional experiences, skills and knowledge they have developed in their work placement. Furthermore, they will have reflected upon areas for continuing professional development and will have developed a career portfolio to facilitate further professional learning and development. The unit will support students' effective, responsible and ethical engagement in networks and with professional contacts within their chosen industry sector. A range of assessed online activities and a site visit by a Work Integrated Learning Officer will facilitate guidance, assessment and feedback on learning. All activities for this Unit must be pre-approved and authorised by the respective Work Integrated Learning - Workplace - Coordinator. Credit will not be approved retrospectively for unauthorised activities.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review their own professional role in a multidisciplinary team/workplace exemplifying the values inherent in their professional identity, and reflecting on the role that culture, values and individual dispositions have in achieving the team's goals;
2. Devise and apply constructive strategies to successfully resolve professional and interprofessional conflicts, including deconstruction of workplace conflict and the negotiated, collaborative, development of acceptable solutions;
3. Structure corroborating evidence of the maturation of personal and professional skills advocated for an ethical, contemporary professional in their chosen sector in a reflective, evidence-based career portfolio;
4. Conceptually map the personal benefits of developing and sustaining networks and professional contacts within their chosen industry sector; and
5. Persuasively present a coherent and independent report exemplifying critical thinking, effective decision-making and professional judgement in the recommendation of context-specific resolutions to contemporary workplace challenges.

Class Contact: This unit will be delivered online, and where practical, supported by site visits by Work Integrated Learning Officers.


Assessment: Report, Situation Analysis Report, 20%. Journal, Reflective E-journal, 40%. Report, Self-appraisal Report, 40%. Students are required to undertake workplace-based activities of a minimum of 5 months full time approved discipline related industry experience, evidenced by documentation from the employer.

BBB3002 Co-operative Education 2

Locations: Online.

Prerequisites: BBB3001 Co-operative Education 1, or BBB3100 Business Integrated Learning. Prior approval/authorisation from the Work Integrated Learning Department must be received before students can enrol in this unit. Students should refer to staff in the Centre for Work Integrated Learning, College of Business, by email to wil.business@vu.edu.au (or at G302 @ FP, or FS 1047 @ CF) for further information relating to registration and preparation for the WIL Program as well as details on the established criteria and procedures for enrolment and successful completion.

Description: Students will reflect on their capacity for effective collaboration within a five month multidisciplinary full-time professional work experience. This critical reflection will focus upon their professional identity and how they participate in effective resolution of contemporary workplace-based professional challenges. The dynamic of personal as well as professional dimensions will be appraised in specific contexts. Through the compilation of a career portfolio, students will structure corroborating evidence of the maturation of their skills and capabilities for contemporary, ethical professional practice. This maturation of situation-appropriate professional practice will be located within a helicopter view of networks and professional contacts for sustaining professional capacity and develop careers within their industry sector. All activities for this Unit must be pre-approved and authorised by the respective Work Integrated Learning - Workplace - Coordinator. Credit will not be approved retrospectively for unauthorised activities.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Negotiate their own professional role in a multi-disciplinary team/workplace exemplifying the values inherent in their professional identity, and reflecting on the role that culture, values and individual dispositions have in achieving the team’s goals;
2. Devise and apply constructive strategies to successfully resolve professional and interprofessional conflicts, including deconstruction of workplace conflict and the negotiated, collaborative, development of acceptable solutions;
3. Structure corroborating evidence of the maturation of personal and professional skills advocated for an ethical, contemporary professional in their chosen sector in a reflective, evidence-based career portfolio;
4. Conceptually map the personal benefits of developing and sustaining networks and professional contacts within their chosen industry sector; and
5. Persuasively present a coherent and independent report exemplifying critical thinking, effective decision-making and professional judgement in the recommendation of context-specific resolutions to contemporary workplace challenges.

Class Contact: This unit will be delivered online, and where practical, supported by site visits by Work Integrated Learning Officers.


Assessment: Report, Career Plan Report, 20%. Journal, Reflective E-journal, 40%. Portfolio, Evidence-based Career Portfolio, 40%. Students are required to undertake workplace-based activities of a minimum of 5 months full time approved discipline related industry experience, evidenced by documentation from the employer.

BBB3100 Business Integrated Learning

Locations: Online.

Prerequisites: Prior approval/authorisation from the Work Integrated Learning Department must be received before students can enrol in this unit. Students should refer to staff in the Centre for Work Integrated Learning, College of Business, by email to wil.business@vu.edu.au (or at G302 @ FP, or FS 1047 @ CF) for further information relating to registration and preparation for the WIL Program as well as details on the established criteria and procedures for enrolment and successful completion.

Description: Students will reflect on an one or more approved Learning in the Workplace activities totalling 150 industry contact hours as the basis for their studies in this unit. These activities may be either short-term workplace assignments, projects, internships or "practicums", part-time or casual employment or voluntary work in a course-relevant industry sector. During their studies, students will Explore their workplace context by examining a typical organisational structure and identifying their individual role/s as an active member within the organisation as well as that organisations position within the respective profession and/or industry; Develop an understanding of the broad issues relating to the transition to the professional
workplace, including workplace culture, professional etiquette and communications; Critically evaluate their own technical and generic skills against those required by their host organisation/s. Gather evidence of their experiences and skills development for integration into a career portfolio; Reflect on the integration of their academic and workplace learning. All activities for this unit must be pre-approved and authorised by the respective Work Integrated Learning, Workplace Co-ordinator.

Credit will not be approved retrospectively for unauthorised activities.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically evaluate their own technical and generic skills against those required by their chosen profession or employer; 2. Diagnose areas of personal and professional skills development and develop appropriate strategies to address the skills gaps identified; 3. Gather evidence of their experiences and skills and discriminate between alternatives for inclusion in a career portfolio; 4. Initiate the development of networks and professional contacts within their chosen industry sector; and 5. Critically reflect on the integration of their academic and workplace learning.

Class Contact: This unit will be delivered online, and where practical, supported by site visits by Work Integrated Learning Co-ordinators.


Assessment: Report, Situational Analysis Report, 20%. Journal, Reflective E-Journals, 40%. Report, Career Plan Report and Self Appraisal, 40%. Students are required to undertake a minimum of 150 hours of approved industry experience, accompanied by evidence from the employer/host organisation.

BBC2001 Financial Econometrics

Locations: City Flinders.

Prerequisites: BBC1002 - Data Analysis for Financial Markets BEO1106 - Business Statistics

Description: The focus of this unit is high level evidence based decision making. Students will examine and adopt fundamental econometric principles and contemporary techniques commonly used in the business world for analysing financial data. Real world business problems will set the context for the analysis, requiring students to interrogate data sources, using strategies such as the specification, estimation and testing of asset pricing models. The use of the EViews program, which is widely used in the commercial world, provides students with a competitive edge in the world of professional business practice.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically analyse and interpret the distribution of financial data within the share market context, and substantiate recommendations or conclusions; 2. Apply appropriate timeseries and econometric models in order to test various financial hypotheses; 3. Emulate authentic decision making to effectively model and predict volatility in financial data, perform Value-at-Risk calculations, and to effectively model the long-run relationships between financial time series and macroeconomic factors; 4. Identify, evaluate and apply the personal competencies necessary for econometric modelling and simulation analysis using the EViews program, which is widely used in the commercial world, in order to promote lifelong learning and pathways to further learning; and 5. Collaborate effectively with and influence others to achieve group outcomes while exhibiting accountability for individual responsibilities within the group.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Assignment, Group assignment - Distribution of Asset Returns, 10%. Assignment, Group assignment - Volatility modelling, 15%. Assignment, Group assignment - Simulation analysis, 15%. Examination, Final Examination - 3 hour all topics, 60%.

BBC2002 Financial Markets and Instruments

Locations: City Flinders.

Prerequisites: BEO1103 - Microeconomic Principles BEO1104 - Macroeconomic Principles BEO1105 - Economic Principles BEO1108 and BEO1114 for BBCO Bachelor of Commerce (Applied Finance) and BBO Bachelor of Commerce (Applied Finance)/Bachelor of Laws BEO1105 for Bachelor of Business

Description: The focus of this unit is to provide high level knowledge to enhance students' understanding of the financial markets, institutions and instruments. Students will identify and critically examine alternative financial investments and financial innovation products. The unit will provide students with the tools to constructively critique the function and relationship of financial market regulations and instruments on the economy. The unit will identify and promote the analytical skills required to recognize and solve increasingly complex problems pertaining to debt markets, equity markets, foreign exchange markets and derivative markets.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Integrate conceptual and practical understandings of financial markets and instruments in order to analyse the manner in which financial markets operate; Critically review, analyse and apply theoretical and technical knowledge with initiative and judgement in order to commentate on financial markets and instruments in a social, political and/or ethical context; 2. Evaluate and apply technical knowledge to identify and solve complex and unpredictable financial business problems; 3. Analyse, and synthesise knowledge of firm valuation techniques in order to exhibit professional judgement with respect to equity, debt and derivative investment decisions; 5. Elucidate a clear, coherent and independent exposition of knowledge in written form; and 6. Collaborate effectively in an ethical and socially responsible manner to influence others in the achievement of group outcomes while exhibiting accountability for individual responsibilities within the group.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Test, Mid-Semester Test, 20%. Assignment, Group assignment, 20%. Examination, Final Exam, 60%.

BBC2005 Doing Business in China

Locations: City Flinders.

Prerequisites: BEO2002 - International Business Context

Description: As the Chinese economy grows, so too does its importance in the global marketplace. Effectively engaging with China’s business and economy requires a diverse set of skills, including a thorough understanding of Chinese history, society and culture, and how these influence contemporary business practices. This unit introduces students to Chinese social, political, legal and economic systems. It examines the business environment with a focus on developing practical skills and knowledge of Chinese business practices, including business culture and communications, business negotiation, organisational structure, and decision making. The unit focuses on providing a deeper understanding of China, taking a broader holistic view by engaging multidisciplinary expertise to further enhance graduate
capabilities in working in China and/or negotiating with Chinese businesses.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Contextualise the historical, political, legal, economic and socio-cultural aspects of China's business environment in relation to Chinese business organisations and management practices;
2. Critically review the contemporary business environment in China and other countries, and its implications for foreign firms and managers;
3. Synthesise multidisciplinary theories and models as they apply to modern Chinese business landscapes;
4. Work in diverse teams to deliver stated goals and objectives;
5. Critically evaluate the issues confronted by firms doing business in the China, and investigate the uniqueness of the Chinese market, organisations, and social structure in developing market entity strategies; and

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Selected journal articles and contemporary international business case studies sourced from international business journals, including: The Economist, Asia Pacific Business Review, Journal of Asia-Pacific Business. Readings will be provided to students via VU Collaborate.

**Assessment:** Test, Multiple choice and short answer tests, 30%. Case Study, Case analyses report (2000 words), 50%. Presentation, Case analyses oral presentation, 20%.

**BBC3001 Valuation of Securities**

**Locations:** City Flinders.

**Prerequisites:** BAO2001 - Corporate Finance BAO2202 - Financial Accounting

**Description:** The focus of this unit is high level decision making in authentic business contexts. It supports students in their identification and refinement of analytical skills to recognize and solve increasingly complex finance problems. Students will explore a variety of quantitative and fundamental analysis techniques, models used in the business world, to determine valuation and selection of debt and equity securities for institutional equity portfolios.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Critique conceptual understandings of alternative firm valuation models and approaches;
2. Discriminate and justify the use of a range of valuation techniques (e.g. discounted cash flow models) to determine the fair value of a firm operating within a sustainable model and identified market constraints;
3. Communicate an independent exposition of knowledge and skills on security valuation analysis and trading recommendations via a professionally written report;
4. Critically review theoretical and technical knowledge to advocate business strategies and activities that create value in both local and global contexts;
5. Exhibit professional judgement by appropriately evaluating the determinants of firm multiples like P/B and P/E ratios; and
6. Collaborate effectively with and influence others to achieve group outcomes while exhibiting accountability for individual responsibilities within the group.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr


**Assessment:** Test, Mid-Semester Test, 15%. Assignment, Security valuation and trade recommendation, 25%. Examination, Final Examination - 3 hour all topics, 60%.

**BBC3002 Portfolio Management**

**Locations:** City Flinders.

**Prerequisites:** BAO2001 - Corporate Finance BAO2202 - Financial Accounting

**Description:** The focus of this unit is to provide students with advanced knowledge of the essential theories, and their application, to the practice of portfolio management. Students will develop the high level analytical skills required to solve increasingly complex portfolio evaluation problems. Real-world financial data will be used to construct and manage a diversified institutional portfolio.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Deduce, evaluate and apply conceptual understandings of portfolio management and various valuation techniques to design an optimal investment portfolio;
2. Exhibit contemporary professional practice by emulating authentic decision making in the management of a portfolio according to a specified set of objectives;
3. Critically review, analyse and apply theoretical and technical knowledge to compare equity and fixed-income portfolio management strategies and styles;
4. Apply personal and interpersonal competencies necessary to design, operate and manage an asset allocation scheme for a portfolio;
5. Critically assess the performance of actively and passively managed portfolios;
6. Advocate recommendations, providing substantiating evidence based analytical reviews of alternative options relating to portfolio management in both oral and written form; and
7. Collaborate effectively in an ethical and socially responsible manner to influence others in the achievement of group outcomes while exhibiting accountability for individual responsibilities within the group.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr


**Assessment:** Test, Mid-Semester Test, 15%. Assignment, Group Assignment - Managing portfolios, 25%. Examination, Final Examination - 3 hour all topics, 60%.

**BBC3003 Bachelor of Commerce Study Tour**

**Locations:** City Flinders, Domestic or International locations as specified in each program.

**Prerequisites:** Must have successfully completed at least 16 units of study in the BCom course.

**Description:** This unit is designed for students undertaking their last year of the Bachelor of Commerce (Applied Finance) in the College of Business. The BCom Study Tour is a short-term intensive domestic and overseas study tour during summer semester. It blends formal study with experiential learning spanning Sydney, Hong Kong and Shanghai or Sydney and New York or Sydney and London (depending on year of offer). The Study Tour is designed to enhance students' knowledge and appreciation of the international financial markets, institutions and instruments, as well as monetary systems. Students will also gain a firsthand understanding of international organisations and application of financial techniques/theories across cultures (e.g., financing and risk management decisions of multinational corporations) through immersion in a foreign country, participation in academic seminars conducted by academics of partner institutions, industry visits, group work, and cultural activities. This unit will involve three parts: Pre-embarkation - One week on-campus study involving a series of seminars aiming to equip students to act appropriately and professionally on the institutional visits, and to communicate effectively and ask salient, insightful questions. Students will also develop analytical skills to probe, critically review, decade and evaluate culturally significant practices. Study tour - One week domestic study tour and two weeks international study tour.
comprising of visits and interviews as well as cultural activities. Post-tour reflection - Students are given one week to complete and submit their Reflective Journal/Report.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically reflect upon the workings of the financial systems and institutions of other cultures and societies through experiential learning;
2. Critically analyse the historical, political and social developments of other cultures to enable effective financial decision making reflecting these contextual factors;
3. Synthesise industry and practitioner’s insights on the challenges of doing business with other cultures to formulate a feasible business entry or expansion strategy;
4. Employ analytical skills to probe, critically review and evaluate culturally significant factors affecting the overseas business environment;
5. Critically commentate upon the role of culture in ethical decision making or problem solving; and
6. Advocate their recommendations in both written and oral form to socially and culturally diverse audiences.

Class Contact: Equivalent to a quarter of a semester’s load of full-time study. Unit of study is equal to 12 credit points. Format of classes and other learning activities and experiences will be negotiated for each specific program.

Required Reading: Readings will be dependent on specific Study Tour

Assessment: Journal, Two reflective journals completed during study tour, 40%. Report, Report reviewing cultural and contextual developments, 10%. Report, Report summarising key learning acquired from study tour, linking finance theories and principles, 50%. The above assessments have a total equivalent word count of 5,000 words.

BBC3004 Green Economy

Locations: City Flinders.

Prerequisites: BEO1104 - Microeconomic Principles BEO1105 - Economic Principles Either / or

Description: The environment and economy are interconnected. The natural environment provides resources such as energy, metals, forests and fisheries as inputs into the production of many goods, the production and consumption of which generate considerable environmental waste. This unit examines the complex interaction of international trade, the green economy and sustainable development. Globalisation, economic growth, and rising populations and living standards are placing greater pressure on the environment, highlighting the need for a coordinated approach to economic and legal frameworks, renewable energy, water and waste management, clean technologies, and sustainable agriculture, forests and fisheries. We examine policy and market solutions to these challenges utilising concepts such as public goods, externalities, market failure and property rights.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Interrogate the economic structure of the Chinese economy, policy reform and international integration strategies;
2. Critically review the drivers of economic growth and development of the Chinese economy, the sustainability of the current development model from an economic and environmental perspective;
3. Critically evaluate trade, investment, labour mobility, technology transfer and the integration of China with key trading partners such as the USA, EU, Australia and ASEAN;
4. Develop a strategic perspective on issues facing multinational and domestic enterprises in China, with insights into successful business models; and
5. Advocate and identify opportunities and challenges for Australian businesses engaging with China with accountability and an evidence base.

Class Contact: Seminar 3.0 hrs Business.

Required Reading: Selected journal articles and contemporary international business case studies sourced from international business journals, including The Economist, Asia Pacific Business Review, Journal of Asia-Pacific Business. These readings will be provided to students via VU Collaborate.

Assessment: Test, Multiple choice and short answer (1 hour), 20%, Case Study, Case study (2000 words), 40%. Examination, Final Exam (3 hours) 40%.

BBC3005 China in the World Economy

Locations: Footscray Park, City Flinders.

Prerequisites: BEO2002 - International Business Context

Description: The emergence and rapid growth of China, and large corporate enterprises within other Asian countries, has given rise to the notion of the Asian Century, one in which China and the Asia-Pacific region is emerging as a major arena for international business and trade. This unit examines the rise of China in the global economy and its impact on international business, trade and investment, and global economic growth. It analyses China's economic integration into the world economy and the challenges of increased competitiveness on other major economies. In addition, it examines how China's participation in regional trade agreements and multilateral agencies such as the WTO has opened up opportunities for trade, investment, and international cooperation, with a particular focus on relations with the USA, EU, Australia and ASEAN. It also provides a strategic perspective on issues facing multinational and domestic enterprises in China, with insights into successful business models.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Interrogate the economic structure of the Chinese economy, policy reform and international integration strategies;
2. Critically review the drivers of economic growth and development of the Chinese economy, the sustainability of the current development model from an economic and environmental perspective;
3. Critically evaluate trade, investment, labour mobility, technology transfer and the integration of China with key trading partners such as the USA, EU, Australia and ASEAN;
4. Develop a strategic perspective on issues facing multinational and domestic enterprises in China, with insights into successful business models; and
5. Advocate and identify opportunities and challenges for Australian businesses engaging with China with accountability and an evidence base.

Class Contact: Seminar 3.0 hrs Business.

Required Reading: Selected journal articles and contemporary international business case studies sourced from international business journals, including The Economist, Asia Pacific Business Review, Journal of Asia-Pacific Business. These readings will be provided to students via VU Collaborate.

Assessment: Test, Multiple choice and short answer (1 hour), 20%, Case Study, Case study (2000 words), 40%. Examination, Final Exam (3 hours) 40%.

BCO11103 Web Enabled Business Systems


BBC3005 China in the World Economy

Locations: Footscray Park, City Flinders.

Prerequisites: BEO2002 - International Business Context

Description: The emergence and rapid growth of China, and large corporate enterprises within other Asian countries, has given rise to the notion of the Asian Century, one in which China and the Asia-Pacific region is emerging as a major arena for international business and trade. This unit examines the rise of China in the global economy and its impact on international business, trade and investment, and global economic growth. It analyses China's economic integration into the world economy and the challenges of increased competitiveness on other major economies. In addition, it examines how China's participation in regional trade agreements and multilateral agencies such as the WTO has opened up opportunities for trade, investment, and international cooperation, with a particular focus on relations with the USA, EU, Australia and ASEAN. It also provides a strategic perspective on issues facing multinational and domestic enterprises in China, with insights into successful business models.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Interrogate the economic structure of the Chinese economy, policy reform and international integration strategies;
2. Critically review the drivers of economic growth and development of the Chinese economy, the sustainability of the current development model from an economic and environmental perspective;
3. Critically evaluate trade, investment, labour mobility, technology transfer and the integration of China with key trading partners such as the USA, EU, Australia and ASEAN;
4. Develop a strategic perspective on issues facing multinational and domestic enterprises in China, with insights into successful business models; and
5. Advocate and identify opportunities and challenges for Australian businesses engaging with China with accountability and an evidence base.

Class Contact: Seminar 3.0 hrs Business.

Required Reading: Selected journal articles and contemporary international business case studies sourced from international business journals, including The Economist, Asia Pacific Business Review, Journal of Asia-Pacific Business. These readings will be provided to students via VU Collaborate.

Assessment: Test, Multiple choice and short answer (1 hour), 20%, Case Study, Case study (2000 words), 40%. Examination, Final Exam (3 hours) 40%.

BCO11103 Web Enabled Business Systems

Locations: Footscray Park, VU Sydney.

Prerequisites: BCO1102 - Information Systems for Business

Description: This unit of study will introduce the place of IT in business and provide an overview to the four major areas, infrastructure, transactions systems, strategic systems and informational systems. It will provide an insight into the use and management of information for web-enabled businesses. It will examine issues surrounding the design, management and use of information technology interfaces that enable both internal and global communications and interaction.

Credit Points: 12

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Final examination, 60%; Tutorial assignments, class presentations, project, 40%.
BCO2000 Business Process Modelling

Locations: Footscray Park, VU Sydney, City Flinders.
Prerequisites: BCO1102 - Information Systems for Business
Description: This unit examines the modeling of fundamental business processes within an organisation, and the importance of these processes in the organisation functioning. Students will begin by undertaking a process view of organisations and the use of modelling techniques to describe those processes. In particular students will examine Sales and Distribution, Procurement, Fulfilment and Manufacturing Management and how these processes interact. Students will examine industry standard information systems and products used to support these processes and additionally will examine the roles of the different stakeholders, the data and forms used in the processes, the flow of activities in completing the processes and how an information system supports a business process.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Map the process interactions between various organisational functional structures annotating how fundamental business processes including Sales and Distribution, Procurement, Fulfilment and Manufacturing Management generate information;
2. Investigate how information is distributed and used within an organisation;
3. Articulate how contextual analysis informs personal interpretations or conceptualisations of relatively complex business process modelling problems;
4. Analyse how an information system is used to support business process improvement; and
5. Develop the models and clear, coherent documentation necessary to support a business process, to meet the business and cultural requirements of a specified organisation.

Class Contact: Lecture 1.5 hrs Tutorial 1.5 hrs
Required Reading: Selected readings will be made available via the unit VU Collaborate site.
Assessment: Assignment, Business Processes Theory, 25%. Assignment, Business Process Application, 20%. Assignment, Business Process Modelling, 15%. Examination, Final Examination, 40%.

To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

BCO2001 Programming Business Applications

Locations: Footscray Park, VU Sydney.
Prerequisites: BCO1102 - Information Systems for Business
Description: This unit examines the tools and techniques used by business application programmers in the modern business environment. Students investigate the fundamental principles of problem solving and programming that will prepare them to take an active role in the design, development and maintenance of applications utilised by business organisations and professionals working in the highly mobile modern world. Students develop and acquire skills needed to design, construct, test and document programs using a visual event driven professional environment.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Devise a solution to a programming problem utilising an appropriate methodology; and
2. Demonstrate the use of problem solving tools and a programming language;
3. Calculate the correctness of a solution by applying suitable testing strategies to the algorithm;
4. Develop documentation for a program suitable for the various stakeholders; and
5. Collaborate in a team environment demonstrating initiative and judgement to develop solutions to complex problems and evaluate these solutions using broad but well-defined criteria.

Class Contact: Lecture 1.5 hrs Tutorial 1.5 hrs
Required Reading: Eck, David J, Introduction to Programming Using Java Version 6.0.3, Jan 2014 This is an online free textbook and can be read at http://math.hws.edu/eck/cs124/javanotes6/
Assessment: Assignment, Business Application Scenario, 15%. Assignment, Application Development (Group), 25%. Test, Semester Test, 10%. Examination, Final Examination, 50%.

To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

BCO2002 Business Processes and Programming

Locations: Footscray Park.
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 organisation functioning. Students will begin by undertaking a process view of organisations and the use of modelling techniques to describe those processes. Students will also examine the tools and techniques used by business application programmers in the modern business environment. Students investigate the fundamental principles of problem solving and programming that will prepare them to take an active role in the design, development and maintenance of applications utilised by business organisations and professionals working in the highly mobile modern world.

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. Develop solutions to programming problems utilising an appropriate methodology;
3. Articulate how contextual analysis informs personal interpretations or conceptualisations of relatively complex business process modelling problems;
4. Develop documentation for programs suitable for various stakeholders; and
5. Advocate the use of an information system is used to support business process improvement.

Class Contact: Lecture 1.5 hrs Tutorial 1.5 hrs
Required Reading: Selected readings will be made available via the unit VU Collaborate site.
Assessment: Assignment, Business Application Scenario, 20%. Assignment, Business Process Modelling, 20%. Assignment, Business Process Application, 20%. Examination, Final Exam (3 hours), 40%.

BCO2041 Systems Analysis and Design

Locations: Footscray Park, VU Sydney.
Prerequisites: BCO2002 - Business Processes and Programming. 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. Adopt skills to model and design logical and physical systems using a variety of tools, techniques and methods;
3. Interpret recommendations from different development problems and scenarios, justifying the recommendations made with reference to salient contextual considerations of local/global settings;
4. Investigate, analyse and argue key topics relating to systems analysis and design;
5. Develop prototypes of computer-based information systems demonstrating initiative and problem-solving judgements to meet simulated client briefs; and
6. Employ effective interpersonal and professional skills to collaborate with and influence team members to achieve a negotiated team outcome while maintaining responsibility and accountability for their own learning and work.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Case Study, Group Case Study part 1, 20%; Case Study, Group Case Study part 2, 20%. Examination, Final Examination, 60%. The exam is a hurdle requirement as the learning outcomes associated with the final exam are considered to be critical to the student's progression in this unit. To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

BCO2149 Database Systems

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BCO1102 - Information Systems for Business

Description: This unit examines the fundamental task of database development and organisation and the importance of Database Management Systems for an organisation's information needs. Students will begin by undertaking a review of industry standard database design and development techniques. In particular, students will examine database design, organisation, administration, data retrieval and reporting and how these areas intersect in terms of an organisation's information needs. Students will also examine the relationship of Database Management Systems to application software and the evolution to integrated cross functional systems.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Evaluate the role of a database system within an organisation;
2. Assess the role and function of the different types of databases used within an organisation;
3. Design a database system using modelling techniques such as entity relationship modelling and normalisation;
4. Classify the different methods used in information delivery within an organisation; and
5. Create database queries using language SQL (Structured Query Language).

Class Contact: Lecture 1.5 hrs Tutorial 1.5 hrs

Required Reading: Connell, C, Morris, S & Rob, P 2011, 10th edn, Database Systems: Design Implementation and Management, Gengage Learning. Selected readings will be made available via the unit VU Collaborate site.

Assessment: Assignment, SQL Theory, 20%; Assignment, Entity Relationship Modelling, 15%; Assignment, Normalisation, 15%; Examination, Final Examination, 50%. The exam is a hurdle requirement as the learning outcomes associated with the final exam are considered to be critical to the student's progression in this unit. To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

BCO2501 Electronic Commerce Business Interfaces

Locations: Werribee, Footscray Park, VU Sydney.

Prerequisites: BCO1102 - Information Systems for Business

Description: The unit of study aims to prepare students to take an active role in the planning, preparation and maintenance of electronic commerce data transfer systems for use between businesses, organisations and other bodies. Topics include: business models underlying electronic commerce applications; organisational applications: overview of electronic commerce applications in the business and government; consumer-business, business-business and intra-organisational electronic commerce; electronic commerce interfaces in the supply chain; implementing EDI and other B2B approaches; electronic transaction models; methods to evaluate success through traffic analysis metrics and other techniques; analysis and design of EC systems; development tools and templates.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the key issues in ebusiness area;
2. Understand the different technologies and e-business solutions;
3. Understand the e-business solutions required by different business strategies and business processes in different models of organisations;
4. Understand the key issues in the design, development and implementation of e-business;
5. Demonstrate an ability to discover information, plan project, prepare presentation and write project report; and
6. Demonstrate an ability of solving complex problems and collaborating with others in the teamwork.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: To be advised by lecturer.

Assessment: Research assignments (approx 3000 words), 30%; Tutorial exercises, 10%; Tests, 10%; Examination, 50%.

BCO3002 Business Analytics

Locations: Footscray Park.

Prerequisites: BCO2149 - Database Systems

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 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 that analyse, visualise and present data in a manner that provides 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.

Class Contact: Lecture 1.5 hrs Tutorial 1.5 hrs

Required Reading: Selected readings will be made available via the unit VU Collaborate site.
BC03442 Information Ethics and Management
Locations: Footscray Park, VU Sydney.
Prerequisites: Nil.
Description: This unit explores the diverse roles of Information Systems Professionals, focusing on the skills and knowledge required for responsible and effective collecting, managing and communicating of information in supervisory, support and/or management positions. Students will examine key topics and issues in the Information Systems discipline including ethics, information privacy and security. Furthermore, students will appraise and develop the communication and interpersonal skills required by all information systems professionals to work effectively and ethically in the contemporary business environment. Students will engage with content through a range of activities associated with contemporary scenarios and issues associated with information systems. These activities involve group work, debates and preparing reports. Student learning will be guided and assessed by means of a presentation on Information Systems Ethics, a Business Scenario report, a debate on a contemporary topic or issue and an end of semester exam.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Reflect on, critique and argue perspectives on key issues in Information Systems with reference to a range of academic sources;
2. Devise and justify recommendations in response to Information Systems business scenarios in order to solve important and complex problems in the field;
3. Exhibit specialised knowledge of current and emerging topics in Information Systems in a presentation that features appropriate communication tools;
4. Conceptualise and debate ethical issues associated with Information Systems in the interests of balancing individual and public good; and
5. Propose and defend responses to ethical scenarios in the Information Systems Profession to support effective decision making of Information Systems staff in supervisory, support and/or management positions.
Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr
Assessment: Assignment, Project Report, 20%. Assignment, Design and Prototype, 30%. Examination, Final Exam, 50%.

