

School of Accounting and Finance

Bachelor of Business in Accounting

Course Objectives

The course aims to teach students the necessary skills to perform a wide range of accounting activities in addition to developing a sound business education.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education, an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BCO1101	Computer Applications
BAO1101	Accounting for Decision Making
BEO1106	Business Statistics
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BHO1171	Introduction to Marketing
BLO1105	Business Law
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2202	Financial Accounting
BAO2204	Management Accounting
BAO2203	Corporate Accounting
BAO3309	Advanced Financial Accounting
BAO3312	Advanced Management Accounting

Support Subjects

BAO3306	Auditing
BAO3307	Corporate Finance

Electives

Eight subjects approved by the School of Accounting and Finance.

Professional Recognition

By choosing appropriate elective subjects, students can meet the educational requirements of the CPA Australia, The Institute of Chartered Accountants in Australia, The Institute of Corporate Managers and Administrators, and the Australian Institute of Banking and Finance. For further information contact the School of Accounting and Finance.

Chartered Accountants Students' Society

All accounting students can be associated with The Institute of Chartered Accountants in Australia (ICAA) by becoming members of the Chartered Accountants Students' Society (CASS). Members of CASS receive a number of services including the latest edition of the Institute's publication Accounting/Auditing Statements, subscription to the Institute's journal CHARTER, access to the Institute's libraries, discounts on bookshop purchases, invitations to attend professional development courses and young member social and sporting functions, and a regular CASS newsletter. For further information and an application form for CASS membership, please contact The Institute of Chartered Accountants in your state.

CPA Australia

All accounting students can be associated with the CPA Australia by becoming members of the CPA Passport Program. Members of the program receive a number of services including a copy of the Accounting/Auditing Handbook, subscriptions to Australian Accountant and Accounting Communiqué, access to Society libraries, invitations to attend career planning seminars and an opportunity to participate in the CPA Passport Work Experience Program.

Bachelor of Business in Banking and Finance

Course Objectives

The course aims to provide graduates with the necessary skills to manage a wide range of banking and finance activities in addition to developing a sound business education.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at Year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BMO1102	Management and Organisation Behaviour
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BHO1171	Introduction to Marketing
BLO1105	Business Law
BEO1106	Business Statistics

Specialisation Subjects – Banking and Finance

BAO3402	International Banking and Finance
BAO3403	Investment and Portfolio Management
BAO3404	Credit and Lending Decisions
BLO3405	Law of Financial Institutions and Securities
BEO3446	Financial Institutions and Monetary Theory
BEO3447	Commercial Banking and Finance

Support Subjects

BAO1107	Accounting Information Systems
BAO3307	Corporate Finance

Electives

Eight subjects approved by the School of Accounting and Finance.

Recognition by Professional Societies

Successful completion of the course (refer to Electives above) will satisfy the educational requirements for Senior Associate membership of the Australian Institute of Banking and Finance (AIBF). If a student undertakes specific accounting subjects within their elective units, the student can also meet the educational requirements of the CPA Australia and the Institute of Chartered Accountants in Australia.

Bachelor of Business in Strategic and Financial Management

Course Objectives

The course aims to provide students with a focused program of study and learning designed to develop strong knowledge, skills and competencies in strategic management and financial management.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at Year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BMO1102	Management and Organisation Behaviour
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BHO1171	Introduction to Marketing
BLO1105	Business Law
BEO1106	Business Statistics

Specialisation Subjects – Financial Management

BAO1107	Accounting Information Systems
BAO2204	Management Accounting
BAO2440	Personal Investment and Superannuation
BAO3307	Corporate Finance
BAO3312	Advanced Management Accounting
BAO3403	Investment and Portfolio Management

Specialisation Subjects – Strategic Management

BMO1192	Business Communications
BMO2181	Operations Management
BMO3292	Business Ethics
BMO3320	Interpersonal and Organisation Negotiation
BMO3422	Strategic Management
BMO4422	Innovation and Entrepreneurship

Support Subjects

BMO3220	Human Resource Management
BMO3327	Organisation Change and Development

Electives

Two approved subjects

Bachelor of Business Accounting/Financial Management

(Joint Degree)

Course Objectives

The course aims to provide students with a focused program of study and learning designed to develop strong knowledge, skills and competencies in accounting and financial management.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at Year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is

optional and if chosen, the course would take four years full-time or part-time equivalent.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BMO1102	Management and Organisation Behaviour
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BHO1171	Introduction to Marketing
BLO1105	Business Law
BEO1106	Business Statistics

Specialisation Subjects – Financial Management

BAO1107	Accounting Information Systems
BAO2204	Management Accounting
BAO2440	Personal Investment and Superannuation
BAO3307	Corporate Finance
BAO3312	Advanced Management Accounting
BAO3403	Investment and Portfolio Management

Specialisation Subjects – Accounting

BAO2202	Financial Accounting
BAO2203	Corporate Accounting
BAO3306	Auditing
BAO3309	Advanced Financial Accounting

Support Subjects

BLO2205	Corporate Law
BLO2206	Taxation Law and Practice

Electives

Four approved subjects

Bachelor of Business Accounting/Banking and Finance

(Joint Degree)

Course Objectives

The course aims to provide students with the necessary skills to perform a broad range of accounting and finance activities in addition to developing a sound business education.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and,

if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2204	Management Accounting
BAO3312	Advanced Management Accounting
BAO2202	Financial Accounting
BAO2203	Corporate Accounting
BAO3309	Advanced Financial Accounting

Specialisation Subjects – Banking and Finance

BEO3446	Financial Institutions and Monetary Theory
BEO3447	Commercial Banking and Finance
BLO3405	Law of Financial Institutions and Securities
BAO3404	Credit and Lending Decisions
BAO3402	International Banking and Finance
BAO3403	Investment and Portfolio Management

Support Subject

BAO3306	Auditing
BLO2205	Corporate Law
BAO3307	Corporate Finance
BLO2206	Taxation Law and Practice

Bachelor of Business Accounting/Information Systems

(Joint Degree)

Course Objectives

The course aims to provide for students who specifically wish to obtain a professional qualification in managing the Accounting Information Systems.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education, an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2204	Management Accounting
BAO3312	Advanced Management Accounting
BAO2202	Financial Accounting
BAO2203	Corporate Accounting
BAO3309	Advanced Financial Accounting

Specialisation Subjects – Information Systems

BCO1141	Information Technology Management
BCO2148	Systems Analysis
BCO2149	Database Systems
BCO3146	Networks and Data Communications
BCO1147	Introduction to Programming Concepts
BCO3144	Systems Design

Support Subjects – Information Systems

BCO3150	Systems Implementation
BCO3149	Computing Project

Support Subjects – Accounting

BAO3307	Corporate Finance
---------	-------------------

Electives

One approved subject

Recognition by Professional Societies

Graduates who have successfully completed the appropriate subjects will meet the academic requirements for admission to Associate membership of the CPA Australia and the Australian Computer Society.