BC03446 Project Management
Locations: Footscray Park, VU Sydney.
Prerequisites: BCO2041 - Systems Analysis and Design
Description: This unit explores the diverse role of the Project Manager, focusing on the skills and knowledge required for effective management, communication and collaboration in a project based work environment. The unit examines key topics and issues relating to projects and project management including problem identification, project initiation, scheduling, stakeholder management, risk management, quality assurance, evaluation and reporting. It also addresses the communication and interpersonal skills required by all project professionals to work effectively in a contemporary business environment. Students will engage in a range of scenario-based learning activities and will develop a report based on a presentation from an industry expert. Students will also develop and deliver a presentation, produce a scenario based project report and complete a final examination.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review project management concepts and the roles of project managers in diverse local and global contexts;
2. Integrate knowledge of the human factors...
in project management; 3. Critique and argue perspectives on key topics relating to project management; 4. Advocate and justify recommendations in response to project management business scenarios as a means to facilitate effective decision-making; and 5. Devise and manage business projects using a project scheduling tool.

Class Contact: Lecture 1.5 hrs Tutorial 1.5 hrs

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


BCO3447 Information Systems Project

Locations: Footscray Park, VU Sydney.

Prerequisites: BCO2001 - Programming Business Applications, BCO3446 - Project Management

Description: This unit aims to provide students with an advanced knowledge of fundamental aspects of information systems and related project development. Students build on the knowledge and skills developed in their previous studies to examine and develop project outcomes that have potential real-world impact in varied global and local contexts. Emphasis will be on project-based total solutions from business cases. Students will critically reflect upon conceptual processes, solution design and deployment in relation to the application of modern technology infrastructure, platforms, and tools such as those from a cloud. This unit is conducted in collaboration with the IBM Academic Initiative Program and its Academic Skills Cloud Program. Students draw on their learning across their degree studies to complete diverse authentic learning tasks which involve problem solving, project planning and scheduling in relation to information systems projects and project management. Themes in project communication are emphasised including effective project reporting and evaluation. Key areas relating to information systems projects are introduced including research skills, business analysis, testing, documentation and user training. Students engage with the content through a range of activities that are grounded in scenario-based learning which contextualise target knowledge and skills. Student learning will be guided and assessed by means of presentations, a project plan and a final project report.

Credit Points: 12

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

1. Commentate upon and quantify salient issues in the changing business environment and critically reflect on how these modify the response of Business Process Engineering to achieve positive outcomes in such fluid environments; 2. Deconstruct the relationships between actors, work flows, and objects in a business process; 3. Investigate a business process through the framework of Event Controlled Process Chains and Business Process Modelling Notation; 4. Emulate authentic decision-making by designing an effective organisational plan for a workflow and exhibit contemporary professional practice by implementing a workflow using SAP WebFlow; 5. Debate the usefulness of automated workflows for monitoring and controlling business processes with reference to contemporary literature and professional practice; and 6. Productively mediate processes in group activities and elucidate personal accountability and responsibilities for shared outcomes and collaboratively communicate complex concepts to specialist and non-specialist audiences.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hrs

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

Assessment: Literature Review, Research Article Review, 25%. Assignment, Design Process Models, 55%. Assignment, Workflow Implementation, 20%.

BCO5647 Applications Programming Techniques

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit of study extends student knowledge of introductory programming techniques, and provide them with practical experience in programming with an emphasis on commercial applications with a business oriented language. Students will critically review the basic and complex structures of programming.

Credit Points: 12

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

1. Revise the application of advanced computer programming constructs; 2. Compose object-oriented solutions for problem solving; 3. Develop computer programs using the advanced concepts of multithreading and exception handling.
4. Manipulate classes provided in the programming interface and incorporate them into computing solutions; 5. Integrate advanced features of graphical user interfaces; and 6. Exhibit effective interpersonal skills in collaborative tasks to illustrate their appreciation of the role of culture, values and dispositions in achieving high quality professional team outcomes.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/ workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Assignment, Programming Assignments, 40%; Examination, Theory and Practical, 60%. The above assessments have a total equivalent word count of 6000 to 7000 words.

BCO5651 Enterprise Resource Planning Systems Implementation

Locations: VU Sydney, City Flinders.

Prerequisites: BCO6003 - Enterprise Resource Planning Systems

Description: Students will critically review foundational methodologies, techniques and tools that underpin the successful implementation of enterprise resource planning (ERP) systems. An industry standard system, SAP, will illustrate this professional whole of enterprise integrated approach. This unit raises issues that need to be considered for successful ERP implementation, challenging students to investigate and interpret on a case-by-case basis critical elements including: the ASAP Project lifecycle, 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. Contextualise the art and science of predictive analytics to define clear actions that result in improved decisions and business results for contemporary organisations as they operated in the dynamic communities, both locally and globally;
2. Justify the selection, preparation, construction, integration, structure, and formatting of data as effective to ensure predictive models meet the business goals;
3. Appraise appropriate goals for a predictive analytics implementation in organisations and authenticate recommendations with reference to a specified organisation’s strategic priorities and mission and values statements and anticipated changing environment;
4. Critically review the use and assist in the selection of industry standard analytics tools;
5. Investigate the application of sources of information including social data, unstructured text and Big Data sets to provide greater insight to business; and
6. Clearly communicate conclusions to inter-disciplinary audiences demonstrating a high level of personal autonomy and accountability in achieving group outcomes.

Class Contact: Lecture 2.0 hrs; Tutorial 1.0 hr

Required Reading: There is no one suitable text that covers the content of this unit. The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

Assessment: Test, Multiple Choice Tests, 25%; Laboratory Work, Practical Exercises, 35%. Assignment, Research Assignment, 40%.

BCO6008 Predictive Analytics

Locations: Online, VU Sydney, City Flinders.

Prerequisites: BCO6007 - Business Analytics

Description: The advent of information systems has resulted in businesses and governments processing and storing massive volumes of data. Organizations realize the potential insight this data can provide and are applying intelligent methods to process the large information repositories (Big data) to support effective decision making. This unit will provide students with the knowledge and skills to utilize predictive analytics and data mining processes and technologies to gain greater insights into various business scenarios. Students will gain an overview of foundational tools and techniques, supported by industry case studies and hands-on exercises. Students will learn how data mining and predictive analytics can facilitate business intelligence and build analytical capabilities in organizations.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Contextualise the art and science of predictive analytics to define clear actions that result in improved decisions and business results for contemporary organisations as they operated in the dynamic communities, both locally and globally;
2. Justify the selection, preparation, construction, integration, structure, and formatting of data as effective to ensure predictive models meet the business goals;
3. Appraise appropriate goals for a predictive analytics implementation in organisations and authenticate recommendations with reference to a specified organisation’s strategic priorities and mission and values statements and anticipated changing environment;
4. Critically review the use and assist in the selection of industry standard analytics tools;
Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Assignment, Project Definition, Planning & Execution, 40%. Presentation, Group Project Experiential Presentation, 10%. Test, Laboratory Test, 20%. Test, Multiple choice Test, 30%.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Explain and advocate the concepts of project management lifecycle to a varied audience of stakeholders;
2. Evaluate and explain the issues and concepts involved in the definition, planning and execution of a complex project including the impact of dispositions, values and culture in achieving goals;
3. Demonstrate the steps in the definition, planning and successful execution of the project management lifecycle in achieving negotiated goals and milestones;
4. Devise and demonstrate practical skills in the use of the SAP PS module as an example of a Project Management System;
5. Exhibit a high level of personal autonomy and accountability in achieving individual and group outcomes by working as a responsible, effective practitioner.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Assignment, Project Definition, Planning & Execution, 40%. Presentation, Group Project Experiential Presentation, 10%. Test, Laboratory Test, 20%. Test, Multiple choice Test, 30%.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Debate and analyse business information requirements related to mobile computing;
2. Assess and use various information gathering techniques for eliciting user requirements and system expectations;
3. Demonstrate 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, effective 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.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

Required Reading: 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%. Assignment, Practical Case Study, 30%. Essay, Reflective Writing, 40%.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Debate and analyse business information requirements related to mobile computing;
2. Assess and use various information gathering techniques for eliciting user requirements and system expectations;
3. Critically evaluate methods and approaches to the design, development and implementation of mobile computing applications to support various business scenarios;
4. Evaluate and
integrate elements of interaction design to provide contextually relevant rich interaction experiences; 5. Critically review knowledge current and future thinking on the integration of organisational and mobile applications; 6. Interpret and critique the future trends of mobile computing and associated technologies and propose how the role of culture, values and dispositions affect the achievement of goals; and 7. Persuasively advocate professional recommendations in both written and oral form to a variety of specialist and non-specialist audiences.

Class Contact: Lecture 2 hrs, Tutorial 1 hr

Required Reading: There is no one suitable text that covers the content of this unit. The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

Assessment: Test, Multiple Choice Tests, 30%. Report, Management Case Study Report, 20%. Assignment, Practical Case Study, 20%. Essay, Research Essay, 30%.

BCO6503 Management Information Systems

Locations: City Flinders.

Prerequisites: Nil.

Description: This subject aims to introduce students to a broad range of topics relating to the field of information systems. Students will gain an appreciation of how information systems and technology are able to assist with the management of today’s large and small companies. Students will also gain an awareness of how information systems/applications are built. Theoretical issues are reinforced through laboratory work that leads to the design and implementation of small databases and spreadsheet applications. Upon completion of the subject, students will have a management perspective of tasks associated with implementing and maintaining information systems within an organisational context.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Identify, differentiate and analyse the key issues associated with management information systems;
2. Critically evaluate the different types of technology applications from a management perspective;
3. Analyse management information systems solutions associated with business strategy, business processes in different organisational models; and
4. Collaborate in a team environment to analyse, evaluate and solve contemporary management information systems issues/problems.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Assignment, Spreadsheet assignment, 10%. Assignment, Database assignment, 15%. Case Study, Workplace Paper, 15%. Presentation, Presentation of Workplace Paper, 10%. Examination, Final Exam, 50%.

BCO6603 Enterprise Resource Planning Systems

Locations: Online, VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit provides students with a foundation in Enterprise Resource Planning (ERP) systems and identifies the key issues for organisations involved in acquiring and maintaining large-scale software systems. The strategic significance of ERP systems in organisations is demonstrated through investigating how ERP systems support business processes, and examining the relationship between the configuration of enterprise systems modules and the design of organisational structures and practices. The objective of the unit is to provide students with sufficient knowledge of ERP systems so that they can appreciate the role and functionality of ERP software as well as being able to contribute effectively in projects for acquiring and enhancing ERP software.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Deduce and analyse business information requirements related to ERP systems;
2. Assess and use various information gathering techniques for eliciting user requirements and system expectations;
3. Professionally demonstrate navigation and access to information in an ERP system to assist decision making;
4. Evaluate the essential functionality of ERP systems within varied, specialised contexts;
5. Critically review the potential impacts of ERP implementations;
6. Interpret and critique future trends of ERP systems and associated technologies to address the increasingly complex and evolving environments of businesses in local and global settings; and
7. Persuasively advocate and justify professional judgements to a variety of audiences through diagnosis of complex problems, illustrating evidence-based decision making.

Class Contact: Lecture 1.5 hrs, Tutorial 1.5 hrs


Assessment: Test, Multiple Choice Test, 30%. Report, Management Case Study Report, 20%. Assignment, Workshop Reports, 20%. Research Paper, Research Report, 30%.

BCO6604 Customer Relationship Management

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: Customer Relationship Management (CRM) embraces aspects of daily business activities that include marketing, sales and service where customers tend to be directly and regularly engaged. This subject will investigate and explore different aspects of the way that a firm can practice CRM with content potentially developed and drawn from topics that deal with marketing and planning, campaign management, e-marketing, lead management, analytics, customer segmentation, service order support and customer processing. Both theoretical and practice-based content will be critiqued in the subject with student learning being based on using a combination of computer-based exercises, case studies and industry speakers.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review and interpret the theoretical aspects of CRM across the main areas of sales, services and marketing;
2. Exhibit creative and technical professional skills and justify the strategy adopted with reference to specified briefs;
3. Investigate, analyse, demonstrate and present the salient aspects of a CRM implementation or CRM innovation in a work-related environment;
4. Collaborate with other students from different backgrounds and vocations in a team environment demonstrating a high level of personal autonomy and accountability in achieving group outcomes and recognition of the roles of culture, values and dispositions in affecting achievement of goals; and
5. Persuasively advocate their professional judgments and recommendations in both written and oral form to a variety of specialist and non-specialist audiences.
Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: See VU Collaborate for required readings.

Assessment: Test, Practical Workshop Test, 25%. Assignment, Case report on CRM using Enterprise Systems, 25%. Presentation, CRM Systems, 20%. Test, CRM Theory, 30%.

BCO6615 Strategic Use of Enterprise Resource Planning Systems

Locations: VU Sydney, City Flinders.

Prerequisites: BCO6603 - Enterprise Resource Planning Systems

Description: This unit of study critiques the role of information systems in underpinning an organisation’s corporate strategy. The strategic application of various information systems are examined, including Enterprise Resource Planning systems, Customer Relationship Management, and Business Intelligence. The potential impact of new technologies (mobile, social media and cloud computing) on corporate strategy are examined and evaluated. Student will develop a research project calling upon theory and practice of the core units.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Investigate the corporate strategic planning and implementation process and associated issues;
2. Critically reflect the impact of IT and Enterprise Wide systems on businesses and their strategic outcomes;
3. Investigate the future directions of Enterprise Wide systems and validate hypotheses with reference to theoretical frameworks, industry requirements, corporate trends and anticipated changing environments;
4. Evaluate the strategic implications of emerging and future technology trends on corporate strategies; and
5. Reflectively critique your personal contribution, responsiveness and accountability to achieving timely group outcomes.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: There is no one suitable text that covers the content of this unit. The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

Assessment: Literature Review, Class Facilitation and Summaries of Readings, 25%. Assignment, Lecture Based Assignment, 35%. Assignment, Research Assignment, 40%. The above assessments have a total equivalent word count of 7000 to 8000 words.

BCO6653 Management of Information Technology

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit of study investigates knowledge and develops competencies in the management and organisation of information technology suitable for contemporary organisations and e-commerce. A base of critical reviewing the contributions of information technology application in organisational settings will establish contextual understandings of how information technologies permeate many aspects of organisations. The strategic use of information technology will be deconstructed using a range of current IT management topics, which may include information technology planning, business continuity planning/disaster recovery planning, information technology architectures, change management and IT, investment in IT and risk management, network usage policies, organisation of IT, global aspects of IT management, Cloudsourcing, Green IT etc.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse and distil current research and developments in information technology management in the context of environmental, social and cultural responsibilities;
2. Diagnose complex information technology problems and apply relevant methods and techniques to optimise management of information resources; 3. Critically review academic and practitioner publications, present the evaluations and lead group discussions on the evaluations; and
4. Plan, prepare and compose a substantial research paper on a designated topic.

Class Contact: Lecture 2.0 hrs


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 organization.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Devise a charter and project plan that respond to an authentic business IT scenario integrating best practice project management techniques;
2. Critically evaluate client requirements and develop a professional standard project schedule using project management software that responds to client needs;
3. Examine and respond to project risks through detailed project analysis supported by the use of project management software, to identify salient issues, alternative pathways and report changing status effectively to a professional standard; and
4. Integrate the principles and concepts of project management to address complex contemporary IT challenges in local, national and global settings.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: A comprehensive list of recommended readings will be provided at the commencement of the unit in the unit guide and weekly recommended readings will be highlighted in lecture materials. Schwollick, K 2013, 7th edn, Information Technology Project Management, Course Technology, Boston, MA.

Assessment: Assignment, Project Charter Scenario, 15%. Assignment, Project Plan Scenario, 35%. Assignment, Project Status Report Scenario, 15%. Examination, Final Examination, 35%.

BCO6672 The Information Systems Professional

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit develops skills and capacities of an information and communications technology (ICT) professional including career development, ethical behaviour, communication and management skills within a variety of professional scenarios. The unit critically evaluates contemporary issues relevant to an ICT professional such as professional values and ethical codes of conduct related to working in local and global communities and individual responsibilities within these.
The unit also includes the role and importance of professional standards organisations, involvement in business practices (e.g., negotiation), professional competencies (e.g., risk assessments and feasibility studies) and contemporary issues related to ICT (e.g., security, privacy, internet censorship, workplace surveillance and digital intellectual property) required to contribute to an equitable and sustainable world.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically analyse scenarios of ICT use and clearly identify the issues, consequences and alternative views;
2. Critically evaluate contemporary issues related to the use of ICT and the role that ICT plays in society;
3. Justify diversity and ethical principles to case situations of ICT use;
4. Advocate for the issues and requirements of ethical compliance as an information professional including legal and legislative requirements for IT professional practice for individual and public good;
5. Exemplify the role of ICT professionals and their interactions with users of information and the wider community through debate and practice as a responsible and ethical member of the ICT profession;
6. Argue the role played by IT and responsibilities of IT professionals in influencing and achieving business goals ethically in contemporary organisations; and
7. Interrogate the organisational dynamics and role of an information professional within the business environment, and exercise professional judgements by mediating and negotiating a business ICT agreement and demonstrate professional skills in business processes by balancing negotiations for individual, industry and society.

Class Contact: Lecture 2.0 hrs; Tutorial 1.0 hr
Required Reading: Readings will be made available via VU Collaborate.
Assessment: Report, Group Assignment (Written Report and Presentation), 35%; Assignment, Debate, Counter Argument, 30%; Assignment, Mediation; Reflection on Mediation, 20%; Other, Online and Class Participation, 15%.

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.

Class Contact: Lecture 2.0 hrs; Tutorial 1.0 hr
Required Reading: Pakkaz, A., Patel, B. and Shiraz, S., 2015, SAP BW 7.4 - Practical Guide, SAP PRESS Shobazz T. 2012, SAP Business Intelligence, Outsides Press Parker, USA
Assessment: Test, Multiple Choice Test, 20%; Assignment, Short Answer Written Assignment, 15%; Assignment, Practical Exercise, 15%; Examination, Examination, 50%.

BCO7700 Minor Thesis (Full Time)

Locations: City Flinders.
Prerequisites: Nil.
Description: Students are required to complete a research thesis of approximately 15,000 words. The topic chosen will be an area of pure or applied research supported by the School of Information Systems. As part of the assessment, students are required to present one one-hour seminar on their research work.

Credit Points: 36
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law.
Required Reading: To be advised by lecturer.
Assessment: Seminar, 15%; Written thesis (or product solution), 85%. Students are required to present one one-hour seminar on their research work.

BCO7701 Minor Thesis (Part Time)

Locations: City Flinders.
Prerequisites: Nil.
Description: Students are required to complete a research thesis of approximately 15,000 words. The topic chosen will be an area of pure or applied research supported by the School of Information Systems. As part of the assessment, students are required to present one one-hour seminar on their research work.

Credit Points: 18
Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 18 credit points per semester.
Required Reading: To be advised.
Assessment: Written thesis, 85%; Seminar presentation, 15%. Students are required to present one one-hour seminar on their research work.

BEO1195 Global Retailing

Locations: Footscray Park.
Prerequisites: Nil.
Description: With the economic growth of developing countries and the trend toward economic unification, interest in global retailing, buying and merchandising has never been greater. This unit of study focuses on the reasons and implications for retail internationalisation; growth of global retailing, forms of global retailing, and method of entry into various international markets. Topics include: the challenges faced by retailers around the world, the differences in retailing between the developed world and developing countries; the benefits and drawbacks of retailing in multinational markets. This unit of study provides a conceptual foundation for understanding how different legal, social and economic environments affect the sourcing and distribution of consumer goods and services around the world. Current retail market structures are analysed in selected countries, mixing anecdotes with important concepts from
economic theory. The unit integrates fundamental economic principles with practical, decision-making principles that are required to exchange goods and services. Cultural and sub-cultural diversity, both domestic and international, are emphasised and ethical values are examined in the larger context of the place of global retailing in society.

**Credit Points:** 12

**Learning Outcomes:** On completion of this unit, students will be able to:
1. Critique the operation of Australian and global financial systems;
2. Integrate conceptual and practical understandings of financial institutions in order to analyse the manner in which they operate;
3. Analyse and critique the principles of monetary theory to expound on the management of money in a real economy;
4. Analyse knowledge of Australian and overseas central bank functions in order to understand their impact on the flow of funds; and,
5. Investigate the operation of monetary policy in local and global contexts.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Dawson, J., Larke, R., & Mukoyama, M., (eds) 2006, Strategic Issues in International Retailing, Routledge, London.

**Assessment:** Assignment, 3000 words, 30%; Case study, 20%; Tutorial Exercises, 10%; Final examination, 40%.

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**BEO2000 Financial Institutions and Monetary Theory**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BEO1105 - Economic Principles; BEO1103 - Microeconomic Principles; BEO1104 - Macroeconomic Principles. Either/Or BEO1105 for BBUS Bachelor of Business and all other students BEO1103 and BEO1104 for BBO and BBL Bachelor of Commerce/Law students only.

**Description:** The unit of study focuses on the operation of the financial system and management of money in a real economy with special reference to Australia. Topics include: the financial sector and the real economy; the evolution of the financial system; financial institutions; financial instruments; efficiency of the financial sector; monetary theory; and monetary policy. The unit will identify and promote the analytical skills required to assess the determinants, and impacts on the economy, of changes in monetary policy and interest rates.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Analyse the major types of risk faced by banks and sources of such risks;
2. Judge the impact of risk on bank balance sheets and the role of regulation;
3. Appraise qualitative and quantitative data to assess performance of Australian banking institutions within the global financial context;
4. Advocate portfolio strategies including non-market related and derivative contracts used by banks to manage various risks;
5. Produce a clear, coherent and well-structured written report which interrogates commercial banking and finance issues and advocates and justifies strategies to manage risks; and
6. Work collaboratively in teams while exhibiting individual responsibility and accountability to critically reflect upon and manage risks that can be faced by Australian banking institutions.

**Class Contact:** Lecture 2.0 hrs; Tutorial 1.0 hr


**Assessment:** Test, Continual assessment comprising online MC questions/Short answer questions, 5%. Test, Mid-term Test, 20%. Assignment, Group Assignment, 25%. Examination, Final Examination, 50%.

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**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 multifaceted nature of international business and builds the foundation for more specialised studies by providing a multi-disciplinary examination of issues faced by firms in international markets. An exploration of the international business environment includes global trade and investment, the regulatory environment, organisational structure, management practices and corporate strategy. Students work collaboratively in critically analysing international business case studies and the challenges of globalisation in selected contexts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Develop a working knowledge of key concepts and theories of international business;
2. Investigate the international trade and investment environment;
3. Analyse national business environments and implications for international business operations;
4. Analyse the economic, political, cultural and regulatory environments that influence international business;
5. Apply multidisciplinary knowledge and frameworks to international business operations and market entry strategies; and
6. Appraise international business management practices and multinational organisational structure.
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 trade;
3. Analyse the dynamics of foreign exchange markets in facilitating the flows of goods, services and investment;
4. Assess the effectiveness of national macroeconomic policy and the interdependence of the balance of payments and exchange rates; and
5. Appraise the economic rationale and welfare effects of the formation of Free Trade Agreements and regional trading blocs.

Credit Points: 12

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

1. Analyse the differences in copyright legislation and its implementation between the major music consuming territories, with particular focus on ISPs;
2. Analyse and apply the complexities of international royalty collection and administration in the context of the music industry;
3. Investigate the unique features of major international music territories and differentiate these from their national counterparts;
4. Critically assess the professional environment as it relates to significant trends in the Europe, Asia and North American music industry contexts; and
5. Exhibit initiative and judgement in team-based planning, problem-solving and professional practice.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr


Assessment: Report, A country or an industry study, 20%. Test, Mid-Semester Test; Multiple Choice Questions, 20%. Examination, Final Examination, 60%.

BE2003 International Economics and Finance
Locations: Footscray Park, City Flinders.

Prerequisites: BEO2004 International Trade Practices

Description: This unit provides students with detailed insights into the international music industry with specific focus on the major consumption of music. Students will investigate the impact of international networks and distribution systems, and will review the emergence of megamusic corporations and international copyright regimes. International trade in music product will be critiqued with respect to the emergence of international digital trade regimes, new business models and copyright laws.

Credit Points: 12

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

1. Demonstrate a sound knowledge and understanding of the application of a variety of basic mathematical functions in the description of economic and business models;
2. Understand and utilise appropriate mathematical notation and techniques for the solution of problems related to the modelling of economic and business situations;
3. Understand the application of the gradient of a curve in providing information about the rate at which the dependent variable changes with respect to settlements; and
4. Evaluate foreign exchange risk and design appropriate risk management strategies.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr


Assessment: Test, 5 x Multiple Choice Tests, 30%. Test, Annual Student Conference (Semester 1 only), 5%. Assignment, 3 x Practical Assessments using authentic specialist software and reference materials, 30%. Assignment, Final Assessment using authentic reference materials, 35%.

BE2005 International Aspects of the Music Industry
Locations: Footscray Park, City Flinders.

Prerequisites: Nil.

Description: The unit of study aims to develop a command of the basic mathematical tools used in the analysis of many economics and business problems. Topics include: economic models (linear, quadratic, cubic, rational and exponential); equilibrium analysis: the concept of derivatives; rules of differentiation; marginal functions, optimisation and elasticity; partial differentiation; partial elasticities and unconstrained optimisation (two variables).

Credit Points: 12

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

1. Demonstrate the process of negotiating terms of delivery and payment utilising explicit knowledge of international terms;
2. Determine and generate the documents necessary to process a specific export/import transaction; and
3. Analyse and assess for risk the various forms of international payments and trade practices.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr


Assessment: Test, Multiple Choice Test, 25%. Report, Research - Written Report, 25%. Examination, Final Exam, 50%. In order to pass the unit, students must: Obtain a pass mark of 40% in the final exam AND an overall mark of 50% for the unit. To be included in the final exam entry list, students must have completed all assessment tasks set during the semester, by the due date.

BE2004 International Trade Practices
Locations: Footscray Park, City Flinders.

Prerequisites: Nil.

Description: The aim of this unit is to introduce business students to the various procedures and documentation required to facilitate an international trade (export and import) transaction; the instruments of trade finance; and the various methods of financing/settling exports and imports transactions. These processes will be introduced using industry-based computer software.

Credit Points: 12

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

1. Demonstrate the process of negotiating terms of delivery and payment utilising explicit knowledge of international terms;
2. Determine and generate the documents necessary to process a specific export/import transaction; and
3. Analyse and assess for risk the various forms of international payments and trade practices.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr

Required Reading: Footscray Park, City Flinders.

Prerequisites: Nil.

Description: The unit of study aims to introduce business students to the various procedures and documentation required to facilitate an international trade (export and import) transaction; the instruments of trade finance; and the various methods of financing/settling exports and imports transactions. These processes will be introduced using industry-based computer software.

Credit Points: 12

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

1. Demonstrate the process of negotiating terms of delivery and payment utilising explicit knowledge of international terms;
2. Determine and generate the documents necessary to process a specific export/import transaction; and
3. Analyse and assess for risk the various forms of international payments and trade practices.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr


Assessment: Test, Multiple Choice Test, 25%. Report, Research - Written Report, 25%. Examination, Final Exam, 50%. In order to pass the unit, students must: Obtain a pass mark of 40% in the final exam AND an overall mark of 50% for the unit. To be included in the final exam entry list, students must have completed all assessment tasks set during the semester, by the due date.
the independent variable in an economic or business situation; 4. Apply the rules of differentiation to the basic mathematical functions used in the modelling of economic and business situations; and 5. Understand and utilise the mathematical notation, terminology and basic techniques of the differential calculus to economic and business applications.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as a three-hour seminar or in a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** BE01105, Quantitative Methods for Economics and Business, Skeleton Seminar Notes (available from the bookshop)

**Assessment:** Tests, 40%; Examination, 60%.

**BE02255 Applied Statistics for Business**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BE01106 - Business Statistics

**Description:** The focus of this unit is to expose students to statistical techniques that are specific to the areas of business, economics and finance. Students will develop an understanding and ability to use these techniques across a range of empirical problems. The application of such techniques will involve collection of relevant data, the use of professionally popular computer software and the interpretation and use of computer outputs. Topics include sampling methods and estimation of point and confidence intervals; hypothesis tests; non-parametric tests; analysis of variance; Chi-square tests; multiple regression and residual analysis; discriminant analysis and factor analysis.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Formulate and justify an appropriate sampling method to obtain information from a target population;
2. Construct an appropriate questionnaire; 3. Adopt appropriate statistical estimation methods and tests in analysing business problems;
4. Analyse business related data using appropriate SPSS/Excel functionalities to provide specific recommendations to real-world business problems; 5. Derive statistical models using statistical findings and make use of such findings in writing reports to evaluate alternative policy options and justify recommendations in decision making; and 6. Exhibit effective interpersonal skills to successfully collaborate with and influence others in teams to achieve group outcomes whilst maintaining responsibility and accountability of own learning and professional practice.

**Class Contact:** Lecture 2.0 hrs; Tutorial 1.0 hr

**Required Reading:** Business Statistics: Concepts and Applications

**Assessment:** Essay, 10%; Report, Group Assignment - Report, 15%. Report, Group Assignment - Report, 15%. Examination, Final examination, 60%.

**BE02263 Macroeconomic Analysis**

**Locations:** Footscray Park.

**Prerequisites:** BE01105 - Economic Principles

**Description:** This unit of study builds upon the macroeconomic theory and policy previously covered, in order to further the understanding of the relationship between macroeconomic theories and policy. Topics include: the basic theory of income determination; theories of consumption; theories of investment; classical, Keynesian and post-Keynesian view on the demand for and supply of money; the money supply process; IS-LM analysis; neo-classical and alternative views of the labour market; aggregate supply; aggregate demand and supply.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by lecturer.

**Assessment:** Mid semester test (week 8), 20%; Assignment(s), 30%; Final examination (2 hours), 50%.

**BE02264 Microeconomic Analysis**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BE01105 - Economic Principles

**Description:** The aim of this unit is to provide an economic analysis of consumer behaviour, producer behaviour and markets. Key concepts, theories and methods of modern economic analysis will be consolidated and applied to everyday economic issues and problems. Topics include: consumer theory; demand analysis; production and cost; perfect competition; microeconomic policies; monopoly; and oligopoly.

Students will engage in a range of learning activities involving practical problem solving sessions, case study analysis, online learning activities, peer discussion and review, and self-reflection. Student learning will be guided and assessed by means of a test, a major industry/market study and a final examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Critically reflect on behaviour, choices and decision of consumers with reference to a broad range of concepts, theories and methods of modern economic analysis; 2. Conceptualise how producers make business decisions based on cost and revenue; 3. Explain how resources are allocated in a market economy under various markets structures; 4. Critically evaluate how government policies affect consumers, producers and markets; 5. Exercise critical thinking and judgement in identifying and solving economic problems with intellectual independence; and 6. Communicate economic knowledge and ideas associated with consumer theory, demand analysis, production and cost, perfect competition, microeconomic policies, monopoly and oligopoly in a clear and coherent manner in the form of a professional market/industry report.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Pindyck, RS & Rubinfeld, DL (2013). (8th ed.). Microeconomics Boston, USA: Pearson

**Assessment:** Test, Multiple Choice Test, 20%. Assignment, Industry/market study, 20%. Examination, Final Exam, 60%.

**BE02283 Applied Regression Analysis**

**Locations:** Footscray Park.

**Prerequisites:** BE01105 - Economic Principles, BE01106 - Business Statistics

**Description:** This unit of study provides a comprehensive introduction to regression analysis and its applications to the modern economic/business problems. The emphasis is on the development of practical skills. Topics include: simple and multiple linear regression, model specifications, diagnostics in regression analysis; relative measures of fit and explanatory power; and special topics in regression.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Required Reading: To be advised by lecturer
Assessment: Assignments, 50%; Final examination, 50%.

BEO2284 Business Forecasting Methods
Locations: Footscray Park.
Prerequisites: BEO1105 - Economic Principles BEO1106 - Business Statistics
Description: The unit of study aims to acquaint appropriate forecasting tools used at strategic or tactical levels of management and to provide skills in applying these tools to economic and business data for business decision making and policy formulation. Topics include: introduction to forecasting and economic indicators used in economics and business; selecting the right forecasting technique; qualitative forecasting models; quantitative forecasting methods; forecasting errors, evaluation of forecasting methods; combining forecasts.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the importance of forecasting methodology and techniques to the business professional;
2. Understand the use of basic tools and methods of forecasting;
3. Understand the nature and limitations of various forecasting techniques;
4. Be able to identify appropriate forecasting models to explain business, marketing, economics and financial time series and to make forecasts;
5. Collect relevant data and use computer programs especially Microsoft Excel and SPSS for constructing and estimating statistical models to make useful forecasts of future trends and/or to evaluate alternative policy options;
6. Develop skills in interpreting computer outputs obtained during the analysis and report writing;
7. Evaluate performance, detect errors in forecasting and make combination forecast; and
8. Write reports concerning results for recommendations or/and decision making.
Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.
Assessment: Assignment, Case Study 1 and Case Study 2, 50%. Examination, 2 hours, 50%.

BEO2401 Risk Management and Insurance
Locations: Footscray Park, City Flinders.
Prerequisites: Nil.
Description: The aim of the unit is to provide students with knowledge of insurance and how it can be used to manage risk plans for individuals and small firms. It contextualises this theoretical knowledge within complex problems to develop and evidence students technical, creative and conceptual skills in their devise of innovative responses to industry based challenges.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Define and explain some of the basic terms of insurance;
2. Justify the nature of insurance as a risk management device and argue the need for insurance by individuals and corporations;
3. Describe and explain the functions and critique the operations of insurers and debate the current issues facing the industry;
4. Scrutinise and assess the special features of an insurance contract with initiative and judgement;
5. Argue the need for regulating the insurance industry including aspects of the regulatory environment of the industry and criticise the role of representatives (Agents and brokers) and some of the taxation issues raised through the regulatory system; and
6. Review and assess general insurance and life insurance products available in the market.
Class Contact: Seminar 2.0 hrs Tutorial 1.0 hr
Required Reading: Selected readings will be made available via the unit VU Collaborate site.
Assessment: Assignment, Assignment and other tasks, 25%. Test, Class test, 15%. Examination, Final examination, 60%.

BEO2403 Introduction to Music Business
Locations: Footscray Park.
Prerequisites: Nil.
Description: This unit of study provides an overview of the contemporary music industry and reveals the key economic relationship between its various elements. Students will apply: principles and issues of copyright and managerial skills to music industry scenarios. Business acumen will be developed by analysing the impact of selected factors on the music industry: informed marketing, industry-relevant financial and revenue considerations, and the legislative and regulatory requirements as they influence an ethically-based and sustainable music industry.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically interpret the relationship between copyright and revenue in the music business environment through consideration of balancing individual and public good;
2. Analyse how different parts of the music industry exist and co-exist and discuss the correlation of these relationship with ongoing business;
3. Analyse how the artist and or copyright owner engages in all aspects of the music business, including publishing, recording and live performance;
4. Emulate ethical and professional practice to collaborate effectively with others achieving negotiated group outcomes while exhibiting responsibility and accountability for their own learning and work; and
5. Reflect upon personal and team actions and critique the role of culture, values and dispositions in achieving nominated goals.
Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr
Assessment: Report, Career focus report, 5%. Assignment, Assignment Draft, 5%. Assignment, Assignment, 40%. Examination, Examination, 50%.

BEO2500 Contemporary Global Issues
Locations: Footscray Park, City Flinders.
Prerequisites: Nil.
Description: The global economy presents great opportunities for business development and growth, along with considerable challenges and risks associated with operating in distinctive business environments. This unit explores the economic, political, social, cultural and legal dimensions of international business. We conduct a reflective analysis of major international issues of the day and their implications for international business practices, including corporate governance, cross-cultural communication and negotiation, managing diversity and business ethics. A multidisciplinary approach will enable students to examine complex issues and problems drawing on and integrating concepts and frameworks from economic, law, political and social sciences.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the economic, political, social and environmental dimensions of contemporary global issues; 2. Identify and analyse risks and opportunities in the contemporary global marketplace; 3. Apply an understanding of cross-cultural
approaches to international business; 4. Demonstrate an understanding of globalization, global governance and doing business across regions; and 5. Research, evaluate and identify business solutions to major global issues.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the College of Business.


Assessment: Case Study, Case Study Analysis, 30%. Report, Case Analysis Report, 20%. Examination, Final Examination, 50%.

BEO3000 Risk Management Models

Locations: Footscray Park, City Flinders.

Prerequisites: Nil.

Description: This unit provides an overview of investment and risk, and proposes strategies to manage the risks of different investment practices. Students will discriminate between different types of risks encountered by contemporary organisations and investigate models designed to help manage those risks. Students will apply statistics to assess distribution of asset returns, to make decisions under uncertainty to choose between alternative investments, measure risk, measure the components of total risk, measure the risk in portfolio construction and management, the efficient market concept option pricing models and volatility.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Deliberate upon the distribution of asset return and the measurement of risk, to substantiate conclusions tailored to meet the requirements of a range of sectors/setting; 2. Quantify the relationship between returns and different types of risk to value the asset and provide justified recommendations; 3. Argue the importance of decision making under uncertainty as they are applied in investment analysis, in local and global contexts; 4. Contextualise the concepts of market efficiency and random walk hypothesis clearly and coherently as they are evidenced in contemporary settings; 5. Adapt the principles of options and option pricing models to analyse and justify recommendations for effective financial decision making for known and changing contexts; and 6. Estimate and forecast volatility in financial time-series, justifying an optimal recommendation.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: Kulendrann, N. 2012 Risk Management Models McGraw-Hill Australia

Assessment: Assignment, Assignment 1, 15%. Assignment, Assignment 2, 15%. Assignment, Assignment 3, 10%. Examination, Final Examination, 60%.

BEO3201 Distribution Management and Operations

Locations: Werribee, Footscray Park, City Flinders.

Prerequisites: Nil.

Description: The unit of study aims to provide students with an understanding of a full range of storage and handling decisions that firms are required to take as various goods and services make their way from the points of origin or manufacture to the points of consumption, both globally and in local markets. Depending on the nature of the product being distributed and the channels of distribution being utilised, students will learn that the different types of warehouse design including, facility sizing, financial type, configuration, space layout, dock design, material handling system and stock layout. To provide participants with an understanding of the operational factors and concepts that enable organisations to deliver reliable and cost effective service to their customers. Topics include: major components of the distribution functions, the inter-relationship between these components, and the importance to the design and operation of an integrated logistics management system that drives the distribution function, in terms of being able to optimise all elements of the trade.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the principles of customer service and customer order processing; 2. Understand the role and function of warehousing and distribution within the logistics model and process; 3. Understand the principles of location and design of distribution facilities, associated storage and equipment; 4. Understand the principles of planning and scheduling warehouses, distribution centres and distribution channels; 5. Understand the use of standards, tracking devices and performance measurements in distribution; and 6. Be aware of HR issues in warehouse operations.

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery made as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

Required Reading: Ackerman, K. 2001, Warehousing Profitably, Ackerman Publications, Columbus, OH.

Assessment: Assignment, Assignment, 30%, 3000 words; Case study, 20%; Tutorial Exercises, 10%; Final examination, 40%.

BEO3257 Economics of Retailing

Locations: Footscray Park.

Prerequisites: BEO3296 - Buying and Merchandising

Description: This unit of study provides students with an understanding of the structure, conduct and economic performance of the Australian retailing industry. Topics include: concentration and competition in Australian retailing markets; the nature of market conduct in relation to various market structures in the retailing industry, including pricing, product, advertising and promotional strategies; government policies; evaluation of the economic performance of the industry on the basis of efficiency, progressiveness, full employment, price stability and competition.

Credit Points: 12

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery made as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Test, 10%; Assignment (a group of 3 students) and oral presentation of the assignment, 20%; Tutorial exercises, 10%; Final examination, 60%.

BEO3296 Buying and Merchandising

Locations: Footscray Park.

Prerequisites: BEO1195 - Global Retailing BHO1171 - Introduction to Marketing

Description: This unit of study is designed to provide students with an understanding of the activities and strategies involved in merchandise management and their significance for a successful performance of retailing. Business. The unit familiarises students with the principles and terminology important in understanding profitable
merchandising. Topics include: planning, merchandise assortment; buying systems; buying, merchandising; negotiating with vendors; fundamentals principles and techniques of merchandising mathematics; pricing strategies; performance measures; store layout, design, and visual merchandising.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the importance of merchandising management in developing an effective retail strategy;
2. Develop merchandise assortment and budget plans;
3. Evaluate merchandise performance;
4. Determine merchandise sources;
5. Understand buying systems and related issues;
6. Identify alternative pricing strategies; and
7. Recognise the elements and importance of store layout, design and visual merchandising settings.

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Test, Multiple Choice Test, 15%. Case Study, Case Study 2000 - 2500 words, 35%. Examination, Final Examination, 50%.

BE03347 Planning for Long Term Wealth Creation

Locations: City Flinders.

Prerequisites: Nil.

Description: The aim of this unit is to provide students with underpinning knowledge and skill in the area of wealth creation and retirement planning. Students will gain a broad understanding of various retirement plans and also be able to assist individuals to reach their planned retirement goals. Topics include introduction to wealth creation and retirement planning, taxation planning, superannuation, termination payments, retirement income streams and the role of the financial planner in pre-retirement counselling.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review an individual's current investments and then arrange these to best meet their ongoing lifestyle requirements;
2. Articulate the important role superannuation and its related tax implications play in reaching an individual's funding requirements for retirement;
3. Diagnose the critical initiatives that are going through legislative processes and are forcing Australians to plan for retirement in a dynamic environment;
4. Qualify the need for insurance and estate planning in the financial planning process;
5. Explain and illustrate the role of Social Security in retirement planning for individuals who are eligible to receive it; and
6. Collaborate with peers and deliberate ideas using communication skills in a group setting.

Class Contact: Seminar 3.0 hrs


Assessment: Assignment, Major Group Assignment, 30%. Examination, Mid-term Examination, 20%. Examination, Final Examination, 50%. The above assessments have a total equivalent word count of 5,000 words.

BE03366 Economic Policy and Research

Locations: Footscray Park.

Prerequisites: BEO1105 - Economic Principles

Description: This unit of study aims to apply principles of macroeconomic and microeconomic theory and policy in the analysis of selected economic problems and discuss the range of economic policy responses put forward in the context of a critical understanding of economic theory. Topics will vary according to the nature of contemporary economic issues and problems but may include: taxation reform; infrastructure privatisation, employment policy; and the political economy of macroeconomic policy.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse the major cultural traits of predominant cultures within the Asian region;
2. Critically analyse the key economies of particular relevance to Australia and their structural changes;
3. Critique the main benefits of Free Trade and Regional Agreements for both the goods and services sectors;
4. Analyse the main legal environment in Australia and Asia and
5. Analyse Australia's export capabilities to selected Asian region economies.

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the College of Business.


Assessment: Test, In class test, 20.00%. Presentation, In class group presentation, 30.00%. Report, Group report, 50.00%.

BE03406 Strategic Retailing

Locations: Footscray Park.

Prerequisites: BEO1195 Global Retailing, BHO1171 Introduction to Marketing.

Description: This unit of study is designed to provide a range of approaches aimed at assisting students to understand the opportunities and challenges faced in the retailing industry. Students will be exposed various decision making scenarios from a strategic management perspective in the context of globalisation with a view to grow and improve the retail firm's profitability.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the organisation of several types of retailing structures and the entrepreneurial quality required by retailers;
2. Appreciate the challenges and opportunities that the global environment provides to Australian retailers;
3. Appreciate the new approaches available to retailers for accelerated growth and profitability; and
4. Recognise the important areas for strategic management decision making in the retail industry.

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

Assessment: Assignment, 40%; Tutorial exercises and classwork, 10%; Case study presentation, 10%; Final examination, 40%.

BEO3408 Music Publishing and Recording

Locations: Footscray Park.
Prerequisites: BEO2403 - Introduction to Music Business
Description: This unit introduces students to the economics of copyright and the exploitation of copyright product in the music industry. It investigates the principles of music publishing and recording and key sources of income, including mechanical income, synchronisation with film or television, public performance and broadcast.

Students will review the methods of collection, calculation and distribution of income, and investigate the economic structure of a music publishing and recording business. The role of collection societies and performing rights organisations (PRO’s), both domestic and international, and the key characteristics and features of publishing and recording agreements will be critically analysed.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Evaluate legal and associated production activities of music publishing and recording companies;
2. Analyse performing rights organisations according to derived and justified criteria, and substantiate this analysis through their function in music publishing and recording;
3. Analyse and assess contractual activity and responsibilities of the music publishing and recording industry in the context of local and/or global communities and the industry’s responsibilities within these communities;
4. Critically analyse contractual activity and responsibilities of the music recording industry; and
5. Collaborate on a timely basis with team members to achieve group outcomes; demonstrating personal initiative to propose and develop new ideas, effective interpersonal skills to influence team planning, processes and outcomes, and responsibility and accountability for own learning and practice.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr
Assessment: Assignment, Assignment, 30%. Presentation, Tutorial Presentation, 20%. Examination, Final Examination, 50%.

BEO3418 Global Transport Economics

Locations: Werribee.
Prerequisites: BEO1105 Economic Principles.
Description: This unit of study introduces the application of theory to the analysis of operations, policies and challenges in the transport sector. This analysis is carried out against a background of the importance to an economy of a highly developed transport sector. Issues explored will centre on the transport of goods and people at both national and international levels. Topics include: regulation of the transport sector, with an emphasis on international movement of goods; structure of transport sector, pricing of transport services; transport reform, interaction between transport sector and the rest of the economy; economics of different transport modes.

Credit Points: 12

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

Assessment: Assignments x 2 worth 30% each, 60%; final examination, 40%.

BEO3430 International Economic Analysis

Locations: Footscray Park, City Flinders.
Prerequisites: BEO1105 - Economic Principles
Description: The aim of this unit is to study economic factors surrounding the international movement of goods and services, labour and capital. Topics include: measurement and determinants of intra-industry trade; analysis of barriers to trade; political economy of trade; trade policy; exchange rate policy; international movement of labour and capital; multinational corporations and FDI; international finance and financial crises; trade and environmental issues; and international trade regulation. Students will engage in a range of learning activities involving practical problem solving sessions, case study analysis, online learning activities, peer discussion and review, and self-reflection. Student learning will be guided and assessed by means of a test, a country or industry project and a final examination.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review a broad range of theories concerning international trade from a diverse range of academic sources;
2. Critically assess the regulation of trade in local and global markets;
3. Critically examine various markets of labour migration, environmental protection, exchange rate determination and financial crises;
4. Apply selected economic models to various international trade contexts;
5. Exercise critical thinking and judgement in identifying and solving International trade problems with intellectual independence; and
6. Communicate international trade knowledge and ideas associated with topics that include measurement and determinants of intra-industry trade; analysis of barriers to trade; political economy of trade; trade policy; exchange rate policy; international movement of labour and capital; multinational corporations and FDI; trade and environmental issues; and international trade regulation in a clear and coherent manner in the form of a professional market/industry report.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr
Assessment: Test, Test, 20%. Assignment, Country or industry project, 20%. Examination, Final Examination, 60%.

BEO3432 Strategic International Trade Operations

Locations: Footscray Park, City Flinders.
Prerequisites: BEO1106 - Business Statistics
Description: This unit focuses upon strategic decision making as an essential aspect of international trade operations. These decisions focus upon economic, financial and efficient positioning of a company and its exports in the international market place in terms of productivity improvements, organisation of viable production and
organisation of effective transportation facilities.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critique and analyse the concepts relating to a portfolio of trade operational tools and trade promotion;
2. Demonstrate professional approaches to international trade through effective application of precise professional terminology, the proposition of appropriate resolutions to specific trade expansion problems and issues, and appropriate use of models and quantitative techniques;
3. Critically examine the provisions of government trade organisations, such as Austrade in Australia (Students at overseas campus are expected to be familiar with their government organisation that provides data and assistance on trade);
4. Be competent in obtaining relevant results using Excel for analysis; and
5. Generate, justify effective decision-making in organising trade operations through professionally appropriate technical reports.

Class Contact: Lecture 2.0 hrs
Tutorial 1.0 hr


Assessment: Report, Research Plan, 5%. Report, Research Report, 25%. Test, Mid-semester Test, 20%. Examination, Final Examination, 50%.

BEO3433 Field Research Project

Locations: Footscray Park, Domestic or International locations as specified in each program.

Prerequisites: Nil.

Description: This unit will expose students to the cultural, political and regulatory environments in particular economic regions, with an emphasis on the country(ies) specified on the VU Collaborate web page. The basis of the unit, is a study tour to the country(ies) specified on the VU Collaborate web page. Students will learn from lectures/visit to regulatory institutions, private enterprises and academic organisations, which will allow the observation of organisational structure of multinational enterprises and key functional procedures. The tour will be preceded by briefing sessions. Students must complete a journal during the trip and attach this to their final report.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse the main cultural differences between the target country(ies) to be visited as specified on the VU Collaborate web page using the Cultural Mirror framework;
2. Critique the business and regulatory regimes and observe work practices that occur in the country(ies) specified on the VU Collaborate web page within the context of the field research project activities; and
3. Through a self-reflection report critically analyse the experience and impact of the study tour on the individual student (self); and as appropriate links between classroom theories and study tour activities and future career aspirations.

Class Contact: Lecture 2.0 hrs
Tutorial 1.0 hr

Required Reading: Details of texts and other resources will be provided to the students depending on the country to be visited. Please refer to the information available on VU Collaborate unit page.

Assessment: Presentation, Pre-tour activities., 10%. Presentation, On-tour activities (participation, contribution, and behaviour) and oral presentation with audio visual support., 35%. Report, Written report (5000 words maximum), 55%.

BEO3500 Applied Economics Research Project

Prerequisites: BEO1106 - Business Statistics AND the completion of 16 units of study in the student's course.

Description: This is a third year elective unit for the Bachelor of Business course. This unit will provide students, in groups of 3-4, with the opportunity to apply basic research skills and competencies to an approved applied/business research project to inform financial, accounting, marketing and management decisions. To this end, students will be encouraged to explore a broad range of research techniques and select the appropriate one to conduct research on their chosen topic. Students will be exposed to work collaboratively with fellow students in the team and to discuss with people in industry or in business to elicit research questions which relate to students specialisation. Key competencies to be covered include: the applied research process; working in teams; Internet tools; appropriate use of software tools - such as spreadsheets, word processing, presentation; appropriate use of databases and statistical analysis computer software; principles of effective research report writing; developing oral presentation skills. The successful completion of the unit will enable students to visualize the business world from a researcher's perspective and will equip students to minimise the risk of taking uninformed decision.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Apply broad and coherent body of knowledge acquired from prior learning from the degree to undertake economics or business research as a basis for further research;
2. Critically review up-to-date literature and findings in the chosen field of study;
3. Collaborating with others, initiate, plan and execute an economics or business research project;
4. Quantitatively investigate a hypothesis. Interpret the quantitative results and predict or forecast an outcome;
5. Draw reasonable conclusions and recommend workable solutions; and
6. Report the findings effectively to target audiences.

Class Contact: Lecture 1.0 hrs
Tutorial 2.0 hrs


Assessment: Presentation, Oral presentation and research proposal, 10%. Report, Written proposal, 20%. Presentation, Oral presentation and final report, 25%. Report, Written Report, 45%.

BEO3600 International Business Strategy

Locations: Footscray Park, City Flinders.

Prerequisites: BEO2002 - International Business Context

Description: Multinational enterprises leverage their capabilities to create competitive advantage in international markets. This unit examines business strategy from the perspective of the multinational enterprise including: market entry strategies (foreign direct investment, licensing and franchising), developing global networks and supply chains, marketing strategies, intellectual property and knowledge management, and how these shape a global corporate strategy.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse the organisational structure of multinational enterprises and key functional areas (e.g. marketing, finance, HR);
2. Apply international business strategies and plans used by senior managers in multinational enterprises;
3. Critically review and conduct cost-benefit analysis of a range of market entry strategies for distinctive markets;
4. Examine the development of international networks and the value chain; and
5. Apply selected business strategy frameworks to a range of scenarios and case studies.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or/workshop or a delivery mode as approved by the College of Business.

Assessment: Test, Multiple Choice Test, 20%. Case Study, Report / Case Study, 40%. Examination, Final Exam, 40%

BE04123 Global Logistics

Locations: Werribee, City Flinders.

Prerequisites: Nil.

Description: The unit of study aims to provide students with the skills to control strategically the logistics function in the context of the globalisation of business. In addition, the unit of study aims to enable students to master a range of domestic and international logistics challenges. Students will be exposed to a strategic perspective of supply chain management appropriate to firms in different stages of development and operating in various types of industries. Topics include: analysis of Australian and international supply chain systems; development of competitive logistics strategies; analysis of the role of intermediaries and vendor development methods; channel structure and control including conflict resolution; influence of product and promotional mix on the costs and efficiencies of logistics; elements of transportation, warehousing, inventory control and material handling; role of logistics for successful entry in local and international markets.

Credit Points: 12

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

Required Reading: Christopher, M., Logistics and Supply Chain Management, 3rd edn, Prentice-Hall.

Assessment: Assignments, 60%; Final examination, 40%.

BE05305 International Supply Chain Structure

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit explores the problems, concepts and practices of global logistics in international business, including its role in achieving a competitive edge for firms in international business and an understanding of logistic variables in different countries and industries. It will interrogate topics such as supply chain strategy; the impact of trade pacts in defining global logistics; customer service; global logistics and physical distribution; role of third party logistics in international business; international distribution practices across companies; logistics performance index (LPI) measure; logistic support for international market entry; export processes; influence of global logistics on corporate profit; and planning, control and audit of global logistics in international decision environments.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically evaluate and analyse the complexity of global supply chains and their processes in the current dynamic business context;
2. Argue and critically analyse the importance of the customer service function to the logistics effort of the firm;
3. Critically analyse areas where the performance of distribution logistics can be improved and make appropriate recommendations; and
4. Work collaboratively with other team members in preparing a group project report and delivering a professional class presentation based around a selected case study for specialist and non-specialist audiences.

Class Contact: Seminars: 3.0 hrs


Assessment: Presentation, Case Report & Presentation, 10%. Report, Major Written Group Project, 40%. Examination, Final Examination, 50%.

BE05307 Global Procurement

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit 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 procurement process, the importance they have in the supply chain, and how they have evolved over time;
2. Produce a well-structured and balanced individual report, on a purchasing-related topic, based on the reading of established academic opinion;
3. As a member of a small team, produce a professional class case study report based on experiences gained during an industry site visit, linking those experiences with theory learnt in the classroom;
4. Work with other team members in delivering a professional class presentation based on selected topics covered in their case study report.

Class Contact: Lecture 2.0 hrs; Tutorial 1.0 hr

Required Reading: Manzaca, RM, Handfield, RB, Giunipero, L, Patterson, JL. 2011. 5 Purchasing and Supply Chain Management. South Western Cengage Learning

Assessment: Literature Review, Individual Report, 20%. Case Study, Industry Based Group Case Study/Report, 40%. Presentation, Group Presentation, 10%. Test, 1 Hour Class Test, 30%.

BE05539 Business Statistics

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit develops practical skills in statistical and mathematical techniques commonly used in business decision making. It draws on fundamental business statistics and quantitative analysis theories with contemporary computational skills to critically evaluate complex business problems and to cross-examine them through computer technologies.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Discriminate between statistical analysis technique to solve a given business problem;
2. Exhibit, interpret and critique business and economic data by graphical and numerical statistical methods;
3. Apply sampling theory in statistical inference: estimation and hypothesis testing;
4. Model and test business and economic relationships using linear regression;
5. Critically assess alternative statistical techniques for identifying methods appropriate for the purpose and condition of an analysis;
6. Conduct business forecasting using time series data and evaluate forecasting performance; and
7. Optimise statistical analysis using a statistical tool.

Class Contact: Lecture 2.0 hrs; Tutorial 1.0 hr


Assessment: Test, Class Test, 10%. Report, Individual project report, 20%. Report, Group project report, 20%. Examination, Final Exam, 50%.
BE06500 Economics for Management

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit of study provides a clear and comprehensive account of how economics explains and analyses the functions of the firm in a modern industrial society. Topics include: the nature and scope of economics; demand, supply and the market mechanism; production, costs and profit analysis; market structure and regulation; macroeconomic policy and the economic role of government; national income and economic welfare; consumption, savings, investment and taxation; money, interest and credit; the balance of payments, international trade and exchange rate determination; and inflation and unemployment.

Credit Points: 12

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Examination, 50%; Continuous assessment, 50%.

BE06600 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 rationality 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 techniques to make informed judgements and decisions;
3. Ability to utilise economic data to address economic problems, apply appropriate empirical techniques and interpret results;
4. Communicate complex ideas clearly and coherently, in written form and interactive oral form to expert and non-expert audiences; and
5. Reflect on and evaluate the nature and implications of assumptions and value judgements in economic analysis and policy.

Class Contact: Lecture 2.0 hrs; Tutorial 1.0 hr

Required Reading: Readings will be recommended; Lecture notes, tutorials and additional materials will be provided by or referred to by lecturer and be supported by the VU e-learning system.

Assessment: Assignment, Structured Assignments, 30%; Test, Mid Semester Test, 20%; Examination, Final Examination, 50%.

BGP6513 Business Research Methods

Locations: City Flinders.

Prerequisites: Nil.

Description: The unit of study aim is to equip students with an understanding of Business Research Methods in order to equip them with the necessary skills for completion of their minor thesis. On completion of the unit of study, students would be able to more conversant with the major principles involved in planning and executing research projects, conceptualise a research problem and contextualise it within a body of theory, operationalise concepts to test theoretical conceptualisations, have knowledge in developing and/or selecting appropriate measurement instruments for data collection, know various procedures in collection and analysis of data and acquire skills in report writing and dissemination of findings.

Credit Points: 12

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as
a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by lecturer.

**Assessment:** Examination, 40%; Research methods project report, 40%; Class Participation, 10%; Class presentation, 10%.

**BGP7706 MBA Minor Project (Part-Time)**

**Locations:** City Flinders.

**Prerequisites:** BMO6630 - Business Research Methods

**Description:** The minor project provides students with the opportunity, either individually or in teams, to take on projects that are completed by students on their own or in teams of not more than four, to apply acquired skills, competencies and expertise to an approved consultancy based task. Proposals for projects will normally be developed in conjunction with the unit of study Business Research Methods and may or may not be sponsored by, and directly related to specific industrial, commercial or public sector management requirements. Teams will only be approved according to the size and complexity of the task and the competencies required for a successful outcome. The proposed contributions of each team member must be clearly designated before the project is approved and, at the conclusion, capable of being individually assessed. This minor project is equivalent to one unit of study per individual student and the time requirements, data collection and analysis, research, literature reviews, presentations, reports, etc. must reflect a comparable workload and level of expertise required for MBA students. All proposals for projects must be approved by an MBA Faculty panel before a student is permitted to enrol in the unit of study. The project is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 12

**Learning Outcomes:** The aims of this unit are to apply academic knowledge in a practical way within a research project that could lead to business innovations or potential entrepreneurship development. The research should include at least three of but is not limited to the following areas:

- analysis and anticipation of user or business needs;
- business scenario development and business case studies;
- the study of existing business practices and solutions;
- innovative business models development.

On completion of the unit, students should be able to:

- gain knowledge in systematically identifying user or business needs;
- appreciate existing solutions such as technology, process and tools in the study field of choice;
- demonstrate an understanding of the links between entrepreneurship and innovation; and
- develop comprehensive knowledge, skills and competencies in the area of study towards business solutions or entrepreneurship.

**Class Contact:** Students are supervised through research projects by an academic member of staff. Scheduled meetings between students and supervisors occur on a weekly basis for the duration of the project.