Bachelor of Business Accounting/Electronic Commerce

(Joint Degree)

Course Objectives

The course aims to develop a sound business education as well as provide the necessary skills to perform a wide range of accounting and electronic commerce activities.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education, an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BCO1101	Computer Applications
BAO1101	Accounting for Decision Making
BEO1106	Business Statistics
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BHO1171	Introduction to Marketing
BLO1105	Business Law
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2202	Financial Accounting
BAO2203	Corporate Accounting
BAO2204	Management Accounting
BAO3309	Advanced Financial Accounting
BAO3312	Advanced Management Accounting

Specialisation Subjects – Electronic Commerce (Applications Stream)

BCO2500	Electronic Commerce Technologies
BCO2501	Electronic Commerce Business Interfaces
BCO2502	Developing Electronic Commerce Systems
BEO2404	Electronic Trading
BHO2407	Marketing on the Internet
BLO2406	Cyber Law

or

Specialisation Subjects – Electronic Commerce (Development Stream)

BCO1141	Information Technology Management
BCO2149	Database Systems
BCO2500	Electronic Commerce Technology
BCO2501	Electronic Commerce Business Interfaces
BCO2502	Developing Electronic Commerce Systems
BCO3150	Systems Implementation

Support Subjects

BAO3307	Corporate Finance
BCO1147	Introduction to Programming Concepts
BCO3149	Computer Project
BLO2205	Corporate Law

Bachelor of Business Accounting/Small Enterprise Management

(Joint Degree)

Course Objectives

The course aims to provide students with the necessary skills to perform a broad range of accounting activities in addition to developing a sound business education. The course will provide graduates with a strong understanding of the Small Enterprise Sector in which many accountants work.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2204	Management Accounting
BAO3312	Advanced Management Accounting
BAO2202	Financial Accounting
BAO2203	Corporate Accounting
BAO3309	Advanced Financial Accounting

Specialisation Subjects – Small Enterprise Management

BAO2100	Introduction to Small Enterprise
BMO2182	Entrepreneurial Business Management
BMO2183	Entrepreneurial Business Issues
BAO3100	The Enterprise Project

Support Subjects

BAO3306	Auditing
BAO3307	Corporate Finance

Electives

Four electives from within the Faculty of Business and Law and approved by the Course Co-ordinator

Bachelor of Business Accounting/Hospitality Management

(Joint Degree)

Course Objectives

The course aims to prepare graduates who will have the skills relevant to management of corporations or other business entities within the Hospitality industry along with an understanding of the industry and be qualified as CPAs.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or part time equivalent and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study and 120 points through the Co-operative year to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2204	Management Accounting
BAO3312	Advanced Management Accounting
BAO2202	Financial Accounting
BAO2203	Corporate Accounting
BAO3309	Advanced Financial Accounting

Specialisation Subjects – Hospitality

BHO1110	Introduction to Hospitality
BHO1121	Food and Beverage Management I
BHO1122	Food and Beverage Management II
BHO2282	Accommodation Management
BHO3501	Hospitality Facilities, Planning and Development

BHO3500	Hospitality and Tourism Industry Project
Support Subjects – Accounting	
BAO3306	Auditing
BAO3307	Corporate Finance
BLO2205	Corporate Law
BLO2206	Taxation Law and Practice

Bachelor of Laws/Bachelor of Business in Accounting

(Combined Degree)

Course Objectives

The course will provide students with a broad ranging program of study and learning aimed at satisfying academic and professional requirements in both law and accounting. The combined degree will equip graduates to obtain employment in law, business and government, in the finance sector, at the Bar and elsewhere.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over five years on a full-time basis, or part-time equivalent. All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 600 credit points through academic study to graduate.

Course Structure

A student must successfully complete twenty-one compulsory core subjects, three approved subjects from prescribed list (B), seven core business subjects, eight business specialisation subjects and one approved elective subject as follows:

Compulsory Law Subjects

BLB1101	Australian Legal System in Context
BLB1102	Contracts 1
BLB1113	Australian Administrative Law
BLB1114	Legal Research Methods
BLB1115	Torts
BLB1117	Contracts 2
BLB1118	Constitutional Law
BLB2119	Corporations Law 1
BLB2120	Legal Writing and Drafting
BLB2121	Legal Theory
BLB2122	Advocacy and Communication
BLB2124	Corporations Law 2
BLB2125	Real Property Law
BLB2126	Federal Constitutional Law
BLB3127	Dispute Resolution and Civil Procedure
BLB3128	Criminal Law
BLB3130	Interviewing and Negotiating Skills
BLB3131	Lawyers and Legal Ethics

BLB3134	Taxation Law
BLB4136	Equity and Trust
BLB4139	Evidence
Prescribed list (B) – select three subjects	
BLB1116	Law, Discrimination and Society
BLB2123	Trade Practices Law and Policy
BLB3129	Intellectual Property Law
BLB3132	Securities Law
BLB3133	Comparative Commercial Law
BLB4135	Australian Employment Law
BLB4137	Asian Legal Systems
BLB4138	Conflict of Laws
BLB4140	Privacy and Media Law
BLB4141	International Trade Law
BLB4142	Advanced Legal Research Dissertation

Core Business Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2202	Financial Accounting
BAO2204	Management Accounting
BAO2203	Corporate Accounting
BAO3309	Advanced Financial Accounting
BAO3312	Advanced Management Accounting
BAO3306	Auditing
BAO3307	Corporate Finance

Electives

One approved subject from the Faculty of Business and Law listing.

Bachelor of Business Accounting/Commercial Law

(Joint Degree)

Course Objectives

The course aims to provide a strong business qualification to improve the skills and employment prospects of graduates. Graduates will benefit from a strong accounting and financial focus combined with a study of the legal context of the business environment. All of these result in strong analytical, research and financial skills. Legal and financial training provides an excellent background for many business and management occupations.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2202	Financial Accounting
BAO2204	Management Accounting
BAO2203	Corporate Accounting
BAO3309	Advanced Financial Accounting
BAO3312	Advanced Management Accounting

Specialisation Subjects – Commercial Law

BLO2205	Corporate Law
BLO2206	Taxation Law and Practice
BLO2300	Commercial Law
<i>plus any three of the following:</i>	
BLO2207	Employment Law
BLO3305	Advanced Corporate Law
BLO3313	Advanced Taxation Law and Practice
BLO3250	Law of Insolvency
BLO3332	Administrative Law
BLO3351	Legal Topics A
BLO3500	Comparative Law

Support Subjects – Accounting

BAO3306	Auditing
BAO3307	Corporate Finance

Elective

Two electives chosen with the approval of the course coordinator.

Bachelor of Business Transport and Logistics/Accounting

(Joint Degree)

Course Objectives

The transport and logistics industry and the field of accounting are going through a period of evolution. The course aims to provide a sound education in the principles and practices of the discipline areas of accounting and transport and logistics.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107	Accounting Information Systems
BAO2202	Financial Accounting
BAO2204	Management Accounting
BAO2203	Corporate Accounting
BAO3309	Advanced Financial Accounting
BAO3312	Advanced Management Accounting

Specialisation Subjects – Transport and Logistics

BEO2186	Distribution Management
BLO2502	Transport Law
BAO2500	Transport Financial Planning
BEO3341	Transportation Economics
BEO3432	Strategic International Trade Operations
BEO4572	Logistics

Support Subject

BEO2254	Statistics for Business and Marketing
BEO3500	Applied Economics Research Project
BLO2205	Corporate Law
BAO3307	Corporate Finance

Bachelor of Business Banking and Finance/International Trade

(Joint Degree)

Course Objectives

The course aims to provide students with the necessary skills to perform a broad range of finance and international trade activities in addition to developing a sound business education.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Banking and Finance

BEO3446	Financial Institutions and Monetary Theory
BEO3447	Commercial Banking and Finance
BLO3405	Law of Financial Institutions and Securities
BAO3404	Credit and Lending Decisions
BAO3402	International Banking and Finance
BAO3403	Investment and Portfolio Management

Specialisation Subjects – International Trade

BEO1252	International Business Context
BEO3368	International Economic Theory
BEO3417	Finance of International Trade
BEO3430	International Economic Analysis
BEO3432	Strategic International Trade Operations
BHO3373	International Marketing

Support Subjects

BLO2205	Corporate Law
BAO3307	Corporate Finance
BEO2254	Statistics for Business and Marketing
BEO3500	Applied Economics Research Project
or	
BAO1107	Accounting Information Systems

Bachelor of Business in Accounting/Certificate IV in Information Technology

(Dual Award)

Course Objectives

The Dual Award focuses on the discipline areas of Accounting and Information Technology providing students with Information Technology skills and a Business background with a strong Accounting emphasis. The course involves a collaboration between

TAFE and Higher Education with students having concurrent enrolment in both sectors.

Prizes

The following prizes may be available to students:

CPA AUSTRALIA PRIZES

Best first year student in Bachelor of Business in Accounting (Footscray Park Campus).

Best second year students in Bachelor of Business in Accounting (Footscray Park Campus).

Best graduating student in Bachelor of Business in Accounting (Footscray Park Campus)

Best first year student in Bachelor of Business in Accounting (St Albans/Werribee Campus).