**Required Reading:** A comprehensive list of readings will be provided to students to support project preparation.

**Assessment:** Pass/Fail based on progress reports and assessment of final report by two appointed examiners, 100%. Project, Minor Project, 100%.

**BGP7711 Business Research Proposal**

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

**Prerequisites:** BMO6630 - Business Research Methods

**Description:** The Business Research Proposal provides students with an opportunity to apply and modify investigative, analytical and critical skills gained and developed through the coursework units to the resolution of a business problem. Established theories to different bodies of knowledge or practice will be critiqued in the context of a scoped investigation contextualised to a specified community/organisation in an ethical and socially responsible manner. The research proposal provides the preliminary stages of the research for the completion of the minor thesis. Students will also complete an Ethics Application form to be assessed by the University’s Ethics Committee. The thesis topic must be approved by the course co-ordinator.

**Credit Points:** 12

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

1. Identify and scope an academic research problem to prepare a research plan to investigate the issue through analysis, critical review and/or interpretation of relevant data;
2. Critically reflect on a range of conceptual and empirical materials and justify conclusions;
3. Apply evaluative and critically reflectively research techniques and professional judgement to plan for rigorous, defensible, ethical and socially responsible research;
4. Elucidate potential ethical problems and implement ethical research processes under supervision;
5. Mount a defensible argument to communicate propositions to specialist audiences; and
6. Advocate for the development of scholarly inquiry across the range of business and organisational sub-disciplines.

**Class Contact:** Seminar 3.0 hrs

Research students will have regular supervision sessions with allocated supervisors along with nine hours of class contact and/or online learning across the semester or a delivery mode as approved by the College of Business.

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

**Assessment:** Literature Review, Reviewing the literature relevant to the topic of study, 30%. Assignment, Developing a comprehensive research proposal with the guidance of the supervisor, 50%. Other: Complete and submit ethics application for assessment prior to being reviewed by VU’s ethics committee, 20%. During the first part of this unit students will learn, under supervision, by doing the preliminary steps of the research process to allow time for data collection in the intervening period. Each assignment is designed as separate research/learning milestones for students to work towards the research thesis. Feedback will be provided in each research milestone to prepare students for the final thesis submission of 15,000-20,000 words by the end of BGP7712 Business Research Thesis.

**BGP7712 Business Research Thesis**

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

**Prerequisites:** BMO6630 - Business Research 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 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 project to investigate the issue through analysis, critical review and interpretation of relevant data;
2. Conceptually map the interaction 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 research directions for research to contribute to the well-being of their local and global communities;
5. Present research findings to academic and/or industry and community audiences; and
6. Troubleshoot and manage the research project to successful completion.

Class Contact: Research students will have regular supervision sessions with allocated supervisors.

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

Assessment: Presentation, Project multimedia presentation, 20%. Project, Project, 60%. Other, Documented progress and reflection, 20%.

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

1. Demonstrate an understanding of the hospitality industry as a social phenomenon involving relationships and transactions between people;
2. Use basic evaluation and analytical skills;
3. Develop a capacity to reflect on their own skills and personality type;
4. Prepare a personalised career strategy based on their understanding of the industry and themselves; and
5. Demonstrate written communication skills.

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

Required Reading: BH01110 Introduction to Hospitality: workbook of readings and activities

Assessment: Test, Critical Thinking Assessment, 20%. Essay, Major Assignment, 40%. Examination, Final Examination, 40%.

BHP7730 Business Research Project

Locations: VU Sydney, City Flinders.

Prerequisites: BHO6630 - 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 (BHO6630). Each project should lead to business innovation or potential entrepreneurship development. Research may include analysis and anticipation of user or business needs; business scenario development and business case studies; the study of existing business practices and solutions; and, innovative business models development.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Systematically identify user or business needs and contextualise them within the current literature;
2. Generate, critically evaluate and defend both existing and new solutions to client needs such as technology, process and tools in the study field of choice;
3. Articulate and critique the link between entrepreneurship and innovation;
4. Apply theoretical frameworks and disciplinary knowledge and skills to complex problem solving in their chosen area of study in business solutions or entrepreneurship;
5. Persuasively argue propositions, findings, conclusions or recommendations to professional peers; and
6. In collaboration with others, demonstrate responsibility and accountability for own learning and all aspects of the work or functions required by a team.

Class Contact: Lecture 1.0 hrs, Tutorial 2.0 hrs. Students are supervised through research projects by an academic member of staff. Scheduled, face-to-face or online, meetings between students and supervisors occur on a weekly basis for the duration of the project.

Required Reading: A comprehensive list of readings will be provided to students to support project preparation.

Assessment: Presentation, Project multimedia presentation, 20%. Project, Project, 60%. Other, Documented progress and reflection, 20%.

BH01110 Introduction to Hospitality

Locations: Footscray Park.

Prerequisites: Nil.

Description: The purpose of this unit of study is to give students a basic understanding of the study of hospitality as an emerging discipline worthy of rigorous study and to orient the students to the hospitality industry and the issues which confront it. This will include introducing students to the depth and scope of hospitality as a social concept, with an emphasis on developing a sensitivity to and understanding of the forces that shape the industry, and with reference to their own skills and characteristics. Topics to be covered include: hospitality as a field of study; introduction to the hospitality industry; the philosophy of hospitableness; the origins of modern hospitality; the structure and dynamic forces of the hospitality industry; consuming hospitality; the commoditisation of the hospitality industry.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Demonstrate an understanding of the hospitality industry as a social phenomenon involving relationships and transactions between people;
2. Use basic evaluation and analytical skills;
3. Develop a capacity to reflect on their own skills and personality type;
4. Prepare a personalised career strategy based on their understanding of the industry and themselves; and
5. Demonstrate written communication skills.

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

Required Reading: BH01110 Introduction to Hospitality: workbook of readings and activities

Assessment: Test, Critical Thinking Assessment, 20%. Essay, Major Assignment, 40%. Examination, Final Examination, 40%.

BHO1114 Culinary Health, Hygiene and Safety

Locations: Footscray Nicholas.

Prerequisites: Nil.

Description: Health, hygiene and safety are critical aspects of the 21st century culinary workplace. Without such awareness the health, lives and safety of workers and patrons in food outlets can be at risk. Students will emerge from this unit with an advanced knowledge of how to recognise potential culinary workplace hazards. They will also have the skills necessary to manage such problems. These are essential for successful business practice. The overall aim of this unit is to develop a holistic approach to health, hygiene and safety policy and strategy to encourage sustainable resource management and appropriate occupational practice. This is the first of five kitchen-based culinary units within the VU Bachelor of Business degree that, when completed with the other two specialisation subjects, also qualifies students for the Australian Certificate 3 in Commercial Cookery. This unit, developed in conjunction with Le Cordon Bleu, is available to international students only.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Articulate the drivers of health, hygiene and safety policy and assess how these may influence context specific sustainable workplace practice;
2. Appraise potential hazards within the workplace and develop recommendations for best practice in a variety of contexts;
3. Explain occupational health, hygiene and safety practices necessary to minimise harm and promote sustainability;
4. Employ basic evaluation, reflection and analytical skills to prepare advice for subsequent actions; and
5. Demonstrate effective written academic communication skills to synthesise positions and clearly express their own ideas and perspectives.
Class Contact: Initial 3 hour seminar plus 12 hours per week for 12 weeks in kitchen practicum plus 3 hour concluding seminar.


Assessment: Students will need to achieve competency in the practicum and pass the HE assessments. Essay, Introductory Essay, 20%. Assignment, Group project, 20%. Examination, Final Examination, 40%. Essay, Reflective Essay, 20%. Practicum, Practicum and Tutorials (Competent or Not Competent), 10%. Students who fail to achieve the minimum passing grade or competency will be provided with additional resources and opportunities to redo those items requiring a minimum standard in order to pass the unit. The above assessments have a total equivalent word count of 3,000 words.

BHO1115 Introduction to Culinary Technologies


Prerequisites: Nil.

Description: Technology changes, and remains the same. It is important for people working within culinary systems to be aware of what history and tradition have contributed by way of technology, what it can and cannot do, how it is now used and how the best can be produced from it. New food styles and new technology have melded together to drive new forms of food presentation. Students will develop an understanding of the impact of technology on recipes and food preparation and storage. This is the second of five kitchen-based culinary units within the VU Bachelor of Business degree that, when completed with the other two specialisation subjects, also qualifies students for the Australian Certificate 3 in Commercial Cookery. This unit, developed in conjunction with Le Cordon Bleu, is available to international students only.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Explain the nature of these operating processes from a kitchen management perspective to meet contemporary industry requirements and respond to evolving cross-cultural community expectations;
2. Analyse the strengths and weaknesses of a menu from a kitchen operations perspective to determine food and financial suitability;
3. Appraise alternative critical path for preparation and cooking in a range of ingredients to standard recipes and how kitchen operating systems impact on this process; and
4. Review the critical path for preparation and cooking in a range of ingredients to standard recipes and how culinary technologies may assist in this process.

Class Contact: Initial 3 hour seminar plus 12 hours per week for 12 weeks in kitchen practicum plus 3 hour concluding seminar.


Assessment: Students will need to achieve competency in the practicum and pass the HE assessments. Essay, Introductory Essay, 20%. Assignment, Group project, 20%. Examination, Final Examination, 40%. Essay, Reflective Essay, 20%. Practicum, Practicum and Tutorials (Competent or Not Competent), 10%. The above assessments have a total equivalent word count of 4,000 words.

BHO1121 Food and Beverage Management I

Locations: Footscray Park.

Prerequisites: BHO1110 - Introduction to Hospitality

Description: To purpose of this unit of study is to introduce students to the core principles and practices of food and beverage management in order to optimise the managerial and operational efficiency of foodservice operations. Students are introduced to a range of management tools, systems and principles that enable the food and beverage manager to plan and implement the production and service of food and beverages efficiently and effectively. Students are encouraged to identify the importance of food and beverages from commercial, cultural and social perspectives through their involvement in a series of activities in lectures and tutorials; and communicate their findings through a number of oral presentations. Topics include: introduction to food and beverages, food and beverages menu, food production methods, recipe development, standardised recipe, food safety and hygiene and dining experience.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Explain the essential characteristics of food and beverages;
2. Explain the structure and nature of the foodservice industry;
3. Research the role and function of the menu and the wine list, including menu planning;
4. Demonstrate knowledge of various food production methods and control systems, including food

BHO1116 Introduction to Kitchen Operations


Prerequisites: BHO1114 - Culinary Health, Hygiene and Safety BHO1115 - 104
and beverage casting methods; and 5. Explain the principles of recipe development and standardisation.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Davis, B., Lockwood, A., Pantelidis, I., and Akcott, P. 2008 4e, Food and Beverage Management, Elsevier Science & Technology.

**Assessment:** Presentation, Oral, 30%. Essay, Written assignment, 20%. Other, ePortfolio, 10%. Examination, Final exam, 40%.

**BHO1122 Food and Beverage Management II**

**Locations:** Footscray Park.

**Prerequisites:** BHO1121 - Food and Beverage Management I

**Description:** To develop a comprehensive understanding of the principles of food and beverage management. Topics include: concepts of food services management; conceptualising quality in a food service setting; quality control; menu engineering; production systems and food and beverage cost control

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Demonstrate the essential strategic and executive skills required to deliver quality food and beverage services; 2. Describe the roles and responsibilities of a food and beverage manager; and 3. Critically analyse and evaluate food and beverage performance based on financial, market and operational criteria.

**Class Contact:** A two hour lecture and a one hour tutorial or equivalent or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Davis, B., Lockwood, A., Pantelidis, I., and Akcott, P. 2008 4e, Food and Beverage Management, Elsevier, U.K.

**Assessment:** Test, Post-lecture quiz, 10%. Project, Management report on simulated environment, 50%. Examination, Final exam, 40%.

**BHO2000 Event Operations**

**Locations:** Footscray Park.

**Prerequisites:** ACI1007 - Creativity and Innovation/ACI1009 - Arts Industries: the Inside StoryEither/Or - Applies only to students completing ABAI Bachelor of Creative Arts Industries

**Description:** This unit introduces students to the rationale for staging special events and festivals and the conceptualisation of events. The unit of study is designed to give students the knowledge and skills required to understand the planning processes, including bidding and sponsorship of events as well as the marketing and operational aspects and needs of running events. Students will also consider legal obligations associated with event management and will prepare and justify budgets, marketing and risk management plans. Students will engage with the content through a range of activities associated with contemporary cases and issues. Activities will include peer learning, debates, discussions and online activities. Student learning will be guided and assessed through individual and group assignments, a group presentation and facilitated workshop and an exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Deliberate upon the modern hospitality industry, and the characteristics and role of food and beverage (F&B) within it to identify and anticipate challenges in contemporary settings where culture and community values impact on the provision of an effective contemporary industry; 2. Devise a contemporary (F&B) outlet, exemplifying the needs of the modern consumer and the importance of experience; 3. Analyse the source and function of the menu including restaurant revenue management, menu engineering and recipe standardisation; 4. Differentiate among the various food preparation methods, control systems, hygiene and storage principles and explain their importance; and 5. Explain how respect for inter-cultural and ethical practices are considered when confronting F&B operational issues including the impact of various management styles, labour practices and sustainability requirements to maintain diversity relevant to identified communities or sectors.

**Class Contact:** Lecture, 2.0 hrs; Tutorial, 1.0 hr


**Assessment:** Portfolio, Reflective Portfolio, 25%. Report, Group Report, 25%. Presentation, Group Presentation, 10%. Examination, Final exam, 40%.

**BHO2002 International Human Relations**

**Locations:** Footscray Park.

**Prerequisites:** Nil.
The purpose of this unit is to enable students to acquire comprehensive knowledge about interpersonal communication, self-awareness and reflection, and to develop, practice and apply skills in these areas. This will enhance their capacities to pursue and maintain effective international human relations. Learning takes place with reference to multi-cultural and international contexts and will involve active student involvement in a range of learning activities that include practical problem solving, case study analysis and teamwork.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Evaluate international human relations-related conceptual frameworks to promote responsible and ethical local and global interactions;
2. Analyse interpersonal communication skills required for effective outcomes in multicultural and international contexts;
3. Justify the application of cross-cultural interactions for specific contexts with reference to appropriate theoretical work;
4. Exemplify professionally-relevant interpersonal skills necessary for building and maintaining effective working and interpersonal relationships in diverse contexts;
5. Exhibit responsibility and accountability for own learning and/or professional practice and contribution to team outcomes; and
6. Present recommended actions and outcomes in response to specified complex professional issues.

Class Contact: Equivalent to thirty-six hours per semester, to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the College of Business.


Assessment: Journal, Personal Reflective Journal, 25%; Test, Online assessments (MCT), 35%. Report, Research Report, 20%. Presentation, Group tutorial activity, design paper and workshop, 20%.

BHO2003 Introduction to Tourism and Hospitality

Locations: Footscray Park.

Prerequisites: Nil.

Description: The aim of this unit is to introduce the study of tourism and hospitality 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 and hospitality, including the social and environmental consequences of tourism, events, transport, accommodation, food and beverages and special interest tourism. The unit includes the use of case studies, the interpretation of tourism and hospitality statistics and the evaluation of public and private sector perspectives.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Investigate the nature, scope and significance of tourism in a specified community or specified context;
2. Discuss the structure of the tourism industry in general, as well as explaining specific components of the tourism system using an analytical framework;
3. Locate and interpret statistical data relating to tourism and tourism activities;
4. Review the role of, and acquire skills in, social networking; and
5. Explain the various impacts generated by tourism.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Report, Written Report (Individual), 30%. Test, Tutorial Test, 10%. Report, Tutorial Report, 10%. Examination, Final Examination, 50%.

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 and 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 assessments: a test, report, computer simulation and an individual design brief.

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 Hotel and Resort operations;
2. Appraise hotel and resort divisional performance metrics and benchmarks;
3. Explain the guest activity programming model and its significance to successful resort operation; and
4. Identify the economic benefits of developing a spa and retail facilities within the resort operation; and
5. Evaluate and recommend appropriate models to forecast guest demand and make pricing decisions.

Class Contact: Seminar 2.0 hrs Tutorial 1.0 hr


Assessment: Test, Multiple Choice Test, 20%. Assignment, Group Operations
BHO2103 Advanced Kitchen Operations


Prerequisites: BHO1116 - Introduction to Kitchen Operations

Description: Students will interrogate contemporary and emerging challenges, including the management and financial viability of kitchen operations and practices in a modern culinary setting. This is the fourth of five kitchen-based culinary units within the VU Bachelor of Business degree that, when completed with the other four units, will also qualify students for the Australian Certificate 3 in Commercial Cookery. This unit, developed in conjunction with Le Cordon Bleu, is available to international students only.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically reflect on and engage with relevant professional theoretical models/frameworks to monitor development of their own professional skills and attributes in a variety of modern culinary settings;
2. Analyse and explain the nature of the major operating processes employed in a modern culinary setting from a kitchen management perspective (including management and financial perspectives);
3. Critically review the strengths and weaknesses of a menu from a kitchen operations perspective, and demonstrate professional judgement in discriminating variations for different hospitality settings and contexts;
4. Justify changes to a menu to improve the operating effectiveness and efficiency of a kitchen, substantiating these through the presentation of a coherent argument highlighting how those changes resolve issues or problems within an operating professional kitchen; and
5. Recommend a critical path for the production of dishes from a comprehensive a la carte menu with justification for this recommendation within a specific context.

Class Contact: Initial 3 hour seminar plus 12 hours per week for 12 weeks in kitchen practicum plus 1 hour concluding seminar.


Assessment: Students will need to achieve competency in the practicum and a minimum of 50% of the HE Content (Introductory Essay, Reflective Essay & Final Examination) to pass this unit of study. Essay, Theoretical Essay, 20%. Project, Investigative Project, 20%. Examination, Final Examination, 40%. Essay, Theoretical Essay, 20%. Practicum, Practicum and Tutorials (Competent or Not Competent), 0%.

Students who fail to achieve the minimum passing grade or competency will be provided with additional resources and opportunities to re-attempt those items requiring a minimum standard in order to pass the unit. The above assessments have a total equivalent word count of 5,000 words.

BHO2193 Tourism Product Design and Delivery

Locations: Footscray Park.

Prerequisites: BHO2003 - Introduction to Tourism and HospitalityBHO2004 - Introduction to Tourism Either / or

Description: This unit provides students with practical knowledge of designing and delivering tourism products. These products are designed in the context of particular businesses within the travel and tourism sector including travel agents, tour operators and transport. Students will examine the evolving nature of tourism distribution and the development of products and experiences, with an emphasis on innovative design. Specific issues addressed include: the management of travel operations; the development of innovative travel products; packaging; regulatory requirements; technological options; electronic distribution and communication; and intersectoral relationships.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse the key elements of a travel itinerary and tour to optimise the itinerary for identified client group, sectors or region;
2. Demonstrating initiative and creativity by investigating, constructing, package and market a travel itinerary and tour;
3. Scrutinise and apprise a specific tourism product and argue its attributes to a range of interest groups;
4. Anticipate challenges arising in the evolving nature of the tourism industry and demonstrate effective analytical skills to tourism industry clients and business partners; and
5. Communicate and formulate responses to problems faced by managers of tourism products and experiences.

Class Contact: Seminar 3.0 hrs


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BH02255 Tourism Enterprise Management

Locations: Footscray Park.

Prerequisites: Nil.

Description: This is the second specialisation unit in the Bachelor of Business (Tourism Management). The aim of this unit of study is to examine the management of visitor experiences within tourism enterprises, with particular emphasis on the attractions sector. The unit analyses a number of the management issues of different types of visitor attractions; these include theme parks, museums and galleries, heritage, wildlife, and cultural attractions. Students will learn how to ensure the optimal experience for visitors of these attractions. These management areas of tourism enterprises are analysed—human resources and finance, as well as interpretation, environmental and social issues, marketing and technology of attractions. A variety of techniques are evaluated which can help to address both short and long-term management problems. This unit introduces students to the concepts of strategic analysis, business management and tourism operational management issues.

Credit Points: 12

Assessment:
- Examination, Final Examination, 40%.
- Brochure, Trip Notes and Product Presentation, 40%.
- Class Contact: Seminar 0.0 hrs
- Tutorial presentations, 15%. Presentation, Tutorial presentations, 15%. Examination, Final Examination, 40%.

BH02259 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

Assessment: Test, Tutorial Multiple Choice Test, 10%. Assignment, Minor Assignment, 10%. Presentation, Group - Brochure, Trip Notes and Product Presentation, 40%.

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 underpin 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 prepare strategic and best practices for product ideas and innovative business processes; and
5. Demonstrate competency in making a coherent formulation and presentation of knowledge and ideas through presentations, reports and working effectively in teams.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Case Study, Case analysis (Individual), 15%. Report, Strategy report (team work), 30%. Presentation, Tutorial presentations, 15%. Examination, Final Examination, 40%.

BH02265 Integrated Marketing Communications

Locations: Footscray Park, VU Sydney.

Prerequisites: BH01171 - 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

Assessment: On successful completion of this unit, students will be able to:
1. Critically review marketing communication theories; 2. Discuss the role of advertising agencies and other marketing communications organisations; 3. Construct marketing communication objectives and connect the marketing communications tools to fulﬁl these objectives; 4. Formulate an integrated marketing communications plan based on contemporary market research data; 5. Demonstrate creative and media strategies for marketing communications; 6. Investigate social, legal and ethical issues related to advertising, promotion and marketing communications from a multicultural and international perspective; and 7. Analyse and apply the integrated marketing communication process to build strong brands by making a meaningful connection with the target audience.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Other, Blog, 20%. Report, Completed in groups, an IMC plan presented
in report format Part A, 20%. Report, Completed in groups, an IMC plan presented in report format Part B, 20%. Examination, Final Exam, 40%.

**BHO2285 Marketing Research**

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BEO1106 - Business Statistics

**Description:** This unit aims to familiarise students with the applications for qualitative and quantitative market research methods and their importance in making sound business and marketing decisions. In addition, students successfully complete an applied research project.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Discuss research as the systematic and objective identification, collection, analysis and dissemination of information for the purpose of assisting management in decision making;
2. Locate and evaluate secondary data;
3. Justify the most appropriate research technique for a given research project;
4. Develop and/or evaluate an appropriate data collection form/s;
5. Collect primary data;
6. Determine the data analysis techniques most appropriate to the data/research; and
7. Prepare and present a research proposal and/or report.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr


**Assessment:** Exercise, Multiple choice quiz (Week 4), 10%. Other, Data Collection and Entry, 10%. Report, Research Report, 30%. Examination, Final Examination, 50%.

**BHO2287 Room Division Management**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The aim of this unit is for students to acquire a functional understanding of the planning, management and operational requirements of the rooms divisions of international hotels and integrated resorts. Students will develop capabilities to facilitate effective rooms division management by engaging in a range of practical problem solving sessions involving team work, case study analysis, online learning activities, peer discussion and review and self-reflection. Students’ capacity to manage room division in a capable and adaptable manner will be assessed through a combination of assessments: a test, report, computer simulation and exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Work collaboratively in teams to investigate and critically appraise hotel and resort operation management environments using a systems approach;
2. Apply the principles and practices of the guest cycle to facilitate effective rooms division management in local and global contexts;
3. Analyse hotel and resort operating cost structures to support decision making for effective rooms division management;
4. Appraise rooms division performance metrics and benchmarks; and
5. Evaluate and recommend appropriate models to forecast rooms demand and make room rate pricing decisions.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr


**Assessment:** Test, Multiple Choice Test, 10%. Assignment, Group Report, 30%. Assignment, Individual Computer Simulation, 20%. Examination, Final Exam, 40%.

**BHO2301 Sustainable Operations**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The unit facilitates scholarly reflection on the roles that sustainability can play in contemporary management with particular reference to tourism and event enterprises. Students will develop capacity to appraise approaches organisations can take to balance the economic, social and environmental impacts of their activities. Students will examine the principles of ethical and responsible behaviour with reference to organisations in both the profit and not for profit sectors and they will critique how ethical and responsible behaviours can help meet environmental, social, and economic obligations to stakeholders. Students will also review methods of evaluating performance and will recommend models of best practice. Topics include the carbon cycle, the ecological footprint, business ethics, corporate social responsibility and performance, responsible tourism, waste and recycling, sustainable design principles and marketing sustainable practices. Students will develop capabilities to critique, recommend and justify sustainability approaches by engaging in a range of practical problem solving sessions involving team work, case study analysis, online learning activities, peer discussion and review and self-reflection. Student learning will be assessed through a combination of assessments: a test, assignment, group presentation and exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Reflect in a scholarly manner upon principles of ethical and responsible behaviour and their roles in both the profit and not for profit sectors to promote responsible and ethical citizenship;
2. Critique corporate social responsibility programs in a range of tourism, hospitality or event enterprises with reference to their capacity to meet the environmental, social, and economic obligations of their stakeholders;
3. Appraise contemporary short and long term sustainability issues that can confront tourism and event enterprises;
4. Debate the significance of sustainability and the role that management of organisations in both the profit and not for profit sectors can contribute; and
5. Work collaboratively in a team to elucidate and justify sustainability approaches with reference to methods of evaluating performance and models of best practice that can address important, complex and unpredictable problems.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr

**Required Reading:** Mascaro, G., Lamberton, G., Weik, G et al. 2013, Sustainability in Australian business: principles and practice Wiley-Blackwell, Milton, QLD

**Assessment:** Test, In Class Test of knowledge in sustainability, ethics and CSR, 15%; Assignment, Written Group Assignment relating to case includes personal reflection, 40%; Presentation, Group Presentation, 15%; Examination, Final Examination, 30%.

**BHO2402 Music Industry Management**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit introduces students to the basic concepts and processes needed to become an effective business oriented manager in local and international music industry markets. A variety of legal agreements commonly used in the sector will be examined. The unit also aims to develop appropriate analytical and evaluative skills so that students can identify some of the key risks associated with making and implementing music industry-based decisions. At the completion of the unit of study students should be able to demonstrate the competencies and skills required in various sectors of the music industry.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Demonstrate a knowledge and understanding of the concepts and processes needed to be an effective contemporary business oriented manager; 2. Propose analytical and evaluative skills appropriate to management activity and within the context of the music industry; 3. Contrast the purposes of a variety of legal agreements that music industry managers, in particular, may face in order to advise the most appropriate in specific contexts; 4. Analyse and discuss key management-related issues emerging from historical and contemporary local and international music markets; 5. Collaborate on a timely basis exhibiting both personal responsibility and autonomy for own outputs and commitment to achieving group outcomes; and 6. Exhibit initiative and judgement in negotiating the workings of local and global communities to balance individual and public good within inter-cultural context.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr


**Assessment:** Case Study, Legal Battles, 10%. Project, Management Project, 40%. Examination, Final Exam, 50%.

**BHO2405 Music Marketing**

**Locations:** Footscray Park.

**Prerequisites:** BHO1171 - Introduction to Marketing

**Description:** This unit of study provides students with the knowledge related to the special marketing and promotional techniques of the industry, to develop technical skills in marketing musical products and to understand the processes by which the music product moves from the manufacturer to the consumer. At the completion of the unit of study students should be able to explain the processes involved in wholesale, retail and distribution of music products, to describe the role of media in the marketing and promotion of music products and to compare different approaches to marketing in international territories.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
- 1. Appreciate the many factors involved in music marketing and understand the processes by which music product moves from the producer to the consumer;
- 2. Set marketing objectives, develop marketing strategies for music products and constructively analyse and evaluate their impact on the consumer;
- 3. Prepare a comprehensive marketing plan for music products; and
- 4. Conduct independent research in the field of music marketing.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


**Compilation booklet of Readings and Cases to be purchased from the university bookshop.

**Assessment:** Examination, 40%; Case Studies, 30%; Assignment, 30%.

**BHO2422 Event Creation and Design**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This is one of the specialist units offered in the Event Management specialism area. The unit is concerned with the principles and application of skills sets relating to the design of managed events. The information and activity facilitated for this unit assimilates with the combined aim and objectives of the Event Management specialism area. The students will critique concepts of creativity, and determine and foster creative skills as well as evaluate the barriers to creativity and propose methods to counter this. From appraisal of design, students synthesise related skills, sources of information and compose an event design, which they articulate through presentation.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
- 1. Determine critical understanding of the design process as a management function;
- 2. Relate and compare the principles of design and the different approaches in event design;
- 3. Distinguish and examine methods to enhance the creative outcomes within events;
- 4. Scrutinise, judge and employ a number of technical skills so as to enhance the production of events;
- 5. Compose, justify and present a proposal for a unique event; and
- 6. Collaborate effectively, using interpersonal skills to influence and demonstrate a commitment to team outcomes, while exhibiting responsibility and accountability for own learning and professional practice.

**Class Contact:** Lecture 2.0 hrs PC Lab 1.0 hr Tutorial 1.0 hr


**Assessment:** Report, Early Assessment, 10%. Essay, Individual Assignment, 30%. Assignment, Group Assignment, 40%. Presentation, Group Presentation, 20%.

**BHO2432 Introduction to Events**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This is nominally the first unit within the Bachelor of Business Event Management specialisation. In recent decades, the emergence of event management within the corporate, government and NFP (not-for-profit) sectors has required a formalisation of management training as provided through this course of study. This unit of study provides a context to the discipline of event management in which students will be introduced to the event sector through learning about a range of characteristics of events. Students will develop capacity to classify and assess events through a critical perspective to improve the outcomes within a range of event settings. Topics include, industry structure, classification systems, business events, sports events, introduction to legal obligation and risk, event marketing and impacts and legacies.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
- 1. Appreciate the many factors involved in music marketing and understand the processes by which music product moves from the producer to the consumer;
- 2. Relate and compare the principles of design to different types of organised event;
- 3. Scrutinise, judge and employ a number of technical skills so as to enhance the production of events;
- 5. Compose, justify and present a proposal for a unique event; and
- 6. Collaborate effectively, using interpersonal skills to influence and demonstrate a commitment to team outcomes, while exhibiting responsibility and accountability for own learning and professional practice.