Best second year student in Bachelor of Business in Accounting (St Albans/Werribee Campus).

Best graduating student in Bachelor of Business in Accounting (St Albans/Werribee Campus).

JEFFKINS AND READ PUBLIC ACCOUNTANTS PRIZE

Best first year student in Accounting for Decision Making (Melton Campus).

PRICEWATERHOUSECOOPERS PRIZE

Best student in the Bachelor of Business in Accounting, Advanced Financial Accounting, Advanced Financial Accounting.

HUNTSMAN CHEMICALS PRIZE

Best second year student in Bachelor of Business in Accounting: Management Accounting.

AUSTRALIAN INSTITUTE OF BANKING AND FINANCE PRIZE

Best graduating student in Bachelor of Business in Banking and Finance.

JOHN WILEY & SONS AUSTRALIA, LTD. PRIZE

Best student in Bachelor of Business in Accounting for Decision Making.

CUSCAL PRIZE

Best first year student in Bachelor of Business in Banking and Finance.

JH HOOPER MEMORIAL PRIZE

Best first year student in Bachelor of Business in Accounting: for Decision Making.

JHS MCDONALD PRIZE

Best second year student in Bachelor of Business in Accounting: Management Accounting.

SCHOOL OF ACCOUNTING AND FINANCE PRIZES

Best student in Bachelor of Business in Accounting, Financial Accounting.

Best final year student in Bachelor of Business in Accounting: Auditing

School of Hospitality, Tourism and Marketing

Bachelor of Business in Hospitality Management

Course Objectives

The course is designed to teach the principles of hospitality management and at the same time allows students to study a range of areas within the hospitality industry. Students spend the third year of their degree working in industry, undertaking Co-operative Education.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed an approved course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study and 120 points through the Co-operative year to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BLO1105	Business Law
BCO1101	Computer Applications
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Hospitality Management

BHO1110	Introduction to Hospitality
BHO1121	Food and Beverage Management I
BHO1122	Food and Beverage Management II
BHO2282	Accommodation Management
BHO3500	Hospitality and Tourism Industry Project
BHO3501	Hospitality Facilities Planning and Development

Support Subjects

BHO3473	Human Relations
BAO1106	Accounting for Hospitality and Tourism Managers

Electives

Eight subjects approved by the School of Hospitality, Tourism and Marketing.

Professional Recognition

Hotel, Catering & Institutional Management Association (UK) Membership. In order to gain admission to the HCIMA (UK) it is necessary to include either: BMO3220 Human Resource Management or BMO3421 Managing the Service Organisation as one of the electives taken.

Bachelor of Business in Tourism Management

Course Objectives

The course aims to provide a sound business management education with a specialisation in the principles and practice of the travel and tourism industries.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed an approved course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study and 120 credit points through the Co-operative Education year in order to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BLO1105	Business Law
BCO1101	Computer Applications
BEO1106	Business Statistics
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Tourism

BHO1190	Introduction to Tourism
BHO1192	Travel Industry Management
BHO2255	Tourism Enterprise Management
BHO3437	Destination Planning and Development
BHO3436	International Tourism Trends and Issues
BHO3500	Hospitality and Tourism Industry Project

Support Subjects

BHO2254	Tourism and Hospitality Marketing
BHO3473	Human Relations

Electives

Eight subjects approved by the School of Hospitality, Tourism and Marketing.

Note: Tourism students are encouraged to undertake the subject of BLO1452 Tourism Law as one of their electives.

Bachelor of Business in Marketing

Course Objectives

The aims of the course are to provide students with a sound education in the principles and practices of marketing.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Marketing

BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO2250	Advertising and Public Relations
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Support Subjects

BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research

Electives

Eight subjects approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Marketing/International Tourism

(Joint Degree)

Course Objectives

The course combines components of existing undergraduate programs to enable students to develop a broad range of professional skills specific to Marketing and Tourism, and be capable of engaging effectively in these professional areas.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Marketing

BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO2250	Advertising and Public Relations
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Support Subjects

BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research

Specialisation Subjects – International Tourism

BHO1190	Introduction to Tourism
BHO1252	International Business Context
BHO2254	Tourism and Hospitality Marketing
BHO2255	Tourism Enterprise Management

BHO3438 Tourism in the Asia-Pacific Region
 BHO3500 Hospitality and Tourism Industry Project

Electives

Two subjects approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Accounting/Hospitality Management

(Joint Degree)

Course Objectives

The course aims to prepare graduates who will have the skills relevant to management of corporations or other business entities within the Hospitality industry along with an understanding of the industry and be qualified as CPAs.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or part time equivalent and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study and 120 points through the Co-operative year to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101 Accounting for Decision Making
 BCO1101 Computer Applications
 BLO1105 Business Law
 BEO1103 Microeconomic Principles
 BEO1104 Macroeconomic Principles
 BEO1106 Business Statistics
 BHO1171 Introduction to Marketing
 BMO1102 Management and Organisation Behaviour

Specialisation Subjects – Accounting

BAO1107 Accounting Information Systems
 BAO2204 Management Accounting
 BAO3312 Advanced Management Accounting
 BAO2202 Financial Accounting
 BAO2203 Corporate Accounting
 BAO3309 Advanced Financial Accounting

Specialisation Subjects – Hospitality

BHO1110 Introduction to Hospitality
 BHO1121 Food and Beverage Management I
 BHO1122 Food and Beverage Management II

BHO2282 Accommodation Management
 BHO3501 Hospitality Facilities, Planning and Development
 BHO3500 Hospitality and Tourism Industry Project

Support Subjects – Accounting

BAO3306 Auditing
 BAO3307 Corporate Finance
 BLO2205 Corporate Law
 BLO2206 Taxation Law and Practice

Bachelor of Business in Hospitality/Tourism Management

(Joint Degree)

Course Objectives

The course aims to provide graduates with a sound business management education with particular emphasis on management of tourism projects and hospitality facilities and a strong grounding in the relevant business management techniques and research skills.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or equivalent part-time basis and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study and 120 credit points through the Co-operative Education year in order to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101 Accounting for Decision Making
 BCO1101 Computer Applications
 BLO1105 Business Law
 BEO1103 Microeconomic Principles
 BEO1104 Macroeconomic Principles
 BEO1106 Business Statistics
 BHO1171 Introduction to Marketing
 BMO1102 Management and Organisation Behaviour

Specialisation Subjects – Tourism

BHO1190 Introduction to Tourism
 BHO1192 Travel Industry Management
 BHO2255 Tourism Enterprise Management
 BHO3437 Destination Planning and Development
 BHO3436 International Tourism Trends and Issues
 BHO3500 Hospitality and Tourism Industry Project

Specialisation Subjects – Hospitality

BHO1110	Introduction to Hospitality
BHO1121	Food and Beverage Management I
BHO1122	Food and Beverage Management II
BHO2282	Accommodation Management
BHO3307	Hospitality and Tourism Management Systems
BHO3501	Hospitality Facilities Planning and Development

Support Subjects

BHO3473	Human Relations
BHO2254	Tourism and Hospitality Marketing
BAO1106	Accounting for Hospitality and Tourism Managers

Electives

One subject approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Hospitality Management/ Human Resource Management

(Joint Degree)

Course Objectives

The course aims to combine the academic specialisations of the constituent undergraduate degrees to provide students with a sound education in the principles and practices of the discipline areas of human resource management and hospitality studies.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or part-time equivalent and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. Co-operative Education is an additional 120 credit points required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BMO1102	Management and Organisation Behaviour
BHO1171	Introduction to Marketing

Specialisation – Human Resource Management

BMO3323	Employee Relations Management
BMO3324	Consulting and Counselling
BMO3325	Human Resource Management Evaluation
BMO3420	Human Resource Information Systems
BMO3476	Training and Development
BLO2207	Employment Law

Specialisation – Hospitality Management

BHO1110	Introduction to Hospitality
BHO1121	Food and Beverage Management I
BHO1122	Food and Beverage Management II
BHO2282	Accommodation Management
BHO3500	Hospitality and Tourism Industry Project
BHO3501	Hospitality Facilities Planning and Development

Support Subjects

BMO1192	Business Communication
BMO3220	Human Resource Management
BHO3473	Human Relations
BAO1106	Accounting for Hospitality and Tourism Managers

Bachelor of Business in Marketing/ Hospitality Management

(Joint Degree)

Course Objectives

The course is designed to teach the principles of marketing and hospitality management allowing students to become dynamic managers in the hospitality and marketing industry. Students spend the third year of their degree working in industry, undertaking Co-operative Education.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed an approved course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study and 120 points through the Co-operative year to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BLO1105	Business Law
BCO1101	Computer Applications
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles

BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour
Specialisation Subjects – Hospitality Management	
BHO1110	Introduction to Hospitality
BHO1121	Food and Beverage Management I
BHO1122	Food and Beverage Management II
BHO2282	Accommodation Management
BHO3500	Hospitality and Tourism Industry Project
BHO3501	Hospitality Facilities Planning and Development

Specialisation Subjects – Marketing

BHO2250	Advertising and Public Relations
BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Support Subjects

BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research
BHO3473	Human Relations
BAO1106	Accounting for Hospitality and Tourism Managers

Bachelor of Business in Marketing/Tourism Management

(Joint Degree)

Course Objectives

The course aims to provide students with a broad ranging program of study and learning aimed at satisfying the academic and professional requirements in marketing and tourism management.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English– score of 5.

Course Duration

The course is offered over four years on a full-time basis or part-time equivalent and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate and 120 credit points through the Co-operative Education year in order to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications

BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Marketing

BHO2250	Advertising and Public Relations
BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Specialisation Subjects – Tourism

BHO1190	Introduction to Tourism
BHO1192	Travel Industry Management
BHO2255	Tourism Enterprise Management
BHO3437	Destination Planning and Development
BHO3436	International Tourism Trends and Issues
BHO3500	Hospitality and Tourism Industry Project

Support Subject

BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research
BHO2254	Tourism and Hospitality Marketing
BHO3473	Human Relations

Bachelor of Business in Regional Tourism Management

Course Objectives

The course aims to provide graduates with a sound business Management education with particular emphasis on the management of regional tourism enterprises.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional, and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision making
BCO1101	Computer Applications

BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisational Behaviour

Specialisation Subjects – Regional Tourism

BHO1190	Introduction to Tourism
BHO1192	Tourism Industry Management
BHO2291	Tourism Facilities Management
BHO2300	Regional Tourism Management 1
BHO3300	Regional Tourism Management 2
BHO3500	Hospitality and Tourism Industry Project

Support Subjects

BMO2271	Organisations
BAO1109	Hospitality and Tourism Accounting

Electives

Eight subjects approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Tourism/Small Enterprise Management

(Joint Degree)

Course Objectives

The course aims to provide graduates with a sound business management education with particular emphasis on management of small tourism enterprises and projects.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or equivalent part-time. A year of Co-operative Education is optional, and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics

BHO1171	Introduction to Marketing
BMO1102	Management and Organisational Behaviour

Specialisation Subjects – Tourism Management

BHO1190	Introduction to Tourism
BHO1192	Travel Industry Management
BHO2286	Nature-Based Tourism
BHO2255	Tourism Enterprise Management
BHO3437	Destination Planning and Development
BHO3500	Hospitality and Tourism Industry Project

Specialisation Subjects – Small Enterprise Management

BAO2100	Introduction to Small Enterprise
BHO2101	Small Enterprise Management
BHO2102	Small Enterprise Issues
BAO3100	The Enterprise Project

Support Subjects

BMO2271	Organisations
BAO1109	Hospitality and Tourism Accounting

Electives

Four electives approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Laws/Bachelor of Business in Marketing

(Combined Degree)

Course Objectives

The course will provide students with a broad ranging program of study and learning aimed at satisfying academic and professional requirements for law and marketing. The combined degree will equip graduates to obtain employment in law, business and government, in the marketing sector, at the Bar and elsewhere.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over five years on a full-time basis, or part-time equivalent. All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 600 credit points through academic study to graduate.

Course Structure

Student must successfully complete twenty-one compulsory core subjects, three approved subjects from prescribed list (B), seven core business subjects, eight business specialisation subjects and one approved elective subject.

The structure of the course is as follows:

Compulsory Law Subjects

BLB1101	Australian Legal System in Context
BLB1102	Contracts 1
BLB1113	Australian Administrative Law

BLB1114	Legal Research Methods
BLB1115	Torts
BLB1117	Contracts 2
BLB1118	Constitutional Law
BLB2119	Corporations Law 1
BLB2120	Legal Writing and Drafting
BLB2121	Legal Theory
BLB2122	Advocacy and Communication
BLB2124	Corporations Law 2
BLB2125	Real Property Law
BLB2126	Federal Constitutional Law
BLB3127	Dispute Resolution and Civil Procedure
BLB3128	Criminal Law
BLB3130	Interviewing and Negotiating Skills
BLB3131	Lawyers and Legal Ethics
BLB3134	Taxation Law
BLB4136	Equity and Trust
BLB4139	Evidence

Prescribed list (B) – select three subjects

BLB1116	Law, Discrimination and Society
BLB2123	Trade Practices Law and Policy
BLB3129	Intellectual Property Law
BLB3132	Securities Law
BLB3133	Comparative Commercial Law
BLB4135	Australian Employment Law
BLB4137	Asian Legal Systems
BLB4138	Conflict of Laws
BLB4140	Privacy and Media Law
BLB4141	International Trade Law
BLB4142	Advanced Legal Research Dissertation

Core Business Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects - Marketing

BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO2250	Advertising and Public Relations
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Support Subjects

BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research

Electives

One subject approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Marketing / Applied Economics

(Joint Degree)

Course Objectives

The aims of the course are to provide students with a sound education in the principles and practices of marketing and applied economics.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Marketing

BHO2250	Advertising and Public Relations
BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Specialisation Subjects – Applied Economics

BEO2263	Macroeconomic Analysis
BEO2264	Microeconomic Analysis
BEO2283	Applied Regression Analysis
BEO2284	Business Forecasting Methods
BEO3366	Economic Policy and Research
BEO2250	Quantitative Methods for Economics and Business

Support Subjects

BEO2254	Statistics for Business and Marketing
BEO3500	Applied Economics Research Project
BHO2285	Marketing Research

Electives

One subject approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Marketing/International Trade

(Joint Degree)

Course Objectives

The aims of the course are to provide students with a sound education in the principles and practices of marketing and international trade.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Marketing

BHO2250	Advertising and Public Relations
BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO3254	Advanced Marketing Research
BHO3455	Marketing Planning and Strategy

Specialisation Subjects – International Trade

BEO1252	International Business Context
BEO3368	International Economic Theory
BEO3417	Finance of International Trade
BEO3430	International Economic Analysis
BEO3432	Strategic International Trade Operations
BHO3373	International Marketing

Support Subjects

BEO2254	Statistics for Business and Marketing
BEO3500	Applied Economics Research Project

Prescribed Elective

BHO2285 Marketing Research

Elective

One subject approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Retail Management/Marketing

(Joint Degree)

Course Objectives

The course aims to provide graduates with the necessary skills to manage a wide range of retail and marketing activities in addition to developing a sound business education.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit point is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BMO1102	Management and Organisation Behaviour
BHO1171	Introduction to Marketing

Specialisation Subjects – Retail Management

BEO1185	Retail Management Principles
BEO2186	Distribution Management
BEO3257	Economics of Retailing
BEO3295	Retail Merchandise Management
BEO3405	Electronic Retailing
BEO3406	Strategic Retailing

Specialisation Subjects – Marketing

BHO2250	Advertising and Public Relations
BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BHO3254	Advanced Marketing Research

BHO3435 Marketing Planning and Strategy

Support Subjects

BEO2254 Statistics for Business and Marketing

BEO3500 Applied Economics Research Project

Prescribed Elective

BHO2285 Marketing Research

Electives

Two subjects approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Electronic Commerce/ Marketing