**Class Contact:** Lecture 2.0 hrs PC Lab 1.0 hr Tutorial 1.0 hr


**Assessment:** Report, Early Assessment, 10%. Essay, Individual Assignment, 30%. Assignment, Group Assignment, 40%. Presentation, Group Presentation, 20%
BHO2434 Consumer Behaviour
Locations: Footscray Park, VU Sydney.
Prerequisites: BHO1171 - Introduction to Marketing
Description: This unit provides a detailed study of consumer buying behaviour, both cognitive and behavioural, as well as purchasing processes and the factors which influence them. The unit includes the understanding of characteristics of individuals, groups and organisations and their influences on purchasing and consumer behaviour, market structures, double jeopardy and duplication of purchase. Students will develop capacities to address complex marketing problems and to facilitate effective marketing decision-making through their engagement with a range of theories and frameworks associated with consumer behaviour. Students will engage with a range of team-based and individual learning activities including practical problem solving and case study analysis, online learning activities, peer review and self-reflection.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Reflect upon the relationships between the concepts of behaviour and attitudes, and examine their application to consumer behaviour; 2. Discriminate between the cognitive and behavioural theories of consumer behaviour; 3. Conceptualise the forces underlying major consumer trends in diverse local and global markets; 4. Determine the patterns of purchasing behaviour based on the behavioural models of the Double Jeopardy Effect and the Duplication of Purchase Law; 5. Apply a broad range of cognitive frameworks and behavioural patterns of purchasing behaviour to real-life consumer behaviour situations in order to address complex marketing problems and facilitate effective marketing decision-making; and 6. Evaluate the capacities of marketing strategies to succeed in diverse local and global communities by taking into account alternative theories of consumer behaviour.
Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr
Assessment: Exercise, 10 x Multiple choice quizzes (Weeks 2 to 11 inclusive), 15%. Exercise, 10 x Short Answer/multiple choice quizzes (Weeks 2 to 11 inclusive), 15%. Report, Group Report, 30%. Examination, Short Answer, Essay, 40%.

BHO2505 Innovation and Creativity in Hospitality and Tourism
Locations: Footscray Park.
Prerequisites: Nil.
Description: This unit of study examines the new product development (NPD) process for Hospitality and Tourism products and services. Each stage in the NPD process will be explored, from opportunity identification and selection to launch of the new product or service. The links between innovation, creativity, entrepreneurship and competitive advantage will be investigated. Application of the innovation process to the range of Hospitality and Tourism enterprises from small business to large corporations will be examined. The risks and benefits of innovation as well as factors affecting the success or failure of new products and services will be discussed.
Credit Points: 12
Learning Outcomes: At the end of this unit, students will have an understanding of the product innovation and development process for hospitality and tourism products and services. Students should understand the factors that drive product and service innovation in hospitality and tourism. Students should appreciate the risks associated with product development and demonstrate a capacity to evaluate potential risks and rewards of product and service innovation.

BHO3254 Advanced Marketing Research
Locations: Footscray Park.
Prerequisites: BEO1106 - Business Statistics/BHO1171 - Introduction to Marketing/BHO2285 - Marketing Research
Description: This unit advances students knowledge of marketing research methods that are useful for management decision making. This unit places emphasis on theoretical and practical application of marketing research approaches in order to critically evaluate and devise solutions for market research problems. This unit will utilise qualitative and quantitative research techniques, as well as computer-based statistical software. This unit will also introduce advanced marketing research methodologies, concepts and technology in practice. Finally, this unit will equip graduates with the ability to propose, draft and design marketing research projects.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Evaluate management problems and translate these into feasible research questions; 2. Identify appropriate research methods and techniques for a given research project; 3. Critically analyse, evaluate and synthesise information to develop marketing research proposals; 4. Be familiar with the use and application of programs available for quantitative analysis; 5. Develop competencies to manage and work effectively in teams; and 6. Gain confidence and practice in writing reports and making presentations to an informed audience.
Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law.
Assessment: Report, Case Analysis, 10%. Report, Data Analysis, 15%. Presentation, Research Proposal, 35%. Examination, Final Exam, 40%.

BHO3306 Casino and Gaming Management
Locations: Footscray Park.
Prerequisites: Nil.
Description: This unit of study investigates the planning, management and operational requirements of casino and gaming facilities. The aims of the unit of study are: to develop the student’s analytical and problem solving skills in the management of gaming operations; to analyse the development of casino and gaming complexes in Australia and other international countries, and to evaluate the social and economic impacts of casinos. Topics to be covered include: casino operating environment, table games, staffing, forecasting, probability theory and games, and simulation.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse and evaluate the social and economic impacts of the casino and gaming industry; 2. Evaluate and apply effective strategic and tactical techniques in casino operations; 3. Solve probability and mathematical problems of several casino games; 4. Develop excel simulation spreadsheets for popular casino games; and 5. Analyse key aspects from the current literature related to the current and future trends within the casino industry.


**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


**Assessment:** Project, Industry, 30%. Other, Simulation, 20%. Examination, Final Examination, 50%.

**BH03310 Professional Wine and Beverage Studies**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit of study develops the students' knowledge of Australian and international beverages and their application in a commercial environment. Among the topics covered are: Australia's commercial position as a wine producer in relation to other countries. Principles of sensory evaluation and their application to a diverse range of wine styles. The changes that may occur in wines during ageing and/or production. The variances and international influences on different wine varieties. Varietal profiles and regional characteristics of Australian wine styles. The principles of production techniques for other alcoholic beverages. The characteristics of Champagnes, cocktails, and beers. The application of wine styles to wine and food combining concepts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Understand the principles of sensory evaluation, and apply them to a diverse range of wine styles;
2. Discuss sensory characteristics using a common set of terms for wines from the wine aroma wheel;
3. Have knowledge of how viticultural practices impact on wine outcomes;
4. Understand the changes that may occur in wines during ageing and/or production;
5. Appreciate the variances and international influences on the different wine varieties;
6. Have an extensive understanding of varietal profiles and regional characteristics of Australian wine styles;
7. Extend the principles of production techniques to other alcoholic beverages; and
8. Apply knowledge of wine styles to wine and food combining concepts.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by the lecturer.

**Assessment:** Progressive assessment, 40%; Final Examination, 60%.

**BH03312 Revenue Management**

**Locations:** Footscray Park.

**Prerequisites:** BEO1105 - E conomic Principles; BEO1106 - Business Statistics

**Description:** This unit introduces students to revenue management which is a demand-based pricing system employed in the international hospitality and tourism industry. The use of revenue management is seen as a critical change in the setting of price in the hospitality and tourism industry and, coupled with information technology, especially the internet, is having long term strategic impacts on the industry. This unit also explores the role and function of the revenue manager, the key executive responsible for managing the pricing and supply policies in hotels, airlines and ground transport firms within the hospitality and tourism industry. Students will engage in a range of activities including practical problem solving sessions, team work, case study analysis, online learning activities, peer discussion and review, and self-reflection. This range of activities will help them critically review key roles and approaches to revenue management to optimise revenue management practices that may be employed in diverse local and global contexts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Critically review the role and importance of revenue management in hospitality, tourism and events;
2. Critically reflect upon the role and function of the revenue manager and revenue management in terms of its component parts, strategic factors and critical considerations;
3. Readvocate the importance of cultural adaptation in marketing programmes and corroborate a cultural and cross-cultural understanding;
4. Critically review different predispositions consumers have towards foreign products, domestic products and products produced in particular countries;
5. Crossevaluate and elucidate appropriate strategies for marketing products in international markets including the most appropriate entity strategy; and
6. 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.

**Class Contact:** Lecture 2.0 hrs; Tutorial 1.0 hr


**Assessment:** Test, Multiple choice; Mini-essay, 10%. Case Study, Simulation case study (individual), 20%. Report, 10 page Simulation report (group), 30%. Examination, Short and essay type questions, 40%.

**BH03373 International Marketing**

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

**Prerequisites:** BH01171 - Introduction to Marketing

**Description:** This unit introduces students to the specialist theory and practice of marketing across international borders. Marketing in an international environment is increasingly important for many businesses. While the core principles of marketing apply, this subject will provide students with knowledge, understanding and techniques related to undertaking marketing in an international environment and marketing to global markets.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Analyse the effects of the international business environment on product, promotion, distribution and pricing strategies;
2. Advocate the importance of cultural adaptation in marketing programmes and corroborate a cultural and cross-cultural understanding;
3. Critically review different predispositions consumers have towards foreign products, domestic products and products produced in particular countries;
4. Crossevaluate and elucidate appropriate strategies for marketing products in international markets including the most appropriate entity strategy; and
5. Predict the key factors involved when marketing products and services in a global market.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Keegan W. J. & Green M. C., (2017), (9th ed.). Global Marketing, New Jersey, USA: Prentice Hall International

**Assessment:** Exercise, Tutorial exercise, 10%. Essay, Written essay, 30%. Presentation, Individual tutorial presentation, 20%. Project, Final Group Report, 40%.

**BH03405 Electronic Retailing**

**Locations:** Werribee, Footscray Park.

**Prerequisites:** BEO1105 - Economic Principles

**Description:** The unit of study consists of foundation level studies where particular aspects of electronic retailing are considered and application level studies where
results of empirical studies of electronic retailing are discussed and analysed. The contents include: power shift from retailers to consumers; interactive shopping, online shopping, television shopping, virtual shopping; electronic connection between retailers and consumers; impact of Internet on consumer behaviour, competition and communication; forces driving changes in consumer shopping behaviour from the supply and demand angles; impact of electronic retailing on consumer shopping behaviour; implications for physical retailers and their strategic response to electronic retailing competition in terms of site architecture, contiguity, merchandise range, pricing, payment methods and promotion research; web strategies for electronic retailers including limitations of electronic retailing; differences and similarities of electronic retailing for consumers and business; future of electronic retailing.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Understand the basic principles of electronic retailing.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as a combination of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**
- Krishnamurthy, S., 2003 E-Commerce Management. Text and Cases Thomson South-Western, Ohio
- Assessment: Assignment, Research Assignment (approx 2500 words), 25%.
- Presentation, Presentation (approx 2500 words), 25%. Examination, Examination, 50%.

**BHO3406 Live Performance Management**

**Locations:** Footscray Park.

**Prerequisites:** BHO2432 - Introduction to Events

**Description:** This is one of the specialist units offered in the Event Management specialist area. The unit is concerned with critical review of the scope and rational of business events and examination of this knowledge - regards the following: national and international business events; business events in Australia; definitions within the business events sector (MICE, Trade Shows etc); identification and incorporation of stakeholders (PCOs, Convention Bureaux, Venues); funding and economic considerations; business event sectors (e.g. meetings and conferences, trade shows and exhibitions, product launches, incentive travel); unique operation management task of business events; sourcing leads; managing client relationships; the role of business events in leveraging strategic outcomes; pre and post events activities; accompanying persons programme; use of current business "cloud based" event software; the future of business events (e.g. climate change; sustainability; new technologies).

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Evaluate the rationale and strategic function of business events in respect to the sponsor’s intentions and the event context;
2. Critically review the planning and development of business events; as they are modified for local and global impact, or for a targeted community;
3. Compose and validate a proposal in response to a client brief for a business event, exemplifying creative problem-solving skills, critical thinking and professional judgement;
4. Exhibit professional insights in the effective application of business event management software;
5. Persuasively advocate responses to the challenges of changing customer service needs and changing global trends of the business event sector; and
6. With responsibility and accountability for own learning and professional practice demonstrate a commitment to team outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**
don: Butterworth-Heinemann
- Assessment: Test, Online Quiz, 5%. Assignment, Group Assignment, 45%.
- Presentation, Presentation of Group Work, 10%. Examination, Final Examination, 40%.

**BHO3422 Event Creation and Design**

**Locations:** Footscray Park.

**Prerequisites:** BHO2432 - Introduction to Events

**Description:** This unit will examine the following areas:
1. Creativity - the concept of creativity; developing and fostering creative skills; barriers to creativity. 2. Events and creativity in context; historical perspectives; the evolution of creativity in events; the value of extravagant events, specifically closing and opening ceremonies; objectives of events; constraints to creativity in events. 3. Design - Principles of design; producing creative events; technical skills; resources; risk factors; review of event creative industries and synergies with events.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Understand the creative process;
2. Understand the methods for encouraging a creative environment;
3. Understand the ways in which events are created and produced;
4. Know what would constitute a creative event and how to go about producing this;
5. Understand how technical skills can be used to enhance the production of events;
6. Be familiar with the principles of event design; and
7. Be able to develop/design a proposal for a unique event.

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as...
approved by the Faculty of Business and Law.


Assessment: Exercise: Early assessment exercise - 1,500 words, 15%. Assignment, Individual assignment - 1,500 words, 30%. Assignment, Group assignment, 35%. Presentation, Presentation, 20%.

BHO3423 Event Evaluation and Legacy
Locations: Footscray Park.
Prerequisites: BHO2432 - Introduction to Events
Description: This unit will examine the triple bottom line evaluation of events. In so doing it will: examine the event evaluation process from the pre-event stage (feasibility stage) through to post-event evaluation - examine separate and holistic approaches to evaluating the economic, social and environmental impacts of events - examine the concept of event legacy - use the economic evaluation kit Encore as the basis for understanding the economic evaluation of events as well as the practical use of the actual instrument to evaluate the economic contribution of events.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Obtain an understanding of feasibility studies and their role in the event evaluation process; 2. Understand the basis for evaluating the economic impacts of events; 3. Understand the basis for evaluating the social impacts of events; 4. Understand the basis for evaluating the environmental impacts of events; 5. Understand the concepts behind holistic evaluation of events and triple bottom line reporting; 6. Obtain an understanding of the legacy of events; and 7. Use the economic evaluation tool ENCORE.

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law.


Assessment: Other, Progressive Assessment, 60%. Examination, Examination, 40%.

BHO3433 Food and Beverage Management III
Locations: Footscray Park.
Prerequisites: BHO1121 - Food and Beverage Management 1

Description: This unit of study aims to develop in students an understanding of key principles of a food and beverage cost management strategy; enable students to critically evaluate both well-established and recent theories in catering supply and demand and to develop an understanding of the market in which catering operations exist; develop students capacity to undertake management or large-scale, multi-site and multi-unit catering projects. Topics include: competitive challenges of the restaurant and catering industry; systems theory and restaurant and catering systems including food safety systems; types of costs in restaurant and catering operations. Factors influencing restaurant and catering costs. Costs and menu engineering; Unique cost management problems of large-scale multi-site catering businesses. Contemporary issues in catering cost management. Industry case studies.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Solve problems in costing through the application of specific tools and techniques; 2. Appreciate the importance of maximising stock turnover while maintaining sufficient stock levels; 3. Research and understand developments in ‘Systems Theory’ and to apply the ‘Systems’ paradigm to the production, distribution and service phases of large-scale catering operations; and 4. Utilise the theory and practice of project management.

Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Exercise, Textbook Chapter Review & Problem Questions, 10%. Case Study, Case Study (Individual), 25%. Case Study, Simulated Case Study (Group), 25%. Examination, Final Examination, 40%.

BHO3434 International Hospitality Operations Management
Locations: Footscray Park.
Prerequisites: Nil

Description: Managers in the international hospitality industry are responsible for making a wide range of decisions involving operation performance. This takes place within an increasingly complex and challenging environment 21st century environment. The effectiveness of management decision-making can be enhanced through the application of operations management principles and practices. This unit introduces the student to some of these decision support procedures within the context of International Hospitality Operations management. Through an approach that draws on a range of hospitality business contexts, the associated theories and practices are connected using international examples. Topics include: understanding operation management; managing operations; designing and developing operations; and operations strategies. The unit aims to develop effective student capabilities relative to being adaptable to dynamic international hospitality operations management trends and complex problem solving.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse and evaluate short and long-term operation problems as they confront international hospitality operations; 2. Critically apply, and interpret various operations research and statistical techniques; 3. Critically reflect on strategic responses from an ethical managerial perspective to the findings of the above research; 4. Make clear and coherent presentation of relative management knowledge and ideas with some intellectual independence demonstrating how culture and values impact on the achievement of collaborative tasks; and 5. With responsibility and accountability for own learning and professional practice while exhibiting commitment to team outcomes, commentate upon the balance of individual and public good within the workings of local and global communities.

Class Contact: Lecture 2.0 hrs; Tutorial 1.0 hr


Assessment: Exercise, Textbook Chapter Review & Problem Questions, 10%. Case Study, Case Study (Individual), 25%. Case Study, Simulated Case Study (Group), 25%. Examination, Final Examination, 40%.

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. Critically evaluate the evolution of marketing strategic thought;
2. Compare and contrast marketing managerial and strategic approaches to strategy formulation;
3. Employ environmental scanning for marketing strategic planning purposes;
4. Analyse trends and identify growth opportunities in marketing; and
5. Formulate and recommend appropriate marketing strategies for creating competitive advantage.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr


**Assessment:** Report, Introduction to Marketing Plan - Group proposal, 15%. Report, Strategic Marketing Plan - Group project, 35%. Examination, Final Examination, 50%.

**BHO3439 Marketing Services and Experiences**

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BHO1171 - Introduction to Marketing

**Description:** The aim of this advanced unit in marketing is to examine the special requirements for successfully understanding the marketing of services and experiences. The various activities in the services marketing mix are investigated with particular reference to product development, pricing, promotion, place decisions, process design, people, performance and physical evidence. In addition, the role and importance of the service sector within the context of the Australian economy is examined.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Differentiate and critique the unique challenges involved in marketing and managing services and experiences;
2. Identify and examine the various components of the services marketing mix;
3. Distinguish the key issues required when managing customer satisfaction and service quality;
4. Assess the role of the participants as co-creators of experiences, satisfaction and recovery; and
5. Analyse key issues that could impact upon service businesses.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr

**Required Reading:** Lovelock, C.H., Patterson, P.G. & Witt, J. (2011) Service Marketing: An Asia-Pacific and Australian Perspective, Frenchs Forest: Pearson Australia

**Assessment:** Test, A Multiple-choice test, 10%. Presentation, Pecha Kucha style presentation, 20%. Report, Service experience diary and report, 30%. Examination, Final Exam, 40%.

**BHO3499 Managing Sustainable Destinations**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The aim of this unit is to examine the meaning and practices of tourism planning and sustainable destination management and its relationship to economic, physical and human environments in the context of destination competitiveness. Students will critically reflect on a variety of planning and management techniques at various stages for the development of sustainable tourism destinations at the global, national and, regional levels. Students will compare, critique and develop plans and management strategies to maximise the benefits and minimise the costs of tourism development, and which result in sustainable outcomes. Students will engage in a range of learning activities including analysis of contemporary travel articles and academic sources, practical problem solving sessions, case study analysis, online learning activities, peer discussion and review, and self-reflection. Student learning will be guided and assessed by means of a business report, a test and a final examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Elucidate the roles and relationships of the key stakeholders involved in the sustainable and equitable planning, development and management of diverse destinations;
2. Devise, advocate and justify strategies for sustainable tourism planning and management as applied to different destinations;
3. Critically reflect on management of the economic, socio-cultural and environmental impacts of tourism to achieve equitable and sustainable outcomes in local and global communities;
4. Draw upon a broad range of academic and industry publications to compare and critique tourism planning and sustainable destination management approaches in diverse settings; and
5. Create a professional sustainable tourism development business report.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr


**Assessment:** Test, Multiple Choice Test, 20%. Report, Prepare a Business Report (Group), 40%. Examination, Final Examination, 40%.

**BHO3504 Culture and Identity**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The aim of this unit is to introduce students to the social complexity of the hospitality and tourism industries. The student will address the complexities of the service environment as experienced by hospitality and tourism workers. In particular, the unit will focus on the complexities of a truly international industry wherein staff deal with colleagues and customers from different cultural backgrounds.

**Credit Points:** 12

**Learning Outcomes:** Upon completion of this unit, the student should be able to demonstrate an appreciation for:
1. The challenges of working in a multi-cultural environment; the universals of social behaviour; culture and ethics; cross-cultural interaction and communications as they are experienced in the hospitality and tourism industry.

**Class Contact:** Lecture 2.0 hrs, Tutorial 1.0 hr


**Assessment:** Progressive Assessment 60%, Final Assessment 40%.

**BHO3507 International Trends and Issues**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The aim of this unit is to provide an overview of current and future trends and issues relating to international tourism and hospitality. The approach will have a sectoral and/or a thematic focus. Topics will change over time, reflecting their relative importance to international tourism, hospitality and events. The unit aims to develop students' abilities to critically evaluate data and information from a wide range of secondary sources and to interpret the implications that trends and issues have for the tourism, hospitality and events industries in the future. Students will
engage with the content through a range of activities associated with contemporary cases and issues. Activities will include guest lectures, peer learning, debates, discussions and online activities. Student learning will be guided and assessed through a combination of tests, a group presentation and facilitated workshop and a research group report.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically evaluate trends and issues affecting international tourism/hospitality;
2. Critically review a wide range of secondary data and information sources relating to international tourism/hospitality industry trends;
3. Analyse important, complex and often unpredictable problems in tourism and hospitality;
4. Work collaboratively in a team to conceptualise means to address a specific issue in international tourism and hospitality;
5. Advocate and justify means to address a specific issue in international tourism and hospitality in a presentation and workshop;

Class Contact: Lecture 2.0 hrs; Tutorial 1.0 hr

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

Assessment: Test, In class, 20%. Presentation, Group Presentation and Workshop, 20%. Test, In class, 20%. Report, Group Research Report, 40%.

BHO3510 Hospitality, Tourism & Events Industry Project

Locations: Footscray Park.

Prerequisites: Nil.

Description: The aim of this unit of study is to develop students' knowledge of industry based project methodologies incorporating investigation techniques to better understand the issues confronting hospitality, tourism and event industry managers. The execution of the project includes undertaking a literature review, the collection and analysis of data, the formulation of conclusions and recommendations, and the presentation of the main implications for management.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Generate a conceptual framework for a hospitality, tourism or event industry project;
2. Develop critical analytical skills in relation to a literature review;
3. Propose and justify research design and methodology appropriate to the industry project and select appropriate analytical techniques;
4. Formulate conclusions and prioritise recommendations based on the findings of the industry project; and
5. Compose a professional industry research report or business plan.

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a seminar or a delivery mode as approved by the College of Business. Unit of study equal to 12 credit points.


Assessment: Test, Semester Test, 20%. Report, Phase 1: Report (Proposal), 20%. Report, Phase 2: Final Project Report, 50%. Report, Presentation of Final Project Report, 10%. Test: Learning Outcomes 2 and Graduate Capabilities I4 Report: Learning Outcomes 1, 2 and 3 (which includes LiWC) and Graduate Capabilities I4 Report: Learning Outcomes 2, 4 and 5 (which includes LiWC) and Graduate Capabilities I4, W4 Report: Learning Outcomes 4 and Graduate Capabilities C4.

BHO5502 Services and Relationship Marketing

Locations: City Flinders.

Prerequisites: Nil.

Description: The aim of the unit of study is to introduce the graduate student to the service industry, and the marketing implications. There is a focus on developing marketing strategies for services, especially in view of demand management, quality, and customer service. Building internal and external relationships a competitive strategy for service marketing forms an integral part of this unit of study. Topics include: understanding services; strategic issues in service marketing; tools for service marketers; relationship marketing in services; marketing plans for services.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Differentiate between the unique characteristics of services and identify the distinctive marketing and management challenges they pose;
2. Appraise how the service design and the service environment can help improve both service quality and productivity;
3. Debate the importance of service quality for customer satisfaction, loyalty and repeat purchase;
4. Evaluate the contribution of participants in service delivery, satisfaction and recovery;
5. Value the roles of customer service and relationship marketing in business marketing and debate their importance; and
6. Develop a profitable service strategy to illustrate how the concept of service can be used as a competitive advantage in managing organisations.

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a seminar or a delivery mode as approved by the Faculty of Business and Law.


BHO5503 Marketing Communication

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit critically examines managerial decision-making skills in all aspects of promotion through the praxis of theoretical propositions and contemporary professional practice. The challenges of strategy development and implementation in advertising will be addressed through a variety of lenses: personal selling, publicity, public relations, direct response marketing and customer service. Critical examination and challenges will be informed by analysis and theorising about developments that contribute to enhanced professional practice and scholarship in this dynamic field of study.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Compare and contrast the strong and weak theories of marketing communications;
2. Devise effective marketing strategies and programmes;
3. Formulate appropriate marketing communications strategies to practical business objectives;
4. Distinguish and justify different creative and media execution; and
5. Evaluate a company's marketing and promotional programme.

Class Contact: Seminar 3.0 hrs


Assessment: Presentation, Individual Presentations and Theory led Discussion, 20%. Report, Group Report (individual or pairs), 40%. Examination, Examination, 40%.

BHO5504 Brand and Product Management

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: The unit is aimed at introducing graduate students to aspects related to the design of marketing of products and services in the marketplace. It will provide students with skills necessary in developing and administering policies and strategies
for both the company’s existing and new products with a competitive edge. The topics covered in this unit, would include: a framework for product management structure in an organization; an overview for the need for introducing new products; the importance of an innovation policy; new product strategy, a productive new product development process; market appraisal for opportunity identification; the design process, a focus on importance of the consumer, product positioning, testing and improving new products to meet competition, product introduction and profit management; implementing the new product development process: the imperative need for customer and after-sale service as a competitive edge strategy in both domestic and foreign markets.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Compare and contrast the elements of managing a product and managing a brand;
2. Critique the different measures of brand equity, including brand salience;
3. Debate communication strategies by justifying the measures of valuation formation that are based on consumer perception;
4. Appraise the rationale behind new product development and new services development processes, including innovation, research, and testing; and
5. Assess and develop differing brand and product portfolio management strategies.

Class Contact: Seminar 0.5 hrs Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/ or workshop or a delivery mode as approved by the College of Business.


BHO5505 Business to Business Marketing

Locations: City Flinders.

Prerequisites: Nil.

Description: The unit of study is aimed at graduate students with prior knowledge or understanding of the marketing discipline. It would equip students with practices and problems of the Industrial and Organisational Marketing field or profession. Students would be equipped with skills and techniques essential in carrying out managerial responsibilities and duties in the industrial marketing function. Topics to be covered would include: the basics of industrial marketing; industrial markets, products and services and purchasing practices; organisational buyer behaviour and concepts and models of organisational buying behaviour; industrial marketing research and intelligence, industrial market segmentation; industrial marketing management functions; the strategic management of industrial products and services, marketing and product innovation, industrial pricing, industrial marketing communications, industrial channel strategy; control of industrial marketing programs; industrial market performance, control and evaluation of industrial marketing, industrial competitiveness in the Asian economic integrated region.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critique whether formal planning procedures assist organisations in developing better marketing strategies and present this through individual and group based tasks;
2. Critically evaluate strategic management philosophies including the assumptions behind segmentation, targeting and positioning and outline these in both individual and group based work;
3. Generate and evaluate a range of alternative strategies in meeting the organisation’s objectives;
4. Formulate a marketing strategy based on justifying and interpreting theoretical propositions in evidence-based professional decision-making; and
5. Defend and justify the implications of alternative theoretical frameworks associated with applying alternative strategic marketing plans and elucidate these through individual and group-based assignments.

Class Contact: Seminar 0.5 hrs


Assessment: Test, Questions and Case Study, 15%. Essay, Individual Assignment, 25%. Presentation, Group Presentation, 20%. Report, Group Assignment, 40%.

BHO5572 Logistics

Locations: City Flinders.

Prerequisites: BHO6505 - Marketing Management

Description: The unit of study provides students with a managerial viewpoint or approach in terms of marketing decisions made in all aspects pertaining to distribution systems so as to complete efficiently and effectively in the market place. Topics covered would include: focus on analysis and decision making regarding the distribution systems so as to complete efficiently and effectively in the market place. The unit is presented in a critical manner, ensuring students contextualise theoretical propositions, and the use of evidence-based corroboration allows the student to use empirical knowledge to develop the most appropriate strategies in practice.

Credit Points: 12

Class Contact: Seminar 0.5 hrs


Assessment: Final Examination, 50%; Case study/assignments/research projects, 50%.
BHO5574 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 area of focus are consumer needs, motives, perceptions, attitudes, personality, the socialisation process, group influences (family, social groups, culture and business) and culture. Theoretical and conceptual consumer behaviour frameworks are applied to purchasing decision-making, buying and the use of goods and services in both Australian and a global context.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Reflect critically upon theoretical approaches and practice-based innovations in the key academic literature by evaluating their application to the field of consumer behaviour;
2. Appraise cognitive modes including cultural, social and psychological influences and present these through individual and group based activities;
3. Deconstruct consumer behaviour through the application of behavioural models including double jeopardy, duplication of purchase law and dirichlet theory;
4. Evaluate the strategic and tactical implications associated with alternative consumer behaviour theories and explain these through individual and group based activities; and
5. Question the value of traditional marketing practice and reflect on how the different approaches impact the marketing profession.

Class Contact: Seminar 3.0 hrs

The unit critically reviews many facets of electronic marketing with
importance of research in strategic and competitive marketing planning
and culture.


BHO5583 Marketing Research

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit develops students’ ability to critically evaluate different research approaches and techniques used in solving practical market research problems. The importance of research in strategic and competitive marketing planning is highlighted through a focus on the research insights required for effective decision making and innovation based on the management decision problem. Students will review the holistic marketing research process. They will examine relevant and emerging research methodologies for the consumer market, industrial market and service market, and critique alternative data collection procedures for rigour, access and tractability. Discipline-specific research issues will be investigated; challenges such as evaluating the need for qualitative or quantitative research methods, experimentation in marketing, valid experimental designs and examination of various research techniques and industry ethics and codes of conduct will be critiqued. In addition foundational tool development including designing forms and scales for collecting data; designing the sample and data collection method will be examined.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Discriminate between the different paradigms of research, including positivism and interpretivism, and theorise how they inform research practice;
2. Justify the inclusion of quantitative and qualitative research methods given the specific research problem;
3. Appraise and substantiate the scope of research problems, objectives, questions or hypotheses in order to underpin the research design into innovative solutions;
4. Critically evaluate different research approaches and techniques in solving specific research questions;
5. Develop and defend coherent substantial research plans linking aims, design, and methods of data collection; and
6. Debate the modifications to research plans required to adapt an evidence-based investigation for local, national or global markets that illustrate an appreciation of the role of culture, values and dispositions in achieving a contextually relevant plan.