(Joint Degree)

Course Objectives

The course aims to provide students with a broad ranging program of study and learning aimed at satisfying the academic and professional requirements in marketing and electronic commerce.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101 Accounting for Decision Making

BCO1101 Computer Applications

BLO1105 Business Law

BEO1103 Microeconomic Principles

BEO1104 Macroeconomic Principles

BEO1106 Business Statistics

BHO1171 Introduction to Marketing

BMO1102 Management and Organisation Behaviour

Specialisation Subjects – Electronic Commerce (Development Stream)

BCO1141 Information Technology Management

BCO2149 Database Systems

BCO2500 Electronic Commerce Technologies

BCO2501 Electronic Commerce Business Interfaces

BCO2502 Developing Electronic Commerce Systems

BCO3150 Systems Implementation

Specialisation Subjects – Marketing

BHO2250 Advertising and Public Relations

BHO2251 Product and Pricing Strategy

BHO2434 Consumer Behaviour

BEO2186 Distribution Management

BHO3254 Advanced Marketing Research

BHO3435 Marketing Planning and Strategy

Support Subjects

BCO1147 Introduction to Programming Concepts

BCO3149 Computing Project

BEO2254 Statistics for Business and Marketing

BHO2285 Marketing Research

Bachelor of Laws/ Bachelor of Business in Tourism Management

(Combined Degree)

Course Objectives

The aim of the course is to develop highly skilled and employable graduates who have a well-balanced combination of core business, specialist law and tourism, and generic skills and knowledge. This will enable them to be successful and effective managers in the legal professional and/or the tourism industry or any other chosen field they enter. The key attributes of these graduates will be: critical and reflective thinking, creative problem solving, effective communication, adaptability to change, sensitivity to cultural and social differences, numeracy and proficiency in the use of technology.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over five years on a full-time basis, or part-time equivalent. All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 600 credit points through academic study to graduate.

Course Structure

Student must successfully complete twenty-one compulsory core subjects, three approved subjects from prescribed list (B), seven core business subjects, eight business specialisation subjects and one approved elective subject.

The structure of the course is as follows:

Compulsory Law Subjects

BLB1101 Australian Legal System in Context

BLB1102 Contracts 1

BLB1113 Australian Administrative Law

BLB1114	Legal Research Methods
BLB1115	Torts
BLB1117	Contracts 2
BLB1118	Constitutional Law
BLB2119	Corporations Law 1
BLB2120	Legal Writing and Drafting
BLB2121	Legal Theory
BLB2122	Advocacy and Communication
BLB2124	Corporations Law 2
BLB2125	Real Property Law
BLB2126	Federal Constitutional Law
BLB3127	Dispute Resolution and Civil Procedure
BLB3128	Criminal Law
BLB3130	Interviewing and Negotiating Skills
BLB3131	Lawyers and Legal Ethics
BLB3134	Taxation Law
BLB4136	Equity and Trust
BLB4139	Evidence

Prescribed list (B) – select three subjects

BLB1116	Law, Discrimination and Society
BLB2123	Trade Practices Law and Policy
BLB3129	Intellectual Property Law
BLB3132	Securities Law
BLB3133	Comparative Commercial Law
BLB4135	Australian Employment Law
BLB4137	Asian Legal Systems
BLB4138	Conflict of Laws
BLB4140	Privacy and Media Law
BLB4141	International Trade Law
BLB4142	Advanced Legal Research Dissertation

Core Business Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Tourism

BHO1190	Introduction to Tourism
BHO1192	Travel Industry Management
BHO2255	Tourism Enterprise Management
BHO3437	Destination Planning and Development
BHO3436	International Tourism Trends and Issues
BHO3500	Hospitality and Tourism Industry Project

Support Subjects

BHO2254	Tourism and Hospitality Marketing
BHO3473	Human Relations

Electives

One subject approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Marketing/Music Industry

(Joint Degree)

Course Objectives

The course aims to provide students with a broad ranging program of study and learning aimed at satisfying the academic and professional requirements in the marketing and music industry.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Music Industry

BEO2400	Music Industry Economics
BLO2401	Music Industry Law
BMO2402	Music Industry Management
BHO2403	Music Industry Marketing
BEO3404	International Aspects of the Music Industry
BMO3405	Live Performance Management

Specialisation Subjects – Marketing

BHO2250	Advertising and Public Relations
BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Support Subject

BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research

Electives

Two subjects approved by the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Hotel, Restaurant and Catering Management

Course Objectives

The aim of the course is to develop highly skilled graduates who can take their place as progressive and dynamic managers across the range of operations in the hospitality industry. The key characteristics of these graduates will be their strong skills in numeracy, computer literacy, emotional intelligence, cultural and social sensitivity, critical thinking, strategic planning and communication skills.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or part-time equivalent and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate and 120 credit points through the Co-operative Education year in order to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Hotel, Restaurant and Catering

BHO1110	Introduction to Hospitality
BHO2282	Accommodation Management
BHO3306	Casino and Gaming Management
BHO3494	Meetings, Conventions and Events
BHO3307	Hospitality and Tourism Management Systems
BHO3501	Hospitality Facilities Planning and Development
BHO1121	Food and Beverage Management I
BHO1122	Food and Beverage Management II
BHO3433	Food and Beverage Management III
BHO2250	Advertising and Public Relations
BHO3310	Professional Wine and Beverage Studies
BHO3500	Hospitality and Tourism Industry Project

Compulsory Subjects

BAO1106	Accounting for Hospitality and Tourism Managers
---------	---

BHO3473 Human Relations

Electives

Two subjects approved from the School of Hospitality, Tourism and Marketing.

Bachelor of Business in Management/Marketing

(Joint Degree)

Course Objectives

The course aims to provide students with a broad based general business qualification and provide a framework on which participant can build personal competencies. The course will allow graduates to engage effectively in the management process and utilise a broad range of professional managerial and marketing competencies.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Marketing

BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO2250	Advertising and Public Relations
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Specialisation Subjects – Service and Operations Management Stream

BMO1110	Managing Knowledge
BMO2354	Conferences and Meetings Management

BMO3320	Interpersonal and Organisation Negotiation
BMO3422	Strategic Management
BMO3421	Managing the Service Organisation
BMO4422	Innovation and Entrepreneurship

or
Specialisation Subjects – Human Resource Management Stream

BMO3476	Training and Development
BLO2207	Employment Law
BMO3420	Human Resource Information Systems
BMO3323	Employee Relations Management
BMO3324	Consulting and Counselling
BMO3325	Human Resource Management Evaluation

Support Subjects: Management

BMO3220	Human Resource Management
---------	---------------------------

plus one of the following

BMO3422	Strategic Management (HR Stream)
BMO3327	Organisation Change and Development (Service and Operations Stream)

Support Subjects: Marketing

BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research

Bachelor of Business in Tourism Management/ Information Systems

(Joint Degree)

Course Objectives

The course will provide students with a broad ranging program of study and learning aimed at satisfying the academic and professional requirements in both Tourism and Information Systems.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or over eight years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education, an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BLO1105	Business Law
BCO1101	Computer Applications
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BMO1102	Management and Organisation Behaviour
BHO1171	Introduction to Marketing

Specialisation Subjects – Tourism Management

BHO1190	Introduction to Tourism
BHO1192	Travel Industry Management
BHO2255	Tourism Enterprise Management
BHO3437	Destination Planning and Development
BHO3436	International Tourism Trends and Issues
BHO3500	Hospitality and Tourism Industry Project

Specialisation Subjects – Information Systems

BCO1141	Information Technology Management
BCO1147	Introduction to Programming Concepts
BCO2148	Systems Analysis
BCO2149	Data Base Systems
BCO3144	Systems Design
BCO3146	Networks and Data Communications

Support Subjects

BHO2254	Tourism and Hospitality Marketing
BHO3473	Human Relations
BCO3150	Systems Implementation
BCO3149	Computing Project

Bachelor of Business in Tourism Management/ Bachelor of Arts Asian Studies

(Combined Degree)

Course Objectives

The course aims to provide students with a sound business management education with particular emphasis on management of tourism projects and enterprises together with a strong understanding of the history, economic development and cultural traditions which apply to countries of the Asian region.

Admission Requirements

To qualify for admission to the course, an applicant must have successfully completed an approved course of study at year 12 level or equivalent. The bonus scores available for L.O.T.E. studies from the Faculty of Arts for students seeking admission to the Bachelor of Arts (Asian Studies) will apply to students seeking admission to this course.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or part-time equivalent.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 480 credit points through academic study.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialist Subjects

BHO1190	Introduction to Tourism
BHO3438	Tourism in the Asia-Pacific Region
BHO1192	Travel Industry Management
BHO2255	Tourism Enterprise Management
BHO3437	Destination Planning and Development
BHO3500	Hospitality and Tourism Industry Project

Support Subjects

BHO2254	Tourism and Hospitality Marketing
BHO3473	Human Relations

Arts Subjects

Fourteen subjects from the Faculty of Arts inclusive of an Asian Studies major and an Asian Language major.

- 7 subjects in Asian Studies
- 6 subjects in Asian Language
- one Arts Elective

Electives

Two subjects approved by either the Faculty of Arts or Faculty of Business and Law.

Bachelor of Business in Marketing/Bachelor of Arts Sports Administration

(Combined Degree)

Course Objectives

Subject to approval, the primary aim of the course is to provide students with both a sound knowledge and critical appreciation of the structure and practices of the Australian sports and leisure industry, and have students develop a broad range of vocational skills which can be used directly to assist in the development of organisations and their capacity to meet the needs of members, players and other significant stakeholders.

The secondary aim of the course is to give students a variety of specific competencies which can be used in paid management positions in the above fields. These competencies will include:

- having a good working knowledge of the structure and operation of the Australian sport system, an appreciation of the political, commercial, cultural and legal context in which sporting administrators operate, and an understanding of how Australian sport and recreation fits into the global leisure system;
- being able to plan and market the activities in a sporting setting with an emphasis on planning, budgeting, financial management, managerial and economic aspects, record keeping, scheduling, and member/player/client relations;
- having a sound knowledge of the communication process, and the ways in which speech, text and video can be used to market, promote and evaluate sporting activities and programs; and

- being able to plan, finance, organise and market special sporting and major events, to evaluate their success and to assess their impact on the host community.

Note: The School of Human Movement Recreation and Performance is the controlling body for administration of the course.

Any enquiries regarding the course must be made through the Course Co-ordinator in the School of Human Movement, Recreation and Performance located at the Footscray Campus.

For subject details please refer to the *Faculty of Human Development Handbook 2002*.

Admission Requirements

To qualify for admission to the course applicants must have successfully completed the Victorian Certificate of Education with a pass in Unit 3 and 4 English, or equivalent.

Those who do not meet this criteria may be eligible to apply under the Alternative Category Entry scheme.

Course Duration

The Bachelor of Business – Marketing/Bachelor of Arts – Sports Administration (Combined Degree) will be offered over eight (8) semesters on a full-time basis or part-time equivalent. Students must complete 480 credit points through academic study to graduate.

Course Structure

The course consists of eight Core Business subjects, twenty two Sports Administration specialist subjects, four Business Support subjects, six Marketing specialisation subjects and three electives.

The course structure is as follows:

Year One

Semester One

BEO1103	Microeconomic Principles
BLO1105	Business Law
BMO1102	Management and Organisation Behaviour
HPS1111	Sport, History and Culture
HPS1112	Oral and Interpersonal Communication in Sport Organisations
HPS1113	Introduction to Sport Administration

Semester Two

BCO1101	Computer Applications
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
HPS1115	Sport, Politics and Government

Year Two

Semester One

BAO1101	Accounting for Decision Making
BHO2251	Product and Pricing Strategy
BHO2285	Marketing Research
BHO2434	Consumer Behaviour
Vocational Elective in Sport Administration 1	

Semester Two

ACA1001	Introduction to Writing
BLO9211	Sport, Law and the Athlete
BHO3432	Services Marketing
BMO3220	Human Resource Management
HPS0111	Sport Career Development: Seminar 1
HPS0112	Sport Career Development: Placement 1
HPS2111	Sport Sponsorship

Year Three*Semester One*

BEO2254	Statistics for Business and Marketing
BHO2250	Advertising and Public Relations
HPS0211	Sport Career Development: Semester 1
HPS0212	Sport Career Development: Placement 2
HPS3112	Sport Venue and Stadium Administration
Vocational Elective in Sport Administration 2	

Semester Two

BCO1141	Information Technology Management
BEO2186	Distribution Management
HPS3113	Ethics and Social Policy in Sport
Vocational Elective in Sport Administration 3	
Faculty of Business and Law Elective	

Year Four*Semester One*

BHO3435	Marketing and Planning Strategy
HPS3111	Sport Event Administration
Vocational Elective in Sport Administration 4	
Vocational Elective in Sport Administration 5	
Vocational Elective in Sport Administration 6	

Semester Two

HPS0311	Sport Career Development: Seminar 3
HPS0312	Sport Career Development: Placement 3
General Elective	
Faculty of Business and Law Elective	

Students will undertake nine (9) electives, six (6) from the vocational elective streams, one (1) from the general electives, and two (2) from the Faculty of Business and Law programs. The general elective may be any subject from a higher education course offered by the University, as approved by the Course Co-ordinator.

Vocational Electives**Communication and Media Management Stream**

ACA2007	Electronic Publishing and Editing
ACA2009	Sport Magazine Production
ACA3001	Professional Writing for Sport
HPS7040	Politics of Sport Organisations
HPS7050	Sport and Globalisation
HPS7051	Managing Sport Futures
HPS3230	Sport and Strategic Marketing

Staff and Athlete Management Stream

BLO9311	Sport, Commerce and the Law
HPE7111	Sport Evaluation Strategies
HPS7040	Politics of Sport Organisations
HPS7052	Sport Tours and Team Itinerary Planning
HPS7053	Crisis Management in Sport
HPS7113	Social Issues in Sport Administration

General Electives

General electives offered in the sports studies field at Sunbury campus are:

HPE7090	Adventure Activity
HPS7071	Administration of Aquatic Programs
HPS7114	Football Studies
HPX1010	Olympic Studies

Recognition by Professional Societies

Graduates of the of the Bachelor of Business (Marketing) stream are eligible currently for admission to the Australian Marketing Institute, the academic part of the Practising Marketers Certification, the Marketing Research Society of Australia, and with appropriate selection of electives, significant credit towards the Diploma in Marketing Research from the Marketing Research Society of Australia. Graduates will also be eligible for membership of the Australian Society of Sport Administrators, and will be able to gain level two accreditation status.

Bachelor of Business in Tourism Management/Bachelor of Arts Recreation Management

(Combined Degree)

Course Objectives

The course aims to provide a sound business management education with a specialisation in the principles and practice of the travel and tourism industries with a strong emphasis on the economic, social and cultural context of recreation management.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed an approved course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or part-time equivalent. All Faculty of Business and Law undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 480 credit points through academic study in order to graduate.