Class Contact: Seminar 3.0 hrs


BHO6001 Digital Marketing

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: The unit critically reviews many facets of electronic marketing with particular reference to its application for direct marketing and online advertising. Students will engage with the unit material through an established framework for an electronic marketing plan so that they will be able to utilise their theoretical knowledge and understanding on how to deploy digital technology to stay competitive in a dynamic business environment. Students will plan, evaluate and implement electronic marketing strategies in order to transform traditional marketing and business models.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Elucidate on how the Internet is changing existing marketing models and the role of new models and strategies to effectively exploit the medium; 
2. Evaluate elements of the Internet environment that impact on an organisation’s ethical and socially responsible Internet marketing strategy; 
3. Analyse business cases and develop innovative electronic solutions to fulfil identifiable needs, justifying and interpreting theoretical propositions in evidence-based decision making; 
4. Creatively apply insights and formulate strategic recommendations on new and emerging e-business and e-commerce models, technologies, products and services; and
5. Critically analyse e-marketing case studies and advocate conclusions and proposals effectively in written and oral form.

Class Contact: Seminar 3.0 hrs

Required Reading: Chaffey, D, Ellis-Chadwick, F. 2012 5th edition, Digital Marketing: Strategy, Implementation and Practice, Harlow/Pearson


BHO6505 Marketing Management

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit aims to critically review the major decisions faced by marketing decision makers in their effort 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 organisations can better deliver value to their customers and stakeholders;
4. Apply knowledge of marketing perspectives, decision tools, strategic practices and frameworks to formulate strategic marketing decisions and plans; and
5. Extrapolate from theoretical concepts and principles to propose and justify courses of action which facilitate decision making in a variety of marketing management contexts, both locally and globally.

Class Contact: Seminar 3.0 hrs


Assessment: Case Study, Written analysis of case questions, 15%. Presentation, Topic presentations (group work), 15%. Report, Preparing a marketing plan (group work), 35%. Examination, Final examination, 35%.

BHO6666 Global Marketing Management

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit critically reviews strategies, processes and skills necessary for effective marketing management career and leadership in Australian organisations operating internationally, including subsidiaries of transnationals based in Australia and within the Pacific Region. In particular the unit will allow students to consider the cultural implications associated with extending promotion and product strategy internationally.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Design and implement cultural adaptation in marketing programmes and corroborate a cultural and cross-cultural understanding;
2. Critically review different predispositions consumers have towards foreign products, domestic products and products produced in particular countries;
3. Interpret and evaluate appropriate strategies for marketing products in international markets including the most appropriate communication strategy; and
4. Predict the key factors involved when marketing products and services in a global market based on an understanding of recent development in the discipline.

Class Contact: Seminar 3.0 hrs


Assessment: Test, In-class test (at risk) (week 3 of semester), 10%. Presentation, Individual presentation, 20%. Report, Team report, 30%. Examination, Final examination, 40%.

BHO7701 Thesis (Full Time)

Locations: City Flinders.

Prerequisites: Nil.

Description: The thesis will report on independently conducted research, which demonstrates the student’s ability to clearly define a problem, and to undertake a detailed literature search and review of the relevant theoretical and practical literature on the topic area. All students who enter the program will initially discuss possible research topics with a member of staff and the Course Director. The minor thesis is to be completed by the end of six months for full-time students and twelve months for part-time students.

Credit Points: 36

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 36 credit points.

Required Reading: To be advised by lecturer.

Assessment: Thesis, 100%.

BHO7701 Thesis (Part Time)

Locations: City Flinders.

Prerequisites: Nil.

Description: The thesis will report on independently conducted research, which demonstrates the student’s ability to clearly define a problem, and to undertake a detailed literature search and review of the relevant theoretical and practical literature on the topic area. All students who enter the program will initially discuss possible research topics with a member of staff and the Course Director. The minor thesis is to be completed by the end of six months for full-time students and twelve months for part-time students.

Credit Points: 18

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 18 credit points per semester.

Required Reading: To be advised by lecturer.

Assessment: Thesis, 100%.

BHO7742 Business Research Methods

Locations: City Flinders.

Prerequisites: Nil.

Description: The unit of study provides a comprehensive introduction to research methodology, including the consideration of possible research topics for academic theses and applied management projects. It includes the following topics: the role of research; theory building; the research process; ethical issues; problem definition and the research proposal; exploratory research; secondary data and information systems; survey research; experimental research; measurement and scaling; attitude measurement; questionnaire design; sampling; fieldwork; editing and coding; descriptive statistics; univariate statistics; multivariate analysis; and research reporting.

Credit Points: 12

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.


Assessment: Class presentations, 50%; Research proposal, 50%.

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. Students will develop a research project calling upon theory and practice of the core units.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Investigate the corporate strategic planning and implementation process and associated issues;
2. Critically reflect the impact of IT and Enterprise Wide systems on businesses and their strategic outcomes;
3. Investigate the future directions of Enterprise Wide systems and validate hypotheses with reference to theoretical frameworks, industry requirements, corporate trends and anticipated changing environments;
4. Evaluate the strategic implications of emerging and future technology trends on corporate strategies; and
5. Reflectively critique their personal contribution, responsiveness and accountability to achieving timely group outcomes.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

Assessment: Literature Review, Class Facilitation and Summaries of Readings, 25%. Assignment, Lecture Based Assignment, 35%. Assignment, Research Assignment, 40%.

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 etiquette, organisational structure, and decision making. The unit focuses on providing a deeper understanding of China, taking a broader, more holistic view by engaging simulated cross-cultural business negotiations and case studies to further enhance graduate capabilities in working in China and 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 reflect 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.

Class Contact: Seminar 3.0 hrs

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%.

BMI7001 Business Strategy in a Global Environment

Locations: City Flinders.

Prerequisites: Nil.

Description: The Global Economy provides Multination Enterprises (MNEs) opportunities for new markets resulting from the development of global networks and supply chains. It utilises existing brands and intellectual property. A global corporate strategy is critical to leveraging these capabilities to create a competitive advantage in international markets and to develop new strategic alliances. The successful global entrepreneur requires a broad and deep knowledge of the global economy, geopolitical environments and distinctive cultural environments in specific countries and regions. These areas will be addressed in this unit.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically evaluate market entry via foreign direct investment, licensing, franchising and strategic alliances; 2. Critically evaluate market entry via foreign direct investment, licensing, franchising and strategic alliances; 3. Cross-examine global business strategies utilised by senior managers in multinational enterprises; 4. Conduct cost-benefit analyses on a range of market entry strategies for a range of global markets; 5. Critically evaluate key international economic issues and the role of government, domestic and trade policies in determining macroeconomic outcomes, and in influencing global business strategies; 6. Critically examine the cultural, geographic, and political dimensions of various global markets; and
7. Recommend a range of business strategy frameworks to a selected scenarios and case studies.

Class Contact: Seminar 3.0 hrs

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

Assessment: Case Study, 2000 words case analyses, 30%. Test, Multiple choice and short answer, 20%. Examination, Final exam, 50%.

BMI7002 Green Economy and Sustainable Development

Locations: City Flinders.

Prerequisites: Nil.

Description: The environment and economy are inter-connected. The natural environment provides resources such as energy, metals, forests and fisheries as inputs into the production of many goods, the production and consumption of which generate considerable environmental waste. This unit examines the complex intersection of international trade, the green economy and sustainable development. Globalisation, economic growth, and rising populations and living standards are placing greater pressure on the environment, highlighting the need for a coordinated approach to economic and legal frameworks, renewable energy, water and waste management, clean technologies, and sustainable agriculture, forests and fisheries. We examine policy and market solutions to these challenges utilizing concepts such as public goods, externalities, market failure and property rights.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Synthesise the complex nexus between international trade, the green economy and sustainable development; 2. Critically analyse and contribute to contemporary debates on the environmental impact of globalisation and economic growth; 3. Synthesise the complex nexus between international trade, the green economy and sustainable development; and 4. Critically evaluate market entry via foreign direct investment, licensing, franchising and strategic alliances; 5. Cross-examine global business strategies utilised by senior managers in multinational enterprises; and 6. Conduct cost-benefit analyses on a range of market entry strategies for a range of global markets; and
Evaluate national policies on energy markets, waste management and renewable resources; 4. Examine and evaluate international initiatives and solutions for more sustainable development to improve living standards and reduce environmental impacts; and 5. Critically evaluate the trade-offs of Green Economy initiatives within national and international social, economic and political contexts to make evidence-based recommendations to stakeholders.

**Class Contact:** Seminar 3.0 hrs

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

**Assessment:** Test, Short answer, 20%. Case Study, 2000 word case analyses, 30%. Examination, Final exam, 50%.

**BM7003 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 macroeconomic 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 macroeconomic trade and investment patterns. Discussion of current events/affairs and how these impact an 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. Identify the main features of the Asia-pacific international business;
2. Analyse the political, social, economic, technological and other 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 the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate; and
5. Communicate effectively in oral and written forms using the concepts, logic and rhetorical conventions of the subject.

**Class Contact:** Seminar 3.0 hrs

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

**Assessment:** Case Study, Group Assignment: Best practice Asia-pacific trade and investment case study, 30%. Presentation, Individual and Group, 20%. Report, Comprehensive Report (Country and Regional Analysis), 50%.

**BMO1192 Business Communication**

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

**Prerequisites:** Nil.

**Description:** The aims of this unit of study are to develop an understanding of the principles of effective business communication and to develop and integrate oral and written communication skills so as to enhance organisational communication ability. This unit of study includes the following topics: How is business communication relevant?; communication systems within organisations; the structure and organisation of business documents; the problem solving approach to effective communication; logic and reasoning in organisational communication; improving communication competence; the process of writing; oral presentations, improving listening skills, design, proofreading and editing; academic writing and referencing; non-verbal communication; teams, meetings and collaborative writing; intercultural communication.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Apply the principles of oral and written business communication in formulating responses to complex problems in business situations;
2. Deliver well-structured business-style presentations;
3. Use interpersonal skills relevant to communication across cultures by respecting and valuing diversity; and
4. Reflect upon and construct creative strategies for improving communication skills relevant when working in local and global settings.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr


**Assessment:** Journal, Online reflective journal entries, 15%. Test, Test: Writing, Editing, Formatting (class and online test), 30%. Presentation, In-Class presentation, 15%. Examination, Final Exam, 40%.

**BMO2000 Human Resource Management**

**Locations:** Footscray Park.

**Prerequisites:** BMO1102 - Management and Organisation Behaviour

**Description:** This unit is designed for the Bachelor of Business with a specialisation in Human Resource Management. Human resource management introduces the principal activities that make up the human resource function in organisations. The students will investigate the link between human resource management practices and organisational performance. Topics covered include: HRM in Australia; ethical and legal foundations of HRM; workplace planning, job analysis and design; staffing the workplace; performance development and review, and performance management systems; rewards management and employee health and safety.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Evaluate the concepts, theories and models put forward as supporting HRM's effectiveness in meeting corporate needs and employee demands; and
2. Discriminate between HR models and practices and justify and recommend approaches to support achievement of organisational objectives; and
3. Contextualise personal knowledge, skills and competencies to investigate, describe and recommend effective HR practices to provide solutions to contemporary workplace issues; and
4. Articulate ethical, socially and culturally responsible solutions to people management problems illustrating the role of culture, values and dispositions in achieving these solutions, and communicate recommendations effectively, orally, visually and in writing; and
5. Exhibit individual responsibility and accountability for own learning and professionally-appropriate practice and for timely contributions to group outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Nankervis, A, Compton, R, Baird, M & Gaffey, J 2014, 8th edn,

**Assessment:** Literature Review, Critique literature articles, 20%. Presentation, Oral presentation, 10%. Report, Research report, 30%. Examination, Final Exam, 40%.

**BMO2001 International Human Resource Management**

**Locations:** Footscray Park.

**Prerequisites:** 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. Critique the purposes and scope of international human resource management (IHRM);
2. Discriminate between domestic and international HRM as applied to local, multinational and global organisations;
3. Assess the impact of cultural differences on the management of people in multinational organisations and to examine the impact of global conditions on the strategic management of human resources in the context of overseas subsidiaries, acquisitions and joint ventures;
4. Propose possible linkages between International HRM and business strategy, and critically analyse International HRM functions and processes in various international settings;
5. Critically review the theories which guide the policies, processes and procedures of International HRM to illustrate the role of culture, values and dispositions in affecting the achievement of institutional goals; and
6. Demonstrate effective interpersonal and professional collaborative skills and intercultural understandings to respectfully manage team diversity and effectively deliver intended group outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Dowling, PJ, Festing, M & Engle, AD 2012, 6th edn, International Human Resource Management: Managing People in a Multinational Context, Cengage Learning, South-Melbourne VIC.

**Assessment:** Essay, Individual Essay, 15%. Report, Case Analysis and Report, 30%. Presentation, Group Presentation and Participation, 15%. Test, in-class Test, 40%.

**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 organisation's ability to achieve strategic goals/priorities;
3. Design 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. Demonstrate relevant strategic management knowledge and principles in a clear and coherent manner demonstrating intellectual independence and the initiation and development of new ideas.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Reading lists for lectures and tutorials are available online via the unit VU Collaborate site.

**Assessment:** Test, Class test, 10%. Report, Case Study Report, 25%. Presentation, Case Study Presentation, 15%. Examination, Final Examination, 50%.

Demonstrating the use of SAP HCM, in relation to the effective management of human resource information & a hurdle requirement is assessed through a practical test. To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam and the practical test.

**BMO2003 Human Resource Development**

**Locations:** Footscray Park.

**Prerequisites:** BMO2000 - Human Resource Management

**Description:** This unit is designed for the Bachelor of Business with a specialisation in Human Resource Management. The unit addresses issues, concepts and methods involved in managing the human resource development activity within organisations. Knowledge of human resource strategies that add value to an organisation through appropriate development practices and talent management is required to effectively manage the human resource development function. Accordingly students will investigate the theory and practice of human resource development by critically assessing the effectiveness of employee learning experiences and the techniques used to facilitate that experience. Students will critique the needs assessment, design and evaluation methods applied in the practice of human resource development to evaluate their effectiveness and recommend their application.

**Credit Points:** 12

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

1. Critique a range of organisational needs analysis approaches and recommend a suitable method to identify human resource development needs for specific contexts;
2. Investigate a range of human resource development design approaches available, then rationalise and recommend their use to address specific learning needs;
3. Contextualise theories of adult learning to the workplace, to diagnose, design and implement a human resource development intervention;
4. Evaluate human resource development applications for effectiveness and efficiency; and
5. Display individual responsibility and accountability for contribution to group outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr


**Assessment:** Essay, Essay based on work-place situation, 20%. Report, Group report and presentation, 30%. Examination, Final Exam, 50%.
BMO2004 Business Ethics

Locations: Footscray Park.

Prerequisites: 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 globalization, corporate social responsibility, stakeholders, and the ethics of environmental sustainability that characterise business situations.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Review business ethics in organisations, including basic knowledge of ethical theories as relevant to local and multinational organisations;
2. Analyse and adapt ethical theories and frameworks to address contemporary ethical problems arising in business situations;
3. Articulate the consequences of unethical conduct and discuss its impact on local and global communities;
4. Reflect critically on current issues to business ethics and begin to justify and apply relevant frameworks of analysis to ethical decision making balancing individual and public good;
5. Propose creative resolutions, both collaboratively and individually using business ethics theories and concepts to current issues with responsibility and professional judgment; and
6. Present, both orally and in writing, ethical, environmentally, socially and culturally responsible solutions by communicating effectively both orally and in writing to contemporary 21st century problems.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: A series of readings, and links to: web sites and leading scholarly journals, reference materials, audio visual materials, policy documents and reports relating to both the Australian and the global context will be provided via VU Collaborate.


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 an appreciation of the environment in which they are practised and to study and appraise the theory and practice of resource acquisition and utilisation. This unit includes the following topics: opportunity recognition; the innovation, entrepreneurial and entrepreneurial process; new venture ideas; market opportunities; competitive advantage; human resource issues; personal ethics; identifying and marshalling key stakeholders; financial considerations; acquisition of resources; and ownership and structure; innovators in action: managing rapid growth, managing a troubled organisation, and crafting a personal strategy.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Evaluate the issues that influence how innovation and entrepreneurship is managed in 21st century organisations;
2. Develop effective decision-making skills in preparing a professionally-appropriate plan for stimulating and facilitating innovative activity;
3. Reflect upon enhanced personal knowledge, skills and competencies as they relate to the management of innovation and entrepreneurship; and
4. Collaborate effectively, exhibiting personal initiative and judgement with growing responsibility and accountability for own learning and professional practice, while demonstrating commitment to achieving negotiated group outcomes.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: frederick, h & kuratko, d 2013 Entrepreneurship: theory, Process and Practice, Cengage, Australia

Assessment: Case Study, Case Study 1: Entrepreneurship, 20%. Case Study, Case Study 2: Innovation, 30%. Examination, Final exam, 50%.

BMO2100 Introduction to Small Enterprise

Locations: Footscray Park.

Prerequisites: Nil.

Description: This unit of study aims to inform students about the knowledge and skills required to form and run a successful small enterprise. Topics include an overview of small business in Australia; the relationship between small business and economic development; the characteristics of an entrepreneur; causes of small business success and failure, and sources of assistance for small enterprise operators.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Outline the characteristics of small business in Australia;
2. Describe the issues facing small business in the current market circumstances;
3. Discuss issues relating to small business success and failure;
4. Describe the benefits that small business brings to an economy; and
5. Identify and describe the support services available to small business.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: Stokes, D & Wilson, N 2011, 6th edn, Small Business Management and Entrepreneurship, Cengage Learning, Australia

Assessment: Case Study, Internal Assessment, 50%. Examination, Final Exam, 50%.

BMO2181 Operations Management

Locations: City Flinders.

Prerequisites: BEO1106 - Business Statistics

Description: Operations Management is one of the specialized units of Bachelor of Business. (Supply Chain and Logistics Management) course. This unit is a gateway to other specialized units of the course. The unit aims to empower business graduates to develop the ability to understand and analyse specific operational problems and 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. Conceptualize operations management principles and techniques so as to be able to apply this knowledge in practice;
2. Critically analyse operations functions and its management in manufacturing and service industries and their global supply channels;
3. Work collaboratively to solve variety of operational problems and propose and justify solutions with reference to the application of appropriate methods and techniques;
4. Implement operations management knowledge for a lean and sustainable business; and
5. Work collaboratively with other team members to prepare a group project report and deliver a professional presentation based around selected case study.
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.

Credit Points: 12

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr
Required Reading: Heizer, J and Render, B 2013, 11th Ed, Operations Management, Prentice-Hall, USA.
Assessment: Assignment, Individual X 3, 15%. Presentation, Group presentation, 10%. Case Study, Group: Case Study Report on Industry Visit, 25%. Examination, Final Examination, 50%.

BMO2201 Distribution Management

Locations: City Flinders.
Prerequisites: Nil.
Description: Management of the distribution of goods is important in all manufacturing organisations and many service organisations. Distribution is a critical component of supply chain strategy which leads to customer satisfaction and competitive advantage. Hence a course that involves study of logistics and supply chain management must facilitate a sound knowledge of the various aspects of product distribution and the operation of warehouses. This unit will enable students to understand the operations of distribution centres and relevant distribution logistics within product supply chains from theoretical and practical viewpoints. Students will study the ways in which distribution centres link with various modes of transport and provide service to different customer needs. Students will analyse and critique the key concepts of distribution logistics including customer accommodation, inventory control, distribution network strategies, packaging, warehouse management systems, and distribution performance measures. Students will engage in a range of learning activities that include peer discussion and review, team work and analysis of real business situation in a company or organisations. Student learning will be guided and assessed by means of a literature review, a group presentation, a group report and an end-of-semester examination.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. 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.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr
Assessment: Literature Review, Individual Assignment, 20%. Case Study, Group Report, 30%. Presentation, Group Presentation, 10%. Examination, Final Examination, 40%.

BMO2202 Purchasing and Supply Management

Locations: City Flinders.
Prerequisites: Nil.
Description: This is a specialist supply chain and logistics management unit within the Bachelor of Business (Supply Chain and Logistics Management). Students will reflect on processes behind sourcing suppliers - selection, certification and assessment. Further, students will work collaboratively to report on effective supplier relationships and their importance to successful purchasing. The unit facilitates appraisal of the importance of contracts and activities carried out during different stages of negotiation. Student learning will invoke team reflection on industrial field trip with reference to a broad range of theories and frameworks associated with purchasing and supply management. Student learning in the unit will be guided and assessed by means of a literature review, a group case study analysis, a group presentation and a final examination.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically reflect on a range of functions that make up modern procurement processes, the importance they have in the supply chain, and how they have evolved over time;
2. Produce a well-structured and balanced individual report on a purchasing-related topic based upon the reading of established academic literature;
3. Work collaboratively in a team to reflect upon experiences gained during an industry site visit with reference to theories and frameworks encountered in the unit in order to produce a professional case study report;
4. Consult with team members to develop a professional class presentation on selected topics covered in their case study report; and
5. Conceptually map and synthesise information from various sources to present a clear, coherent and independent exposition of knowledge in the field of value chain and technology applications.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr
Required Reading: All materials necessary to complete the unit will be provided in class and via VU Collaborate.

RECOMMENDED TEXTS: Ross, DF 2003; Introduction to...
e-Supply Chain Management: Engaging Technology to Build Market-Winning Business; Partnerships, St Lucie Press.

Assessment: Literature Review, Individual, 20%. Case Study, Group Case Study, 30%. Presentation, Group Presentation, 10%. Examination, Final Exam, 40%.

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 on innovative culture and change. The selling and measuring knowledge management, and using knowledge for competitive advantage will be debated and critiqued.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse knowledge issues in both domestic and international context by synthesising and applying knowledge management theory;
2. Critically evaluate priorities and articulate key issues in complex knowledge management problems;
3. Collaborate as a member of a team, including multidisciplinary teams, and draw on, recognise and value the knowledge and contributions of others and balance team and individual goals; and
4. Exhibit autonomous, self-directed learning skills and habits.

Class Contact: Lecture 1.5 hrs Tutorial 1.5 hrs

Required Reading: Choo, S 2006, Entrepreneurial Management, Tilde University

Assessment: Essay, Essay on Literature, 20%. Case Study, Case Study Report (Group), 30%. Presentation, Report Presentation (Group), 10%. Examination, Final exam, 40%.

BMO3001 Entrepreneurial Business Issues

Locations: Footscray Park.

Prerequisites: Nil.

Description: This unit aims to develop a deeper understanding of a range of issues important to the success of entrepreneurial business. Topics include opportunity recognition; business planning; innovative marketing; entrepreneurial management issue and franchising.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse and recognise an entrepreneurial opportunity;
2. Formulate a business plan; and
3. Critique entrepreneurship management issues and franchising.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Report, Group Industry Report, 35%. Case Study, Group Presentation, 15%. Examination, Final Examination, 50%.

BMO3320 Interpersonal and Organisational Negotiation

Locations: Footscray Park.

Prerequisites: BMO1102 - Management and Organisation Behaviour BMO1102 Management and Organisation Behaviour.

Description: The aims of this unit of study are to introduce the application of experiential learning to the teaching of interpersonal and organisational negotiation; to provide a theoretical framework linking communication and negotiation in groups and organisations and to develop students' skills in negotiation in these contexts. The unit of study includes the following topics: the role of a negotiator; negotiation theory, conflict and bargaining power; communication skills; preparing to negotiate; negotiating tactics; role of the third party in negotiations; negotiation skills training; critical issues in negotiation exercises and international negotiation models.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the theoretical basis of the negotiation process;
2. Understand a theoretical framework linking the group and the organisation as communication and negotiation systems;
3. Appreciate the experiential teaching mode as a powerful way of learning about interpersonal and group communication and negotiation;
4. Apply various approaches to organisational negotiation; and
5. Develop some understanding of the negotiation process in International situations.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Coordinating Staff: BMO 3320 Readings and Exercise Handbook
Assessment: Seminar presentation, 20%; Group assignment, 30%; Final examination, 50%.

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 lectures. Further, there is an attempt to bring in a practitioner perspective with several guest speakers. Topics include the context of ER, theoretical perspectives, trade unions, management, the state, legislation and other issues in relation to ER.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Deliberate and reflect on ideas, concepts and theories to analyse employee relations in Australia;
2. Analyse and critique of the parties, processes and rules of Australian employee relations;
3. Critically evaluate contemporary developments in employee relations management.
Class Contact: Lecture 1.0 hrs Tutorial 2.0 hrs
Assessment: Essay, Essay (2000 words), 25%. Exercise, Participation in role play 15% and reflexive exercise 10%., 25%. Examination, Final Exam, 50%.

BMO3325 Human Resources Management Evaluation
Locations: Footscray Park.
Prerequisites: BMO2000 - Human Resource Management
Description: The Human Resources Management function has to be able to demonstrate that it adds value to the organisation that it is a part of. This subject provides the framework by which Human Resource Management practitioners can be able to evaluate the degree to which their initiatives add value to an organisation and aid the strategic planning of human capital for the organisation. The aims of this unit of study are to enhance students’ understanding of the influences of external and internal organisational environments in shaping the strategic provision of the human resource function; to enable students to critically evaluate human resource applications for effectiveness and efficiency; to develop students’ competencies and skills to match training and development techniques, methods and technology with learning styles of an audience so as to maximise learning transfer; and to enable students to determine and evaluate the output of human resource development programs so as to demonstrate their usefulness to an organisation.
This unit of study includes the following topics: the strategic planning approach to human resource functions within organisations; designing human resource programs so as to demonstrate their usefulness to an organisation; understanding training techniques, philosophies and technologies; determine cost-benefit analysis of internal versus external provision; and manage and evaluate the human resource function with a detailed understanding of methodical and pragmatic considerations.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the effects of internal and external organisational environment on the human resource function;
2. Apply those understandings to the design of effective human resource programs that are sensitive to political, physical, cultural and cognitive-behavioural considerations;
3. Develop the tools to critically evaluate effective outcomes of developmental programs based on a clear understanding of training techniques, philosophies and technologies;
4. Determine the cost-benefit of internal versus external provision; and
5. Demonstrate the ability to strategically plan and evaluate the human resource function with a detailed understanding of methodical and pragmatic considerations.
Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr
Assessment: Test, Class test, 10%. Presentation, Group tutorial presentation, 10%. Report, Group workplace report, 30%. Examination, Final 3 hour exam, 50%.

BMO3332 Managing Organisational Change
Locations: Footscray Park.
Prerequisites: Nil.
Description: This unit students will develop approaches to, and methods of, change that foster organisational responsiveness to the rapidly changing and competitive environment. The aim of this unit is to provide you with a clear understanding of some key changes necessary for organisations to bring about innovative and sustainable ways of achieving improved business performance and the issues underlying these. Understanding organisational change will help students imagine how organisations will continue to change over the next decades, and how this might affect employees, organisations and the community. This is a third year unit in the Bachelor of Business with a specialisation in Management. This unit provides students with a framework for rethinking their organisational change and management experiences, and for gaining a critical appreciation of future change management practices that creates a pathway for organisational innovation.
Students will understand how to lead and manage change.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critique the nature, causes and dynamics of organisational change;
2. Identify, critically review and distil key issues affecting change in organisations;
3. Explain, evaluate and propose modifications to the theories, principles and concepts of change in organisations to better support innovative approaches to successful organisational change occurring in particular settings;
4. Rationalise the causal change model and analyse and compare the effects of change;
5. Present learnings/findings in individual and team based formats illustrating initiative and professionally appropriate judgement with report writing skills;
6. Develop persuasive communication skills to be able to direct change culture in contemporary organisations or community settings;
7. Practice and develop key change generic skills of critical thinking, teamwork, communication and work in an environmentally responsible manner; and
8. Reflect on behavioural complexities associated with organisational change.
Class Contact: Seminar 3.0 hrs Equivalent to three hours per week. Normally to be delivered as a combined three hour lecture and tutorial, workshop, modules or a delivery mode as approved by the College of Business.
Practitioner Presentation (Group) (week 11), 20%. Journal, Learning Reflection Journal & Peer Evaluation (Individual) (week 12), 20%.

BMO3352 International Management

Locations: Footscray Park.

Prerequisites: Nil.

Description: This unit is designed for the Bachelor of Business with a specialisation in both Human Resource Management and in Management. This unit investigates the critical factors impacting upon management in an international context. Students explore the role of management in any nationality, encouraging a truly global perspective in dealing with dynamic management issues in foreign and local environments. Culture is considered from a management perspective and also evaluated in a global context. Various theories, models and frameworks will be introduced that provide different perspectives on understanding and managing internationally.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically analyse, synthesise and adapt knowledge in the domain of international management and the global environment to recommend strategies relevant to a particular setting;
2. Critically review the role of culture in the global market place and its implications for managing in a global organisation;
3. Critically appraise the role of strategy and human resources in the international context;
4. Collaborate within a group, using initiative and judgement to recommend solutions to an international management problem; and
5. Critically reflect on the use of ethical, social and culturally appropriate approaches to managing in a global context.

Class Contact: Seminar 3.0 hs


Assessment: Case Study, Case Study and Presentation (Group), 30%. Essay, Individual Essay/Case Study (Individual), 20%. Examination, 2 Hour Examination, 50%.

BMO3353 Changing Context of Work

Locations: Footscray Park.

Prerequisites: BMO2000 - Human Resource Management

Description: This is a third year unit in the Bachelor of Business with a specialisation in Human Resource Management. This unit concerns the key changes to the context of work and the underlying workforce issues. Critically reflecting on work change will assist students to understand how work will continue to change over future decades and how this might affect employees, organisations and the community. This unit will help to shape an appreciation of the complexities and challenges faced by employees and organisations as they strive to function and survive in the context of the 21st Century and the interrelationships between work and society. This unit will enhance students understanding of the influences of work patterns that impact on human resource management and organisational functions.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically analyse key issues and actions affecting changes to work as relevant to local and multinational/global organisations;
2. Interrogate salient aspects of the key issues in the changing context of work;
3. Critically appraise past and current work issues and their relevance to the contemporary 21st century organisation illustrating the role of culture and values in organisations achieving their goals;
4. Hypothesise on future changes to work, advocating ethical, socially and culturally responsible solutions to emerging Human Resource Management problems; and
5. Collaborate effectively as a team with responsibility and accountability for own learning and professionally-appropriate practice, and critically reflect on contributions to the team.

Class Contact: Seminar 3.0 hs

Required Reading: A series of readings, journals and audiovisual links will be supplied from leading scholarly journals, media and web sites. Links to the materials will be via Collaborate.

Assessment: Essay, Individual essay, 15%. Annotated Bibliography, Literature review and presentation, 45%. Report, Group research report, 20%. Presentation, Group case presentation, 20%.

BMO3418 Transport and Logistics Management

Locations: City Flinders.

Prerequisites: Nil.

Description: This 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. The 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, overseas operations and policies, and address challenges in the transport sector;
2. Critically review issues about the management of transport and e-transport to address simple, important, complex, and unpredictable problems;
3. Rationalise cost and performance data and its relationship to the development of transport strategy and future challenges; and
4. Conceptually map and synthesise information from various sources to present a clear, coherent and independent exposition of knowledge in the field of transport and logistics management.

Class Contact: Lecture 2.0 hrs, Tutorial 1.0 hr

Required Reading: Coyle J, Bardi E & Novack R, 2011 7th edn, Transportation South-Western Genoa Learning, Mason Ohio.

Assessment: Literature Review, Individual Assessment, 30%. Case Study, Syndicate Assessment, 30%. Examination, Final Examination, 40%.

BMO3419 Supply Chain Analytics

Locations: City Flinders.

Prerequisites: BMO2181 - Operations Management

Description: This is a specialist supply chain and logistics management unit within the Bachelor of Business (Supply Chain and Logistics Management). Students will critically review a variety of supply chain theoretical, analytical and optimisation models, analytics around decision-support tools and solution techniques. The major focus will be on applying these analytical techniques to identify and resolve contemporary logistics related business problems. Sample examples include supply chain demand planning using SAP SCM module, vehicle dispatching in transportation, transhipment and shortest path optimisation models, economic order quantity of inventory, and warehouse management systems (WMS) in distribution operations. Students will investigate spreadsheet models for the problems described above and determine solutions by MS EXCEL Solver.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Reconceptualise and synthesise knowledge of analytical and optimisation models, use of decision-support tools and techniques, hands-on working on SAP-SCM planning module for demand estimation and use of MS EXCEL Solver exercises for alternate solution;
2. Critically reflect individually on a range of forecasting tools and techniques by using SAP-SCM planning module and realise its potential for demand estimation in a supply network planning; and
3. Work collaboratively in a team or/and individually to develop problem-solving capability working through a range of analytical decision-support tools, and reflect on their underlying applications in the business of logistics and supply chain management.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Assignment, SAP-SCM Demand management module-Individual assignment, 20%. Case Study, Smell analytical Case Studies- Individual assignment, 20%. Assignment, Assignments- Group Assignment, 40%.

BMO3420 Human Resource Information Systems

Locations: Footscray Park.

Prerequisites: BCO1102 - Information Systems for Business

Description: This is a third year unit in the Bachelor of Business with a specialisation in Human Resource Management. This unit is concerned with how technologies offer value to improve human resource management and relevant practices. Students critically evaluate the technologies and methodologies involved in the improvement of human resource management; and develop the knowledge and skills to effectively use and manage various Human Resource Information Systems (HRIS).

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Analyse the administrative and strategic value of a Human Resource Information Systems (HRIS) as relevant to local and multinational/global organisations;
2. Review issues relating to the analysis, implementation and maintenance of HRIS’s and their subsequent level of use in contemporary business settings;
3. Demonstrate the use of SAP HCM, in relation to the effective management of human resource information;
4. Collaborate effectively in a team environment with responsibility and accountability for own learning and professionally-appropriate practice, demonstrating initiative and judgement to develop creative HR system solutions; and
5. Articulate ethical, socially and culturally responsible HRIS solutions to contemporary 21st century problems by communicating recommendations effectively, orally, visually, and in writing.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr

Required Reading: Kavanagh, M.J. & Thite, M. 2011 Human Resource Information Systems: Basics, Applications, and Future Directions, Sage, Los Angeles,

Assessment: Other, Literature Review and Discussion, 10%. Project, Group Research Project, 30%. Test, Practical Test using ERP-HR software, 10%. Examination, Final Exam, 40%. Demonstrating the use of SAP HCM, in relation to the effective management of human resource information is a hurdle requirement and is assessed through a practical test. To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam and the practical test.

BMO3421 Managing the Service Organisation

Locations: Footscray Park.

Prerequisites: BMO1102 - Management and Organization Behaviour

Description: The service concept; customers and relationships; supply relationships; service processes; managing service people; service quality; information technology in services; performance measurement in services; service strategy and culture.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Use appropriate theories, principles and models to analyse and evaluate organisational structures, organisational processes and behaviour so enabling effective managerial problem solving; and
2. Show evidence of enhanced personal investigative, analytical and interpretative skills and competencies.

Class Contact: Lecture 2.0 hrs Tutorial 1.0 hr


Assessment: Case Study, 20%; Industry Report, 30%; Exam, 50%.

BMO3478 Workplace Mentoring Program

Locations: City Flinders.

Prerequisites: Nil.

Description: This capstone unit is designed to broaden students’ industry knowledge and ideas, enable professional network development and increase confidence in their ability to transition from university to working life. Student mentees are matched as per their interests with senior industry professionals acting as mentors, from a variety of sectors and areas of specialization to enable students to benefit from the experience, knowledge and expertise of a highly-skilled mentor, working in the type of role they aspire to be in themselves later in their own careers. The unit promotes excellence, develops leadership and initiative, and supports career development, whilst nurturing future talent.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Act with responsibility and accountability for own learning and professional practice in a workplace responding appropriately to employer expectations, workplace culture and have improved workplace awareness;
2. Extend and adapt disciplinary knowledge and practical skills to solve complex problems and communicate professional recommendations;
3. Work collaboratively and consultatively with diverse colleagues exercising critical thinking and judgement in diverse work contexts; and,
4. Critically evaluate employment opportunities in the market and employ strategies to transition into the workforce.

Class Contact: Students will be required to combine meetings with their mentors with a number of classroom-based sessions: Week 1 - Induction; Development of Mentoring Action Plan (3hrs) Week 3 - Resume Development (3hrs) Week 5 - Professional Networking, Businesses Cards & LinkedIn (3hrs) Week 6 - Mid-point Assessment (3hrs) Week 8 - Interview Technique (3hrs) Week 10 - Career Awareness & Development (3hrs) Week 12 - Presentation Evening (3hrs) Exact times and duration of the mentor meetings will be dependent upon the availability of the mentors. Mentors are advised that a minimum of 12hrs contact time, over the course of the semester is required for participation.

Required Reading: Each student will be supplied with a Mentor handbook that will provide all required text for this unit. Lore, N (2012) 1 The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success New York, Touchstone

Assessment: Portfolio, Assessment of the mentor’s portfolio and Mentoring Action Plan, 15%. Review, Students’ performance within the workplace assessed in line with a number of key criteria (e.g. professional conduct, communication, punctuality etc.), 30%. Report, 3000 word reflection on the mentoring experience, in line with how learning outcomes have been achieved and Graduate Capabilities met, 40%. Presentation, 10 minute presentation showcasing key mentoring experiences, 15%.
A number of assessed tasks have been designed to measure the students’ performance over the course of their mentoring experience.

BMO4420 Organisational Behaviour and Analysis
Locations: Footscray Park.
Prerequisites: Nil.
Description: The aims of this unit of study are: to offer methods of analysing organisations and understanding the managerial issues that they present; to provide a clear synthesis and integration of current thought on organisation theory; to develop students’ investigative and interpretative skills as they relate to the analysis of organisations; and to further develop their managerial skills and competencies.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Describe and explain the diverse disciplinary perspectives on organisational behaviour;
2. Explain and critically evaluate the basic concepts and theories underlying the performance of a range of organisations;
3. Critically evaluate the influence of the broader social and political context on organisational behaviour;
4. Evaluate recent research on individual behaviour, group dynamics and organisational processes; and
5. Apply theory to practice through workplace-based analysis of organisational functioning and be able to generate specific solutions.
Class Contact: Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law.
Required Reading: Due to the multidisciplinary nature of this subject a book of readings drawing from the Academy of Management Review, the Academy of Management Journal, the Journal of Organisational Behaviour, the International Journal of Organisational Behaviour and the Journal of Organisational Behaviour Management will be prepared.
Assessment: Literature Review, Individual Written Report, 20%. Project, Research Project, 25%. Presentation, Presentation, 15%. Examination, Final Examination, 40%.

BMO5003 Global Leadership
Locations: City Flinders.
Prerequisites: Nil.
Description: Globalisation and the changing nature of organization mean that you are leading people and managing teams in complex environments. The course will give you a better understanding of leadership from multiple angles and perspectives. Participants in the course will explore the different ways leadership has been defined and studied over the last century and more, the similarities and contradictions among the most common leadership theories, and the way that leadership has been exercised. Changes in work organization and management roles will also be discussed in relation to leadership. The subject will provide an insight into understanding key leadership and management skills necessary to build teams to make a more innovative organization.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Understand the major academic theories of leadership, individually and as part of a historical continuum;
2. Assess a leader’s actions objectively and through the multiple lenses that these theories provide;
3. Show evidence of enhanced personal knowledge, skills and competencies as they relate to leadership; and
4. Develop personal and applied leadership plans that demonstrate problem solving and critical thinking about the application of leadership theory.
Class Contact: Seminars 3.0 hrs
Assessment: Case Study, Case study and presentation, 50%. Assignment, Assignment, 50%. The above assessments have a total equivalent word count of 7000 to 8000 words.

BMO5500 Governance
Locations: City Flinders.
Prerequisites: Nil.
Description: This unit critically reviews the theory and practice of governance. It provides insights into common governance problems and investigates approaches that can be taken to address these issues. Students develop a proactive strategic perspective of governance and its role in corporate control. Students consider the advantages and disadvantages of various governance frameworks and interrogate the issues associated with their enactment.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Debate corporate governance roles and definitions and explain why, and how effective it is when used to monitor and control organisations;
2. Critique agency theory and identify the issues of managerial opportunism;
3. Deconstruct internal and external governance mechanisms and discriminate between them;
4. Investigate and commentate on how selected governance mechanisms are used to monitor corporate performance and to act as a restraint on top-level managers’ decisions;
5. Differentiate and critique the underpinnings of local, rational and global corporate governance systems, relating them to their broader social, economic, cultural or political contexts and extrapolate on issues that arise in an international context; and
6. Exemplify professional communication skills to convey complex knowledge and ideas and advocate positions to a variety of audiences.
Class Contact: Seminars 3.0 hrs
Required Reading: A book of readings containing current and seminal journal articles will be provided to the students.
Assessment: Essay, Essay, 20%. Report, Governance audit, 30%. Presentation, Report/audit recommendations, 20%. Examination, Written Examination, 30%.

BMO5501 Business Ethics and Sustainability
Locations: VU Sydney, City Flinders.
Prerequisites: Nil.
Description: This unit critically reviews the socio-cultural environment in which business operates. Ethical frameworks for decision making will be critiqued and students will construct the debates surrounding contemporary corporate responsibility and sustainable development as they impact on organisations in their local and global contexts. Emphasis will be on how new pressures on businesses arise, and how effective the various models that structure organizational responses are to these dynamic and emergent challenges.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Discriminate between key western philosophical approaches to ethics;
2. Discriminate between ethics, legal requirements, and religious doctrine as they impact on contemporary business and be able to critically comment upon the role of culture in ethical decision making;
3. Advocate a position on the ethical issues associated with the western capitalist business system through analysis, critique and
the presentation of corroborating evidence; 4. Exemplify professional judgement in assessing alternative perspectives of corporate responsibility in the context of contemporary business issues; 5. Evaluate the sustainability agenda and justify assessment of the implications for business; 6. Evaluate and debate the role of social movements and institutional changes to business operations; and 7. Clearly communicate conclusions to inter-disciplinary audiences demonstrating a high level of personal autonomy and accountability.

Class Contact: Seminar 1.0 hr
Required Reading: A link to a book of readings containing current and seminal journal articles will be posted in VU Collaborate.
Assessment: Journal, Reflective Journal, 15%. Report, 45%. Examination, Final Exam, 40%. The WIL activity is an industry-simulated project (Case Study Report). Students will be involved in a number of activities that simulate the ethical issues associated with business practice and will be required to evaluate questions of business responsibility and sustainability that characterise business situations.

CAM5502 The Global Workforce
Locations: City Flinders.
Prerequisites: Nil.
Description: This Unit deconstructs current and future trends in work in order to critically evaluate the changing nature of the workplace and changing workforce needs. In particular the students will investigate approaches to workforce and skill development from a global and local perspective including the understanding of the development of local skill ecosystems. Students will investigate and commentate on new employment forms used to staff global organisations including the use of project and virtual teams. The unit draws on HR process perspectives to understand the management of employees within contemporary and emerging workplaces.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review the changing nature of work and the workplace including the core and peripheral labour markets, precarious employment, growth of knowledge work, and technological and global developments; 2. Interpret the history, definitions and approaches to workforce and skill development from a global perspective; 3. Conceptually map the role of government, educational institutions and organisations in building knowledge economies and creating the institutional frameworks; 4. Critically apply cross-disciplinary knowledge and professional tools and resources to forecast global challenges, and analyse responses to skill shortages in key professions and occupations, and demographic change and patterns of migration; 5. Formulate plans for selecting, developing and preparing employees for international placements; and 6. Reveal judgements and debate required behaviour change in light of unstable external elements as they impact on organisational policies and practices.
Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode.
Required Reading: Workbook of readings
Assessment: Journal, Reflective Journal - learning reflection and integration, 20%. Practicum, Practicum report - LiWC in a simulated environment, 60%. Presentation, Verbal reflective report, 20%. The above assessments have a total equivalent word count of 5700 to 8000 words.

BMO5505 Leadership and Innovation Practicum
Locations: City Flinders.
Prerequisites: Nil.
Description: This practicum adopts a leadership-action approach to learning and will involve either an intensive study-abroad or workplace immersive experience. The framework for the practicum will invite a hands-on professional development experience for selected graduate students, involving a workplace or community needs based social project. Students will be asked to critique the challenges of leading individuals and groups involved in innovation and/or social entrepreneurship implementation. The experiential learning will create opportunities for leading change and innovative projects through authentic immersion in varying organisational and social contexts.
Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Synthesise knowledge from a range of sources to identify and critique approaches associated with leading and managing projects in complex social environments; 2. Identify, collect and question information to test leadership and decision making assumptions within a group and/or project context; 3. Lead and engage in creative and analytical problem solving processes and/or identify areas for future learning; 4. Reflect on evident performance in both leading and working within teams to understand how these experiences help participants understand themselves thoroughly, particularly how they impact on those around them; 5. Critique innovation or entrepreneurship literature and apply to a project opportunity that will integrate in-depth learning and knowing of diverse cultures in by engaging in a selected workplace or community to build personal growth and enhance sustainable local capacity; 6. Deconstruct professional practice and justify conclusions through corroborating evidence in the context of making a measurable difference in the lives of the target group of individuals, group's, communities or organisation; and 7. Demonstrate a professional level of communication skills by conveying complex knowledge and ideas and advocate positions to a variety of audiences.
Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode.
Required Reading: No textbook is prescribed for this unit, instead a workbook of contemporary readings will be made available by the lecturer accessible on line and added to by students through the action learning process.
Assessment: Assignment, Written individual assignment, 40%. Presentation, Individual class presentation, 20%. Project, Individual case study, 30%. Journal, Individual reflective exercise, 10%. The above assessments have a total equivalent word count of 6000 to 7000 words.
and dispositions in affecting achievement of sustainable engagement;  
3. Formulate a business-community engagement process that is integrated with business strategy;  
4. Critically reflect upon the challenges of establishing and maintaining socially responsible and sustainable business-community partnerships; and  
5. Initiate a process for completing a social/environmental business report.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/ workshop or a delivery mode.

Required Reading:  
- Bray, M, Waring, P & Cooper, R 2011, Employment Relations: An introduction to Australian industrial relations, management employee relations strategies; the role of unions and governments; industrial tribunals; and enterprise bargaining.
- Hill, Sydney.

Learning Outcomes: On successful completion of this unit, students will be able to:  
1. Demonstrate understanding of contemporary theoretical and applied research on counselling, coaching and counselling interventions and outcomes;  
2. Synthesise knowledge from a range of sources to recommend and evaluate the most appropriate type of intervention to bring about desired changes in scenarios at individual, group and organisation levels;  
3. Describe interpersonal and intercultural skills necessary for providing consulting, coaching and counselling advice in the changing workplace in local and global contexts;  
4. Identify and solve complex problems for which counselling, coaching or consulting interventions would be effective;  
5. Reflect on their current level of ability to provide interpersonal support to staff through counselling, consulting and coaching; and  
6. Demonstrate professional communication and interpersonal skills to convey complex knowledge of counselling, consulting and coaching and advocate positions to a variety of audiences.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/ workshop or a delivery mode as approved by the College of Business


Assessment: Assignment, Individual Theoretical and Critical Paper, 20%; Project, Group Case Study Diagnosis and Intervention Design, 20%; Presentation, Group Presentation and Demonstration and Individual Reflection, 20%; Examination, Individual Examination, 40%.

BM0544 Industrial Relations

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit investigates the nature of industrial relations in Australia and critically reviews the interface between industrial relations institutions, workplaces and employment outcomes. Through analysis, debate and critical reflection, students will exhibit professional attributes of ethical practice, respect for cultural diversity, and consideration of local and global contexts and individual and public good when exploring the complexity of: causes and management of industrial conflict; employment regulation in Australia; management-employee relations strategies; the role of unions and governments; industrial tribunals; and enterprise bargaining.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:  
1. Exemplify professional judgement in identifying, deconstructing and solving a broad range of complex problems, creating new strategies and drawing on in-depth specialist knowledge, reflection and evaluation with regards to the framework of industrial relations in Australia;  
2. Critically analyse and evaluate the key processes of industrial relations at the workplace level and their relationships to the institutions;  
3. Critically discuss, analyse and evaluate the current and emerging industrial relations trends and debate their impact on the parties, processes and rules of Australian industrial relations; and  
4. Persuasively advocate their recommendations in both written and oral form to a variety of specialist and non-specialist audiences.

Class Contact: Seminar 3.0 hrs

BMO5547 Employee Development and Change

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** An ongoing need to develop Australia’s workforce skills in response to the evolution of employer requirements has been identified by numerous studies. Australia requires leaders, managers, and highly skilled workforces that will enable it to successfully compete in contemporary globalised marketplaces. Students will identify learning needs to support organisational success and develop programs that add value to both the organisation and the individual. They will recommend a range of relevant delivery methods to support learning in contextualised workplaces and critically review how these align to current and future learning needs and to the learning styles of program participants.

**Credit Points:** 12

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

1. Discriminate between the differing structure and attributes of national employment models in OECD countries and compare how the Australian employment model aligns with and differs from other OECD countries;
2. Critically review the significance of the shift to services for the Australian employment model and hypothesise about what this suggests about the nature of the society in which they are working;
3. Critique the nature of various forms of precarious employment in Australia compared to other OECD countries, contextualising the causes of and extent of low paid work in Australia compared with other OECD countries;
4. Conceptually map the changing structure of employment in Australia, particularly as it applies to female employees and younger workers contextualised within the nature of the society in which they are working;
5. Extrapolate from theoretical concepts and principles to propose and justify courses of action which facilitate ethical and socially responsible decision making in the provision of child care services for female labour market participation and child development in response to changing family structures; and
6. Advocate negotiated conclusions and justify professional decision-making to inter-disciplinary audiences demonstrating a high level of personal autonomy and accountability for both personal outcomes and those of the group.

**Class Contact:** Seminar: 3.0 hrs


**Assessment:** Presentation, Assignment 1, Part A - Group Presentation, 10%. Report, Assignment 1, Part B - Group Report, 50%. Test, Individual Test, 40%.

BMO5564 Human Resource Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit applies theoretical and conceptual knowledge to develop creative problem solving of everyday human resource management (HRM) related issues and challenges in the workplace. Within the context of broad major current themes and debates in the field, students will critique and dispute concepts and theories which underpin contemporary HRM. Students will use case studies to debate the efficacy of practical techniques, and current models and frameworks used in relation to HRM in organisations.

**Credit Points:** 12

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

1. Critically commentate upon the duality of staff and line management responsibility for the management of human resources;
2. Evaluate the strategic advantages attainable from effective human resources management planning and implementation techniques;
3. Interrogate the application of systems models to human resources management functions;
4. Apply relevant principles in the area of human resources practices in a legal, ethical and socially responsible manner to illustrate the role of culture, values and dispositions in affecting the attainment of goals;
5. Concisely advocate and justify professional judgements to specialist and non-specialist audiences through critical analysis, interpretation and contextualisation of theoretical propositions and the provision of evidence-based corroboration; and
6. Exemplify creative and innovative problem solving of complex professional challenges.

**Class Contact:** Seminar: 3.0 hrs

**Required Reading:** Nankervis, A, Baird, M, Coffey, J & Shields, J 2017, 9th edn. Human resource management: Strategy and practice, Cengage Learning, Melbourne, Australia
Assessment: Presentation, In-class Presentation, 10%. Report, Research Report, 40%. Report, Case Study Report, 50%.

BMI5565 Human Resource Information Systems
Locations: VU Sydney, City Flinders.
Prerequisites: Nil.
Description: This unit of study aims to investigate factors associated with the analysis, design and implementation of Human Resource Information Systems (HRIS’s). The unit of study covers issues in needs analysis, user requirements, system selection and practical use of HRIS software that students are likely to encounter in a typical business organisation. It also includes a study of the change management issues associated with HRIS implementation and the development of HRIS’s for strategic purposes.

Credit Points: 15
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically evaluate the administrative and strategic value of an HRIS and Web-based HR
2. Develop reflective arguments on integration and change management issues relating to the implementation of HRIS’s and their subsequent level of use; and
3. Demonstrate and critique skill sets necessary to develop HRM processes in SAP/HCM.

Class Contact: Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or run on-line as appropriate or by a delivery mode.


Assessment: Test, Theory Test & Practical Test, 35%. Other, On-line discussion, 15%. Project, Research Project, 40%. Other, Research Presentation and Discussion, 10%

The above assessments have a total equivalent word count of 6000 to 7000 words.

BMI5567 Managing Workplace Conflict
Locations: City Flinders.
Prerequisites: Nil.
Description: This unit of study deconstructs the contested and dynamic nature of workplace conflict, and critiques the processes for the resolution of conflict at workplace level. Praxis, to demonstrate the intricacies of balancing individual and public good, is at the heart of learning. Students will contextualise and modify professional knowledge and communication skills necessary for the effective processing of workplace conflict in a socially responsible, culturally appropriate and ethical manner.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review theories about the nature of conflict in the workplace as they relate to specific industries/sectors as applied to local, national or global organisations;
2. Critique the current debates about mediation and formal processes of Conciliation in Fair Work Australia;
3. Deconstruct the causes of interpersonal conflict in the workplace and the applicability of different types of mediation processes available to resolve such conflict to illustrate the dynamics of workplace communities and individual’s responsibilities within these;
4. Decode the issues of neutrality with regard to choice of mediator and of the handling of potential power imbalances between the parties to interpersonal conflict;
5. Reflectively commentate upon the formal processes at workplace and tribunal level in handling disputes arising from Enterprise Bargaining Agreements and relevant discrimination and Occupational Health and Safety legislation; and
6. Conceptually map the role of HR departments and unions in formal dispute resolution processes.

Class Contact: Seminar 3.0 hrs


Assessment: Presentation, Presentation, 40%. Report, Report, 30%. Journal, Reflective Journal, 30%. The above assessments have a total equivalent word count of 7000 to 8000 words.

BMI5572 Strategic Human Resource Management
Locations: City Flinders.
Prerequisites: Nil.
Description: This unit critically examines the extent to which human resource management is strategic to organizational success in a global context. Alternative models of business strategy and the integration of human resource management are considered. The changing external environment of globalization and competition and the resultant restructuring of industries, labour markets and organizations is analysed so that the factors influencing managerial choice and employee choice in relation to the different strategies can be assessed. There will be a focus on strategic international human resource management and the issues facing organizations that operate in the international environment.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Identify and critically appraise the key differences between domestic and international human resource management;
2. Hypothesise the strategic advantages attainable from effective international human resource management;
3. Evaluate and exemplify contextual factors that influence international human resource management practice; and
4. Critically reflect on the important change in the professional role of the Human Resource Manager brought about by globalization.

Class Contact: Seminar 3.0 hrs


Assessment: Essay, Essay, 15%. Report, Research report and presentation (team), 45%. Test, Class Test, 40%.

BMI5574 Supply Chain and Logistics Management
Locations: City Flinders.
Prerequisites: Nil.
Description: This unit investigates the concept of supply chain management in the sourcing, provision and delivery of goods and services, including practical applications encompassing physical movement and storage, information systems support and collaborative relationships between partners in the supply chain. Supply chains are integration of strategies and operations to achieve end customer requirements. The unit also includes major logistics functions such as order processing, inventory management, distribution centres, transport and customer service as well as extension into international supply networks. Strategic planning of the whole supply chain for a product or service group including performance measurement, order-winning criteria and required policy actions are also explored. Integrating theoretical knowledge with professional practice, this unit of study delivery includes a site visit to review and investigate distribution centre operations.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review and understand the concept of an integrated supply chain, or...
value chain, serving a set of customers in a wide range of situations; 2. Critically analyse a business case, write a report and undertake a collaborative group presentation on distribution, transportation and/or materials management with recommended improvements; 3. Gain hands on practice, demonstrate advanced level use and implementation of Advanced Planning and Optimisation (APO) software, SAP’s supply Chain module to formulate a Supply Network Planning (SNP) and optimisation heuristics in a range of contexts; and 4. Formulate and justify a strategic logistic plan for a local manufacturing or service company in a supply channel and collaboratively suggest an action plan for future operations of a supply chain related industry.

**Class Contact:** Lecture 1.0 hr Tutorial 2.0 hrs

**Required Reading:** Sadler, I 2007, Logistics and Supply Chain Integration, Sage, London.

**Assessment:** Report, Individual, 30%.

**Learning Outcomes:**

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

1. Acquire and apply knowledge and the underlying concepts and principles to production planning and control; 2. Develop the skills and ability to undertake reviews, consolidate and apply knowledge learnt into the integration of Manufacturing Resource Planning (MRP) and the Just-in-Time (or Lean) philosophy; and 3. Develop and apply skills to competently use SAP ERP systems that cover a wide range of production tools in production planning and control.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode.

**Required Reading:** Bowersox, DJ, Closs, DJ, Cooper, MB and Bowersox, JC 1997, 4th edn, Managing for Global Success, McGraw-Hill, NY

**Assessment:** Assignment, 20%. Project, Group Industry Project & Report Writing, 50%.

**BM05575 Planning and Control Through ERP Systems**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** To study the manufacturing planning and control (MPC) of manufacturing businesses and their supply chains using Enterprise Resource Planning (ERP) Systems. MPC enables the satisfaction of customer orders through demand management, production scheduling, material requirements planning, capacity planning, the purchase of materials, manufacture, storage and distribution. Enterprise Resource Planning (ERP) Systems are used to integrate enterprise-wide information into a database and make that information available to managers. This unit of study uses an actual ERP system (SAP R/3) to exemplify the practical application of such systems. The unit of study will have a production planning focus and examine complete processes such as order processing and production scheduling. To understand how business processes can use the Internet, area networks and other communications methods to plan and enable the manufacture and supply of products and services to customers. Unit of study delivery includes a site visit to view a real MPC system.

**Credit Points:** 12

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

1. Acquire and apply knowledge and the underlying concepts and principles to production planning and control; 2. Develop the skills and ability to undertake reviews, consolidate and apply knowledge learnt into the integration of Manufacturing Resource Planning (MRP) and the Just-in-Time (or Lean) philosophy; and 3. Develop and apply skills to competently use SAP ERP systems that cover a wide range of production tools in production planning and control.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode.

**Required Reading:** Bowersox, DJ, Closs, DJ, Cooper, MB and Bowersox, JC 2013, 4th end, Supply Chain Logistics Management McGraw Hill, NY

**Assessment:** Assignment, Individual assignment on “Capacity Strategy”, 30%. Project, Group research project and presentation, 40%. Research Paper, Individual report on selected “Supply Chain Strategy Issues”, 30%.

**BM05579 Green Logistics**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study aims to enhance student’s understanding of the environment impact of logistics and global supply chains, where the processes behind converting raw materials into finished consumer goods, which are then being distributed to markets around the world, can have significant implications for the areas of air quality, noise and vibration, environmental disasters and global warming.

**Credit Points:** 12

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

1. Critically analyse the environmental consequences of logistics and global supply chains; 2. Critically reflect on the established academic opinions of current literature and produce a well-structured and balanced individual report, on a sustainability-related topic, based upon current academic literature; 3. Exemplify the linking of theory with experience/practice by working in a small team in an industry/site context and produce a professional case study report; and 4. Work collaboratively with other team members in delivering a professional class presentation based around selected topics covered in their case study report.

**Class Contact:** Lecture 1.0 hr Tutorial 2.0 hrs

**Required Reading:** McKinnon, A, Gulline, S, Browne, M & Whiteing, A., 2012 2 Green logistics, improving the environmental sustainability of logistics Kogan Page.
MBO5602 Business Project Management

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit develops the technical, organisational and personal skills needed to manage complex projects in unstable, changeable environments. The emphasis is on achieving objectives while coping with the unexpected. Students will critically review conceptual understandings of how project management, with a blend of practice and tools underpinned by theoretical knowledge, enables successful project teams to unlock group creativity and productivity through setting goals; planning and monitoring progress towards these goals; sustaining high performance; negotiating up, down and across organisations; putting together compelling project presentations; managing risks; creating change; and sharing authority and leadership.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Identify and scope a self-contained business project to address a specified issue, designing and implementing a professionally structured plan to investigate the issue through execution, analysis, critical reflection and interpretation of relevant data;
2. Critically deliberate on the business benefits on delivering and sustaining change to achieve project outcomes in complex and dynamic settings;
3. Deconstruct the role of culture, values and dispositions in affecting the achievement of goals;
4. Devise and evaluate a professional-quality business project delivery capability that evidences capacity for group creativity; and
5. Extrapolate and interpret implications of creating a malleable environment exhibiting indicators of adaptive change to a broad audience and generate future responsive directions for practice-based investigations to contribute to the well-being of respective local and global communities.