Course Structure

The structure of the course is as follows:

Core Subjects – Business

BAO1101	Accounting for Decision Making
BLO1105	Business Law
BCO1101	Computer Applications
BEO1106	Business Statistics
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Tourism Management

BHO1190	Introduction to Tourism
BHO1192	Travel Industry Management
BHO2286	Nature-Based Tourism
BHO2255	Tourism Enterprise Management
BHO3437	Destination Planning and Development
BHO3500	Hospitality and Tourism Industry Project

Support Subjects

BHO2254	Tourism and Hospitality Marketing
BHO3473	Human Relations

Recreation Management Subjects

HPR0111	Introduction to Recreation
HPR0113	Leadership in Recreation
HPR0121	Disability Awareness
HPR0211	Programming in Recreation
HPR1111	Recreation Career Development 1
HPR1112	Recreation Career Placement 1
HPR1002	Society and Leisure
HPL1214	Communication Skills

HPR0223	Social Psychological Dimensions of Leisure
HPR2004	Recreation Event Delivery
HPR2222	Recreation Career Development 2
HPR2223	Recreation Career Placement 2
HPR0107	Field Placement 3 – Professional Practice
HPR0322	Volunteer Management in Recreation
HPR0311	Financial Management in Recreation
HPR0211	Recreation Planning and Policy
HPR3333	Recreation Career Development 3
HPL3230	Recreation Industry Development
HPR2007	Research in Recreation
HPR0312	Legal Issues in Recreation
HPR0321	Graduating Seminar
HPR0419	Commercial Recreation Management
HPR0108	FE Placement 4: Professional Practice

Bachelor of Business in Marketing/Bachelor of Psychology

(Combined Degree)

Course Objectives

The primary educational aim of the course is to provide students with a sound platform of learning in the principles and practice of marketing and psychology. It will improve learning by providing a fundamental framework for the application of marketing and psychology concepts and ideas and their co-integration which will ensure that students are capable of engaging successfully in combined areas of marketing and psychology in a commercial environment.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis, or part-time equivalent. All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 480 credit points through academic study to graduate.

Course Structure

Core Business Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BLO1105	Business Law
BMO1102	Management and Organisational Behaviour

Marketing Specialisation Subjects

BHO2250	Advertising and Public Relations
---------	----------------------------------

BHO2251	Product and Pricing Strategy
BEO2186	Distribution Management
BHO2434	Consumer Behaviour
BHO3455	Marketing Planning and Strategy
BHO3254	Advanced Market Research
Arts Specialisation Subjects	
APP1012	Psychology 1A
APP1013	Psychology 1B
APP2013	Psychology 2A
APP2014	Psychology 2B
APP3011	Psychology 3A (full year subject)
APP3012	Psychology 3B (full year subject)
Arts Electives (6 subjects, within which one arts major be pursued)	
Marketing Support Subjects	
BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research

Bachelor of Business in Marketing/Advanced Diploma of Hospitality (Management)

(Dual Award)

Course Objectives

The Dual Award will focus on the discipline areas of Marketing and Hospitality providing students with Hospitality Management skills and a Business background with a strong Marketing emphasis. The course involves a collaboration between TAFE and Higher Education with students having concurrent enrolment in both sectors.

Bachelor of Business (Honours) in Marketing

Course Objectives

The course aims to provide students with an understanding and awareness of the technical, professional and ethical requirements of advanced study in marketing.

Admission Requirements

To qualify for admission to the course students must have completed an appropriate undergraduate degree with a credit average in results or equivalent.

Course Duration

The course is offered on a full-time basis over one year or part-time equivalent. Students must complete 120 credit points of academic study in order to graduate. All subjects carry a value of 15 credit points. The Research Thesis has a value of 60 credit points.

Course Structure

The course comprises four coursework subjects together with a research thesis equivalent to four subjects.

BHO4742	Business Research Methods
BHO4667	Managerial Marketing
BHO4573	Marketing Communications and Information Systems

plus one elective from an approved Postgraduate Diploma.

BHO4400	Honours Research Thesis (full-time)
BHO4401	Honours Research Thesis (part-time)

School Requirements

Attendance

- (i) Students are expected to attend all lectures and seminars. Any student who is absent for more than 40% of the tutorial, practical or seminar time prescribed will be automatically excluded from the subject.
- (ii) If a student is able to show that there are extenuating circumstances the lecturer -in-charge may require the student to submit additional work, or to meet any other conditions considered warranted.
- (iii) It should be clearly understood that seminar attendance, completion of set questions, and general participation are taken into account in the case of borderline marks – persons who have contributed in seminars will generally be credited with a higher grade. Seminar performance is also considered in the case of students called before Examiners or Unsatisfactory Progress Committees at the end of semester.

Assessment

Students are required to note that:

- (i) Late submissions of essays will be penalised unless written permission has been given for such late submission. It is the responsibility of the student to advise the lecturer, before the event, that an essay may be late.
- (ii) An essay or test paper submitted after other essays on that topic have been assessed and returned, will not be assessed. Students may be credited with having completed the required work, but will not necessarily be given any marks for the essay or test. At the discretion of the lecturer, which will normally be given only in the case of serious personal illness or injury or other severe trauma, an alternative assignment may be set.
- (iii) Significant among the criteria for assessment of essays will be: 'If this piece of work had been submitted to me, as a Manager, by one of my staff, would I pass it on to my own Manager?' This means that some consideration will be given to clarity of style, neatness of presentation and a business-like approach to assignments.
- (iv) Essays are to be typed on one side only of A4 or standard 280mm x 205mm computer paper and firmly stapled or otherwise fastened in the top left-hand corner. A School Cover Sheet, properly completed, is to be affixed to the front of all essays which will also have an appropriate Title Page and Synopsis.

Prizes

The following prizes may be available to students:

CPA AUSTRALIA: HOSPITALITY AND TOURISM DISCUSSION GROUP PRIZE

Best first year Bachelor of Business in Hospitality Management student in accounting subjects.

MELBOURNE AIRPORT PRIZE

Best first year student in the Bachelor of Business in Tourism Management.

I.D. SOUTH PACIFIC TOURS PTY. LTD. PRIZE

Best student in the Bachelor of Business in Tourism Management/Travel Industry Management.

J. MULCAHY MEMORIAL PRIZE

Best first year student in the Bachelor of Business in Hospitality Management.

KEITH F WILLIAMS PRIZE

Best student in Introduction to Marketing.

OCEAN SPIRIT CRUISES PRIZE

Best postgraduate student in Tourism Management.

AUSTRALIAN MARKETING INSTITUTE PRIZES

Best graduating student in Bachelor of Business in Marketing.

Best graduating student in Master of Business in Marketing.

HOTEL SOFTEL PRIZES

For first year Hospitality Management student with the top combined mark in Introduction to Foodservice Operations & Principles and Practices of Kitchen Management.

For the second year Hospitality Management student with the top combined mark in Principles and Practices of Restaurant Management & Accommodation Management.

For the final year Hospitality Management student with the top combined mark in Hospitality Facilities Planning and Design & Catering and Hotel Law.

SCHOOL OF HOSPITALITY TOURISM AND MARKETING PRIZE

Best student in Advertising and Public Relations.

School of Management

Bachelor of Business in Management

Course Objectives

The course enables students to study a generic Management degree as well as being able to select the more traditional vocational electives of human resource management, service and operations management or industrial relations.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed an approved course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education, an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BEO1106	Business Statistics
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BLO1105	Business Law
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation – Management

BMO1192	Business Communication
BMO2181	Operations Management
BMO3320	Interpersonal and Organisation Negotiation
BMO3292	Business Ethics
BMO3422	Strategic Management
BMO4422	Innovation and Entrepreneurship

Support Subjects – Management

BMO3220	Human Resource Management
BMO3327	Organisation Change and Development

Electives

Eight approved subjects.

Bachelor of Business in Human Resource Management

Course Objectives

The course will provide students with the opportunity to study a specialist human resource management course, while still being able to select electives in the more generic management, and vocational electives of industrial relations, service and operations management.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed an approved course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education, an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BEO1106	Business Statistics
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BLO1105	Business Law
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Human Resource Management

BMO3323	Employee Relations Management
BMO3324	Consulting and Counselling
BMO3325	Human Resource Management Evaluation
BMO3420	Human Resource Information Systems
BMO3476	Training and Development
BLO2207	Employment Law

Support Subjects – Human Resource Management

BMO1192	Business Communication
BMO3220	Human Resource Management

Electives

Eight approved subjects.

Students are recommended to undertake the following as two of their elective subjects.