Class Contact: Seminar 3.0 hrs


Assessment: Other, Article Discussion, 10%, Literature Review, Essay, 25% Project, Project Proposal and Pbl, 55%, Presentation, Project Plan Presentation, 10%.

MBO5650 Managing Organisational Knowledge

Locations: City Flinders.

Prerequisites: Nil.

Description: The need to develop the knowledge management skills of workforces has been identified both nationally and internationally. This unit investigates alternative strategies for managing knowledge and learning to enhance an organisation’s continued performance and value creation. Strategies are contextualised within the social and cultural values of local and global communities and an individual’s responsibilities within these frames of reference. Students will critique theories, frameworks, knowledge and skills relating to managing knowledge and learning in a variety of organisational contexts. A variety of techniques and technologies in knowledge management for individual, self-managing group work and collaboration will be used by students in the course of their study to enhance the students’ ability to “see what matters” in knowledge management and learning in the organisation.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically reflect on the organisational context of knowledge and role of emerging technologies in knowledge management;
2. Develop a critical perspective on communication, sense-making, knowledge transfer and sharing, and organisational learning through the lens of knowledge and learning as an intellectual capital;
3. Evaluate the value of organisational and individual learning to an organisation;
4. Create a culture for knowledge management and learning that responds positively to the challenges of managing, evaluating and measuring knowledge and learning outcomes in organisations;
5. Develop a framework for performance through managing knowledge and learning exemplifying consideration of the Learning-Knowledge Value Cycle; and
6. In collaboration with others, demonstrate responsibility and accountability for own learning and contributions to group outcomes.

Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode.


Assessment: Portfolio, Mind Mapping and Stories (Individual), 20%. Essay, Literature Review (Individual), 20%. Report, Case Study Report (Group), 45%. Presentation, Professional Presentation (Group), 15%. The above assessments have a total equivalent word count of 7000 to 8000 words.

MBO5650 Art and Practice of Leadership

Locations: City Flinders.

Prerequisites: BMO6506 - Work and Organisation Systems

Description: Globalisation and the changing nature of organisation mean that you are leading people and managing teams in complex environments. The unit examines the contextual challenges facing leaders, seeking to develop a deep personal understanding of leadership as a complex process of scanning the environment and setting the direction, and achieving organisational goals through influencing people both inside and outside the organisation. The dynamics of interpersonal power are investigated, with particular attention given to the leader as a social architect, implicit in the concepts of transformational and (values-based) authentic leadership.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Conceptually map leadership theory, practice and contemporary issues in a globalised environment taking a critical perspective;
2. Assess a leader’s actions using an integrated theoretical framework;
3. Show evidence of enhanced personal knowledge, skills and attitudes (including cultural competence) as they relate to the effective exercise of leadership across boundaries;
4. Develop a personal leadership statement and action plan that demonstrates sound critical social analysis and understanding of what is an authentic leader; and
5. In collaboration with others, demonstrate responsibility and accountability for own learning and all aspects of the work or functions required by a team.

Class Contact: Seminar 3.0 hrs


Assessment: Essay, Reflective essay, 15%. Case Study, Group presentation, 20%. Assignment, Reflective essay, 45%. Assignment, Leader philosophy and action plan, 20%.
BMO6506 Work and Organisation Systems

Locations: VU Sydney, City Flinders.
Prerequisites: Nil.
Description: This unit examines the major organisational system issues that managers need to understand and respond to in the context of significant changes in the world. These issues are considered in terms of the interaction between people and the organisational context within which they work. The unit emphasizes two approaches. First, to gain knowledge and understanding of human behaviour and organisational systems/structures through applied learning opportunities and, in the process, learn how to be a more effective leader and manager. Fundamental concepts about organisations, individuals and groups in relation to leadership and management are themes included. Second, because reflective practice is at the heart of critical thinking, students will be asked to take a critical approach to their practice, and the context in which they work.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. 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.

Class Contact: Seminar 0.5 hrs
Required Reading: Judge, T & Robbins, S 2014, 14th edn, Essentials of Organisational Behaviour, Pearson Publishing, Upper Saddle River, N.J. Selected readings will be made available via the unit VU Collaborate site.
Assessment: Essay, Critical Thinking Essay, 15%. Test, Mid term test, 15%. Presentation, Present a Case Study, 20%. Examination, Final Examination, 50%.

BMO6508 Operations Management

Locations: City Flinders.
Prerequisites: Nil.
Description: This subject introduces students to the concepts and practice of operations management for manufacturing and service businesses in private and government enterprises. Managers and executives require an understanding of business production systems from the perspectives of customers, employees, directors, information communication and value streams. The integrated management of operations and the outsourcing of services and production is an important requirement for businesses.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Deconstruct the concept of service design and provision in a range of situations;
2. Critically evaluate various manufacturing and supply chain policies and theories, and interpret their application and relevance to contemporary industries;
3. Adopt and justify the design of transformation processes which use material, human and other resources to create products for customers in a given context;
4. Collaboratively investigate, analyse and report on practical manufacturing and service management situations in a specified industry, making effective recommendations; and
5. Critically review service management, tangible and intangible, as the conversion of resources, human effort and goods to achieve the specified quality at a profit.

Class Contact: Lecture 1.0 hrs Tutorial 2.0 hrs
Required Reading: Hill, T. 2012 3 Operations Management, Palgrave Macmillan, Basingstoke, UK.
Assessment: Assignment, Research Operations Assignment, 30%. Case Study, Group Presentation, 20%. Examination, Final Exam, 50%.

BMO6511 Strategic Management and Business Policy

Locations: City Flinders.
Prerequisites: Nil.
Description: Strategic Management examines the decisions, actions and processes undertaken by firms for success, growth and change in a business environment. Managers at all levels are involved in the strategic management process and must be able to utilize an advanced body of knowledge and skills to plan and problem solve in this area. This unit of study will explore the principal elements in external and internal environments which impact on organisations and consider how current theoretical frameworks and the interdisciplinary and professional knowledge base respond to complex issues. High level analytical and planning skills will be required to prepare relevant business plans.

Credit Points: 12
Learning Outcomes: On successful completion of this unit, students will be able to:
1. Identify and evaluate the impact of key environmental factors, including economic, social, technological and political, on the strategic management context;
2. Critically review the major models used in strategic analysis;
3. Justify the applicability of strategic choices based on consideration of implementation factors and conditions;
4. Evaluate designated strategic management tools in order to recommend appropriate strategic responses to business problems; and
5. Theorise the implications of business strategy choices on functional strategies, including marketing, operations and finance management; and
6. Design a strategic plan for an organisation.

Class Contact: Lecture 1.0 hrs Tutorial 2.0 hrs
Assessment: Assignment, Group Assignment, 20%. Presentation, Individual and Group, 20%. Examination, Final Exam, 50%. Assignment, External Analysis, 10%.

BMO6532 International Management

Locations: City Flinders.
Prerequisites: Nil.
Description: The aim of this unit of study is to develop an understanding of International Business from a management perspective. Specifically to consider contemporary issue in International management that illustrate the unique challenges faced by managers in the international business environment. Moreover to cover a range of international issues from a global perspective by focusing on cultural dimensions and the key concerns to multinational and global corporations. Topics to be covered include: The international business environment; managing resources in the international context; managing international business operations.

Credit Points: 12
Class Contact: Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.
Required Reading: To be advised by lecturer.
Assessment: Case Study, 40%; Case Study Presentation, 10%; Final Examination, 50.

BMO6622 Managing Innovation and Entrepreneurship

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit investigates theoretical concepts of creativity, innovation and entrepreneurship and the skills and competencies to apply this knowledge effectively to 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, entrepreneurship and 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 organizational forms;
2. Critically interrogate and evaluate the literature on entrepreneurship and apply that understanding to interpret the steps in the successful trajectory of entrepreneurial ventures;
3. Abstract, analyse and apply knowledge of relevant literature to create stimulating and facilitating innovative and interactive activity to demonstrate and educate a range of audiences about entrepreneurship in a range of global and local;
4. Integrate and deconstruct knowledge and learnings from a range of contexts and disciplines to conceptually map, apply and make recommendations for the management of innovation and entrepreneurship for a given organizational context;
5. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/ professional challenges through work collaboratively on an innovative new venture; and
6. Plan and execute a substantial evidence based multidisciplinary innovative project or business venture through the development of a business plan that is grounded in an authentic entrepreneurial proposition as a capstone experience that demonstrates capability to generate and evaluate complex ideas and concepts at abstract and practical levels.

Class Contact: Seminar 3.0 hrs


Assessment: Literature Review, Business Plan and Report, 40%. Project, a) Group Project Presentation - 10% and b) Group Project Report - 30%. Case Study, Individual Case Analysis of a major Transformational Change, 40%.

BMO6623 Organisational Change Management

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit 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. Critically review the components and processes of organisation change and their implications for managers in contemporary and emerging organisations;
2. Investigate, interpret and assess various change and development philosophies and models as techniques to achieve socially responsible and culturally-relevant solutions;
3. Demonstrate, clearly articulate and facilitate a change management intervention with in a group which is grounded in theory and evidence and exhibits a high level of collective professionalism;
4. Ascertain and develop change strategies for the individual, group, inter-group and organisation levels in situations of incremental or discontinuous change that demonstrate a balance between individual and public good;
5. Determine and explore the significant managerial and leadership implications of managing change in organisations and persuasively advocate recommendations to specialist and non-specialist audiences; and
6. Adapt skills in change management processes to meet emerging challenges posed by new situations and contexts, exhibiting a high level of personal accountability and autonomy.

Class Contact: Seminar 3.0 hrs


Assessment: Literature Review, Business Plan and Report, 40%. Project, a) Group Project Presentation - 10% and b) Group Project Report - 30%. Case Study, Individual Case Analysis of a major Transformational Change, 40%.

BMO6624 Organisation Change Management

Locations: VU Sydney, City Flinders.
2. Critically analyse the tangible and intangible strategic value of performance management systems;
3. Apply theory to practice in an action learning project on performance management and remuneration systems;
4. Extrapolate from theoretical concepts and principles to propose and justify courses of action which facilitate decision making in a variety of performance management contexts, both locally and globally; and
5. Advocate conclusions to and justify professional decision making to interdisciplinary audiences demonstrating a high level of personal autonomy and accountability for both personal outcomes and those of the group.

**Class Contact:**
- Lecture: 2.0 hrs
- Tutorial: 1.0 hr

**Required Reading:**

**Assessment:**
- Project, Action Learning Project, 40%.
- Report, Literature Review Report, 50%.
- Presentation, Presentation of Research Findings, 10%.

The above assessments have a total equivalent word count of 7000 to 8000 words.

**BMO6630 Business Research Methods**

**Locations:** Online, VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** The purpose of the unit is to provide students with a firm foundation and understanding of business research methods and the research process. Instruction will be provided which will enable students to perform effective literature reviews. Students will be instructed in various research methodologies, the importance of ethical research conduct, and considerations of sampling and fieldwork to assist them with designing an appropriate method for their research. Students will be trained in the presentation of results, exposition of processes and methods used and conclusions drawn.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Review, analyse and critique discipline-based knowledge in businesses and organisations to identify and interrogate complex problems and develop a broad perspective of discipline-related research undertakings, both in general and more specifically research within one or more sub-disciplines;
2. Critically review basic research construction and evaluation and demonstrate discipline-appropriate application of research terminology;
3. Justify the use of research methodologies as relevant to particular examples of social and business research investigations;
4. Conceptually map the research process, identifying researchable problems and developing a defensible conceptual framework for research;
5. Conduct critical reviews of research output; and
6. Discriminate theories relevant to the applicability and limitations of experimental, survey and case study research.

**Class Contact:** Seminar: 0.0 hrs


**BMO7000 Advanced Organisational Behaviour**

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

**Prerequisites:** Nil.

**Description:** Organisational behaviour is an interdisciplinary field drawing from numerous disciplines including psychology, sociology, economics, organisation theory, statistics, and several others. This unit of study will expose you to advanced behavioural science theories and applications in management including cognitive theory, psychodynamics and psychoanalysis. It is designed for those who have an interest in understanding, critiquing, and analysing behaviour in organisations. The primary aim of the unit is to improve your understanding of how people behave and interact within organisations. Having a greater knowledge of employee behaviour will help you understand attitudes and behaviours of your co-workers, subordinates, supervisors, and clients. Importantly, the unit will help you to better understand your own past and future behaviours as a member and manager (leader) within an organisation and those that’s around you. The unit extends beyond the introductory organisational behaviour course by focusing on provocative and current topics including the changing nature of workforce, contracting, consulting, global workforce mobility and knowledge economy.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Evaluate real-world, multi-faceted, complex behavioural problems in organisations, and propose creative solutions based on theoretical underpinnings. The theoretical knowledge is crucial as it will allow you to return to ‘first principles’ in order to solve the new problems that you will face, continuously, 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. Review current academic research that provides the basis of our knowledge for professional practice in understanding the behaviour of people, the role of culture, values and dispositions in affecting achievement of goals within diverse organisations;
4. Develop analytical skills through case study based methods of learning that will help you develop sufficient confidence and competence to be in a position to comprehend, analyse and state recommendations of organisational policies and practices regarding human behaviour in the workplace, ethical accountability and confidence; and
5. Advocate the concept of positive and constructive employee behaviour and attitudes, and how this in turn shapes performance and capacities required to contribute to a more equitable and sustainable world.

**Class Contact:** Seminar: 0.0 hrs

**Required Reading:** A collection of relevant journal articles together with Harvard case studies and case videos will be used for each lecture session. There will be no prescribed textbook.

**Assessment:**
- Assignment, Individual Critique of the Literature (3500 words), 30%.
- Case Study, Group evaluation of a real-time case study & Presentation (3000 words), 30%.
- Examination, Final examination, 40%.

**BMO7001 Organisational Diagnosis and Change**

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

**Prerequisites:** Nil.

**Description:** This unit of study will help students learn the skills involved in conducting a systemic, organisational diagnosis. The unit specifically places emphasis on systems thinking, psychodynamic organisational theory, and appreciative inquiry as ways into understanding organisational issues and problems. A broader aim is to examine how systems thinking can be incorporated in action research interventions to successfully implement change. The unit intends to provide participants with the theoretical constructs and application skills necessary for identifying and framing problem areas, collecting data, and organising feedback to client systems. Real-time case examples will inform our discussions as we consider the relationship between diagnosis, organisational reflection, and appropriate action.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Devise and prescribe applicable and robust approaches to diagnose problems in organisations and implement organisational reviews with accountability;
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.

**Course Description:**

A collection of relevant journal articles together with Harvard case studies and case videos will be used for each lecture session. There will be no prescribed textbook.

**Assessment:**

- Assignment, Individual Critique of the Literature (4,500 words), 30%.
- Case Study, Group examination of a real-time case study from participating organisation (3500 words), 30%. Examination, Final examination, 40%.

**BM07002 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 market. The speed of technological change has not only brought innovation and efficiency but has also created a challenge for many organisations that still grapple with its complexity. Often the relationship between technological change and organisational change is not comprehended which leads to significant innovations being resisted, become victims to competing ideas, or fail to be sustained. This unit of study will help students learn how new technologies are aligned and implemented within organisations to remain competitive. Using insights from case studies and real-life examples, students will be able to analyse problems and challenges relating to technological change and design solutions.

**Credit Points:** 12

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

1. Critically analyse and understand the scope of technological change as key drivers of innovation in wide-ranging, contemporary organisations;
2. Review and interpret the theoretical knowledge underlying the technological change and infer on the ways firms come up with innovations;
3. Critically evaluate the complexities that surround technological change and organisational change when implementing new ideas and technology in Australian and global contexts;
4. Network and collaborate effectively in resolving complex technology adoption problems in local and multi-national organisations. Appreciate the importance of teamwork - in particular multidisciplinary teamwork;
5. Analyse and compare real-life case studies and evaluate the why some organisations are successful while implementing change while others fail and recommend sustainable change framework; and
6. Develop the ability to think strategically from the perspective of senior-management in leading organisational change.

**BM07003 Managing Change and Complexity**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:**

Prescriptions on “best” ways to change organisations are in abundance. Yet what most organisations experience when they attempt to change is not as straightforward as the prescriptions suggest. Change, whether internally generated, or externally confronted, is not a neat and clearly marked journey from a present state to a desired state. The complexity that surrounds organisations is not in designing the change journey but in dealing with complex relations with human behaviour. As such, the central debate in the field is, can employee behaviour and attitude be “managed and controlled” during change implementation? This unit will focus on the debate and will provide students with an opportunity to critically evaluate and articulate various models of change and help appreciate the complex and paradoxical nature of managing organisational change. Students will have an opportunity to learn from real life case examples that will include both success and failure stories of managing change. Using insights from the case examples, students will be able to analyse problems and challenges relating to managing change in their own organisation.

**Credit Points:** 12

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

1. Critically analyse and understand the complexity that surrounds managing change in organisations;
2. Review and interpret the theoretical knowledge underlying organisational change management and infer on the ways organisations develop change and communication strategies in organisations;
3. Critically evaluate the complexities that surround technological change and organisational change when implementing new ideas and technology in Australian and global contexts;
4. Network and collaborate effectively in resolving complex challenges surrounding employee behaviour during change implementation in local and multi-national organisations. Appreciate the importance of teamwork - in particular multidisciplinary teamwork;
5. Analysie and compare real-life case studies and evaluate the why some organisations are successful while implementing change while others fail and recommend a sustainable change framework; and
6. Develop the ability to think strategically from the perspective of senior management in leading organisational change.

**BM07004 Strategy and Strategic Change**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:**

Rapidly changing global business environments have changed the way in which organisations traditionally developed and implemented corporate strategy. As the world moves towards a knowledge-based economy, senior executives are faced with challenges and contradictions of efficiency versus creativity and exploitation versus exploration when effecting significant strategic change in their organisations. This unit invites students to reflect on the ambiguity and the unpredictability of organisation life and explore the links between strategy development, corporate culture, and managerial action. In addition, the unit provides students with different
perspectives on strategy and examines concepts, theoretical frameworks and techniques that are useful in understanding, formulating and implementing successful strategy. It also describes the origins and development of business strategy, the existing strategic paradigms, competing or alternative theoretical frameworks and their implications.

**Credit Points: 12**

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

1. Think analytically, that is, integrate different components of strategic frameworks and link them to outcomes;
2. Critically analyse and understand the challenges facing the current global business environment and its implications to strategy development and implementation;
3. Review and interpret the major theoretical frameworks underlying Strategy and Strategic Change and infer on the ways organisations can utilise them;
4. Network and collaborate effectively in resolving complex challenges surrounding strategy implementation in local and multi-national organisations. Appreciate the importance of teamwork - in particular multidisciplinary teamwork;
5. Analyse and compare real-life case studies and evaluate the why some organisations are successful while implementing strategic change while others fail and recommend an alternative framework for example creating a knowledge-based entity; and,
6. Develop the ability to think strategically from the perspective of senior management in leading strategic change.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** A collection of relevant journal articles together with Harvard case studies and case videos will be used for each lecture session and will be made available via the unit VU Collaborate site.

**Assessment:**
- Literature Review, Critique of the Literature on a chosen topic from the unit guide (3,000 words), 30%.
- Case Study, Group Case study & Presentation - Evaluation of a real-time case study from participating organisation (3,000 words), 30%.
- Examination, Final Examination (1500 words), 40%.

**BMO7700 Thesis (Fulltime)**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BMO6630 - Business Research Methods

**Description:** The minor thesis provides students with an opportunity to apply knowledge, competencies and skills gained and developed through the coursework programs to the solution of a business problem. The research thesis of approximately 12,000 words of publishable quality is based, ideally, on the proposal developed in the unit of study Business Research Methods. The thesis topic must be approved by the course director.

**Credit Points: 36**

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** To be advised by supervisor.

**Assessment:** Thesis, 100%. Pass/fail based on a panel examination of the thesis.

**BPD2100 International Business Challenge**

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

**Prerequisites:** BPD1100 - Integrated Business ChallengeStudents must also have successfully completed a minimum of 8 units.

**Description:** International Business Challenge is the second unit in the Business Challenge stream. The unit focuses on engagement with global business particularly in Asia, business project management and career development and management. The unit continues the development of academic, professional and personal skills commenced in the First Year units and in particular in the Integrated Business Challenge unit. The International Business Challenge unit provides an international context to analyse the trends and opportunities in the global market through a problem solving and project management framework via an international project. Students develop an intercultural understanding from a personal, professional and business perspective as well as an appreciation of the distinctive nature of working in diverse local and global communities. The International project will utilise project management and problem solving principles in the development of business concept proposals and business plans. Students develop and deliver unique entrepreneurial ideas and apply their learning in other business units to a current business problem and sell their proposal to decision makers in a simulated highly competitive business environment. This unit of study expects all students to utilise knowledge from a broad range of other discipline areas including, business analysis and management, operation management, project management, business economics, marketing, human resource management, accounting, finance, business law, information technology, corporate social responsibility (CSR) and ethics management. Students commence the development of a career portfolio that involves designing their career plan, CV and a professional webfolio which can be used to market students skills and abilities to prospective employers. This enables students to evidence the incremental growth of their interrelated business and professional skills. The unit is based on an action learning model which aims to continue to develop students skills in critical thinking, problem solving and collaborative working through group and teamwork, interactive class-based activities, team-based projects and a case study approach to business issues. Students in this unit are expected to work in diverse team environments, while developing beneficial lifelong skills such as organisational skills, conflict management skills, problem solving skills, research skills and communication skills.

**Credit Points: 12**

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

1. Scrutinise organisations and communities, with initiative and judgement to identify international business challenges and opportunities;
2. Contextualise and apply business research skills including data collection, analysis and evaluation of business information in an international setting;
3. Creatively scope, design, implement and monitor business-related action plans, strategies and projects that would contribute to professional practice and address international business problems;
4. Exemplify effective interpersonal and professional collaborative skills and intercultural understandings to respectively manage team diversity and effectively deliver intended business outcomes;
5. Reflect upon the effectiveness of interpersonal, professional and business skills to plan and monitor the development and management of relevant skills and attributes in a changing environment.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** To be advised by supervisor.

**Assessment:** Thesis, 100%. Pass/fail based on a panel examination of the thesis.
international business environment; 6. Select and justify the selection and structure of evidence to substantiate the design of an effective, coherent career plan within a career portfolio; and 7. Cogently argue the effectiveness of a business pitch through corroborating evidence in an oral presentation to a variety of audiences.

Class Contact: Seminar 3.0 hs


Assessment: Presentation, Business Pitch (Team), 25%. Presentation, Business Case (Team), 35%. Portfolio, Career e-portfolio / webfolio (Individual), 40%.

BPD3100 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, IJHC 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 specialized business knowledge, internationalization, 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 understanding of the business environment and the knowledge and skills required for professional practice. The assessments emulate professional practice by combining multidisciplinary, 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 multidisciplinary challenge. Students will select the challenge that best positions them for entry into the workforce or further study. The research capstone challenge is structured with research candidature, progress reporting, presentation and final research artefact. The duration of the research challenge is 14 weeks and the scope suitable for final-year undergraduate study. The research challenge will be an individual task.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically appraise the macro environment to inform the staging of a range of events;
2. Conceptually map and clarify relationships between tourism and events articulating the connections between the core theories and their application;
3. Analyse the various stakeholders and different tourist industry groups involved and their role in various event planning, management and promotion;
4. Collaborate and cross-examine the different types of events and the trends associated with their role in destination development;
5. Forecast how contemporary trends in the tourism and events industries, as well as in the visitor economy, will impact on events now and in the future by making evidence-based judgments;
6. Critically review relevant research literature to enable the construction of a critical research essay.

Class Contact: Seminar 3.0 hs

Required Reading: Students will be supplied a list of Recommended Reading via VU Collaborate.

Assessment: Annotated Bibliography, Early assessment exercise - Students compile an annotated bibliography of literature in relation to the topic for their individual essay (2000 words), 20%. Essay, Individual essay - write a research-based essay on a topic related to the tourism or events industry based on the annotated bibliography, 30%. Report, Partner report - Students (in pairs) select 2 different destinations for holding a major event, 30%. Presentation, Oral presentation - A comparison between the 2 destinations is presented to the class, 20%.

BTD6001 Tourism and Events: Core Concepts and Theory

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit considers theoretical and practical applications of cross-cultural issues and activities including but not confined to: the universals of social behaviour, culture and ethics, communication, cross-cultural interaction and the outcomes of cross-cultural contact. It has particular application to destination management and tourism and is designed to give students an understanding of globalisation and national cultures and to develop skills to manage and communicate effectively within an increasingly globalised environment. The unit prepares students for understanding cross-cultural dimensions and issues and contributes to their capability as an informed...
and professional 21st century professional. The unit is structured in a seminar/workshop style to enable students to understand more fully the need to be culturally aware and culturally sensitive in all aspects of destination management and tourism.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Critically reflect on theories of cultural difference and diversity management and validate their applicability at wide ranging workplaces and Australian and global destinations;
2. Interrogate complex problems and analyse culture at a number of levels - global, national and organisational and creatively apply established theories in their resolution;
3. Appraise and debate interpersonal and managerial skills and the implications of these for cross cultural management both individually and collaboratively;
4. Exemplify cross cultural communication skills and advocate their importance within the workplace and destination;
5. Apply this cultural understanding to managerial roles with accountability and personal responsibility.

**Class Contact:** Seminar 3.0 hrs


**Assessment:** Essay, Individual research essay (2000 words), 25%. Presentation, Group presentation/workshop activity (summary 500 words), 35%. Report, Group report (3000 words), 40%.

**BTD6003 Managing the Visitor Experience**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The aim of the unit is to examine the way in which competing destinations actively seek to attract tourists through the development of high quality visitor experiences within the visitor economy. The unit explores the role of government organisations, the private sector, and other stakeholders, acting collaboratively or independently, in producing, maintaining and innovating these visitor experiences to provide the optimum mix of visitor offerings that translate into economic, social and environmental gains. Building internal and external relationships within a competitive strategy for service marketing forms an integral part of this unit.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:
1. Critically evaluate and formulate visitor experiences that can be used as a competitive advantage in managing organisations;
2. Apply advanced theoretical and technical knowledge to manage the unique challenges involved in marketing and managing visitor experiences;
3. Analyse the various components of the services marketing mix in a range of contemporary multicultural contexts;
4. Analyse critically and evaluate information to forecast the key issues required when managing customer satisfaction and service and experience quality in wide ranging situations;
5. Advocate creative approaches to managing key issues in service businesses such as managing supply and demand, relationship marketing, and the overlap in marketing/HRM/operations.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Students will be supplied a list of Recommended Reading via VU Collaborate.

**Assessment:** Report, Site Visit Analysis - brief report week 4 (1000 words), 10%. Case Study, Case Study Assignment - oral presentation and lead a class discussion weeks 3 to 12 inclusive, 20%. Case Study, Case Study Assignment - write an analytical style business report - week 12 (5000 words), 30%. Examination, Final exam, 40%.

**BTD7002 Emerging Trends in Tourism and Destination Management**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** Emerging Trends in Tourism and Destination Management explores the contemporary issues that face both tourism and destination management organisations as they navigate the 21st century. Principal among these challenges is the changing demographic and ethnicity of today's traveller brought about through greater democratisation of travel, trade and visa deregulation and globalisation. Students will be encouraged to discuss the role of terrorism on travel patterns, digital disruption in the sector, the rise in CSR and sustainability measures and the specialisation and fragmentation of the tourism, hospitality and events 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. Casestudy inter-cultural understandings, transnational relations, sustainability agendas and economic development in the context of contemporary tourism, hospitality and event management issues and their contribution to local and global communities.

Class Contact: Seminar 3.0 hrs

Required Reading: Students will be supplied a list of Recommended Reading via VU Collaborate.

Assessment: Assignment, Contemporary Issues in Tourism and Destination Management assignment plan (week 4), 10%. Literature Review, Academic Journal Analysis - no more than 1,000 words on each article (weeks 3, 6 & 9), 30%. Assignment, Final assignment - 3,000 word report (week 10), 40%. Presentation, Each student will present on an aspect of their contemporary issues report (weeks 10-12), 20%.

BTD7003 Pricing Analytics and Revenue Management

Description: This unit introduces students to strategic pricing and revenue management theory and practice. The unit will cover the processes and capabilities required to ensure that the right prices are in place all the time.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review the role and importance of strategic pricing and revenue management in tourism, hospitality and events
2. Recommend, justify and manage analytical procedures including demand analysis, forecasting, tactical pricing and revenue optimisation that are appropriate to solve complex and unpredictable problems in the tourism industry
3. Design and develop spreadsheet-based forecasting models, using the principles and practice of business modelling
4. Develop, implement and monitor a revenue management strategy that maximises revenue for wide ranging situations.

Class Contact: Seminar 3.0 hrs


Assessment: Exam, Short answer test, 20%. Case Study, Pricing and Demand Forecasting - Case Study, 30%. Report, Report with functioning Revenue Management Spreadsheet Model, 50%.

BTD7004 Green Growth Transformation of Destinations

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. Integrate policy and practical real-world problems by collaboratively applying theoretical and operational knowledge to assist destinations to achieve green growth transformation demonstrating leadership and ethical responsibility;
4. Cross-examine and elucidate appropriate strategies for tourism destinations and industries in green growth including strategies to delink economic growth with greenhouse gas emissions, and other resource use and waste.

Class Contact: Seminar 3.0 hrs

Required Reading: Students will be supplied a list of Recommended Reading via VU Collaborate.

Assessment: Essay, Reflective essay - week 4 (max 500 words), 10%. Essay, Reflective essay - week 10 (max 1,500 words), 30%. Presentation, Between weeks 2-11 each student will present an one topic about Destination Green Growth, 20%. Report, Research report - develop a green growth strategy framework for a selected tourism destination (groups of 3-4) (max 4,000 words), 40%.