BMO3320	Interpersonal and Organisation Negotiation
BMO3327	Organisation Change and Development

Bachelor of Business in Service and Operations Management

Course Objectives

The course provides students with a sound platform of learning in the principles and practice of operations and service management. It will improve learning by providing a fundamental framework for the application of operations management concepts and ideas which will ensure that students are capable of engaging successfully in these professional areas.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed an approved course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education, an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BEO1106	Business Statistics
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BLO1105	Business Law
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Services & Operations Management

BMO1192	Business Communication
BMO1110	Managing Knowledge
BMO2354	Conferences and Meetings Management
BMO3320	Interpersonal and Organisation Negotiation
BMO3421	Managing the Service Organisation
BMO3422	Strategic Management
BMO2181	Operations Management
BMO2184	Operations Support Systems
BMO2283	Materials Management and Distribution
BMO3381	Manufacturing Decision Analysis
BMO3352	International Management
BMO4422	Innovation and Entrepreneurship

Support Subjects

BMO3220	Human Resource Management
BMO3327	Organisation Change and Development

Electives

Two approved subjects.

Bachelor of Business Strategic and Financial Management

(Joint Degree)

Course Objectives

The course aims to provide students with a focused program of study and learning designed to develop strong knowledge, skills and competencies in strategic management and financial management.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at Year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or over six years on a part-time basis. A year of Co-operative Education is optional and if chosen, the course would take four years full-time or part-time equivalent.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BMO1102	Management and Organisation Behaviour
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BHO1171	Introduction to Marketing
BLO1105	Business Law
BEO1106	Business Statistics

Specialisation Subjects – Financial Management

BAO1107	Accounting Information Systems
BAO2204	Management Accounting
BAO2440	Personal Investment and Superannuation
BAO3307	Corporate Finance
BAO3312	Advanced Management Accounting
BAO3403	Investment and Portfolio Management

Specialisation Subjects – Strategic Management

BMO1192	Business Communications
BMO2181	Operations Management
BMO3292	Business Ethics
BMO3320	Interpersonal and Organisation Negotiation
BMO3422	Strategic Management
BMO4422	Innovation and Entrepreneurship

Support Subjects

BMO3220	Human Resource Management
BMO3327	Organisation Change and Development

Electives

Two approved subjects

Bachelor of Laws/Bachelor of Business in Management

(Combined Degree)

Course Objectives

The course will provide students with a broad ranging program of study and learning aimed at satisfying academic and professional requirements for law and management. The combined degree will equip graduates to obtain employment in law, business and government, in the management sector, at the Bar and elsewhere.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over five years on a full-time basis, or part-time equivalent. All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 600 credit points through academic study to graduate.

Course Structure

Student must successfully complete twenty-one compulsory core subjects, three approved subjects from prescribed list (B), seven core business subjects, eight business specialisation subjects and one approved elective subject

The structure of the course is as follows:

Compulsory Law Subjects

BLB1101	Australian Legal System in Context
BLB1102	Contracts 1
BLB1113	Australian Administrative Law
BLB1114	Legal Research Methods
BLB1115	Torts
BLB1117	Contracts 2
BLB1118	Constitutional Law
BLB2119	Corporations Law 1
BLB2120	Legal Writing and Drafting
BLB2121	Legal Theory
BLB2122	Advocacy and Communication
BLB2124	Corporations Law 2
BLB2125	Real Property Law
BLB2126	Federal Constitutional Law
BLB3127	Dispute Resolution and Civil Procedure
BLB3128	Criminal Law
BLB3130	Interviewing and Negotiating Skills
BLB3131	Lawyers and Legal Ethics
BLB3134	Taxation Law
BLB4136	Equity and Trust
BLB4139	Evidence

Prescribed list (B) – select three subjects

BLB1116	Law, Discrimination and Society
BLB2123	Trade Practices Law and Policy

BLB3129	Intellectual Property Law
BLB3132	Securities Law
BLB3133	Comparative Commercial Law
BLB4135	Australian Employment Law
BLB4137	Asian Legal Systems
BLB4138	Conflict of Laws
BLB4140	Privacy and Media Law
BLB4141	International Trade Law
BLB4142	Advanced Legal Research Dissertation

Core Business Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Management

BMO1192	Business Communications
BMO2181	Operations Management
BMO3220	Human Resource Management
BMO3422	Strategic Management
BMO3320	Interpersonal and Organisation Negotiation
BMO3327	Organisation Change and Development
BMO3292	Business Ethics
BMO4422	Innovation and Entrepreneurship

Electives

One approved subject from the Faculty of Business and Law listing.

Bachelor of Business Hospitality Management/ Human Resource Management

(Joint Degree)

Course Objectives

The course aims to combine the academic specialisations of the constituent undergraduate degrees to provide students with a sound education in the principles and practices of the discipline areas of human resource management and hospitality studies.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over four years on a full-time basis or part-time equivalent and includes a compulsory year of Co-operative Education.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. Co-operative Education is an additional 120 credit points required for graduation.

Course Structure

The structure of the course is as follows:

Students are required to complete the following program of study;

- 8 core subjects (common to all Faculty of Business and Law courses);
- 6 management specialist subjects;
- 2 support subjects;
- 6 hospitality specialist subjects; and
- 2 electives.

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BMO1102	Management and Organisation Behaviour
BHO1171	Introduction to Marketing

Specialisation – Human Resource Management

BMO3323	Employee Relations Management
BMO3324	Consulting and Counselling
BMO3325	Human Resource Management Evaluation
BMO3420	Human Resource Information Systems
BMO3476	Training and Development
BLO2207	Employment Law

Specialisation – Hospitality

BHO1110	Introduction to Hospitality
BHO1121	Food and Beverage Management I
BHO1122	Food and Beverage Management II
BHO2282	Accommodation Management
BHO3500	Hospitality and Tourism Industry Project
BHO3501	Hospitality Facilities Planning and Development

Support Subjects

BMO1192	Business Communication
BMO3220	Human Resource Management
BHO3473	Human Relations
BAO1106	Accounting for Hospitality and Tourism Managers

Bachelor of Business Management/Marketing

(Joint Degree)

Course Objectives

The course aims to provide students with a broad based general business qualification and provide a framework on which participant can build personal competencies. The course will allow graduates to engage effectively in the management process and utilise a broad range of professional managerial and marketing competencies.

Admission Requirements

To qualify for admission to the course an applicant must have successfully completed a course of study at year 12 level or equivalent.

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 band score of 6–7 subject to individual profile; or
- Test of English as a Foreign Language – score of 550, plus a Test of Written English – score of 5.

Course Duration

The course is offered over three years on a full-time basis or part-time equivalent. A year of Co-operative Education is optional and, if chosen, the course would take four years full-time or part-time equivalent to complete.

All undergraduate degree subjects carry a value of 15 credit points. Each student must obtain 360 credit points through academic study to graduate. If undertaking Co-operative Education an additional 120 credit points is required for graduation.

Course Structure

The structure of the course is as follows:

Core Subjects

BAO1101	Accounting for Decision Making
BCO1101	Computer Applications
BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BMO1102	Management and Organisation Behaviour

Specialisation Subjects – Marketing

BHO2251	Product and Pricing Strategy
BHO2434	Consumer Behaviour
BEO2186	Distribution Management
BHO2250	Advertising and Public Relations
BHO3254	Advanced Marketing Research
BHO3435	Marketing Planning and Strategy

Specialisation Subjects – Service and Operations Management (Stream)

BMO1110	Managing Knowledge
BMO2354	Conferences and Meetings Management
BMO3320	Interpersonal and Organisation Negotiation
BMO3422	Strategic Management
BMO3421	Managing the Service Organisation
BMO4422	Innovation and Entrepreneurship

or

Specialisation Subjects – Human Resource Management (Stream)

BMO3476	Training and Development
BLO2207	Employment Law
BMO3420	Human Resource Information Systems
BMO3323	Employee Relations Management
BMO3324	Consulting and Counselling
BMO3325	Human Resource Management Evaluation

Support Subjects – Management:

BMO3220	Human Resource Management
---------	---------------------------

And one of the following

BMO3422	Strategic Management (HR Stream)
BMO3327	Organisation Change and Development (Service and Operations Stream)

Support Subject – Marketing

BEO2254	Statistics for Business and Marketing
BHO2285	Marketing Research

Bachelor of Arts–Psychology/ Bachelor of Business–Human Resource Management

(Combined Degree)

Course Objectives

The course aims to provide a thorough educational experience to students by exposing them to the psychological and managerial forces that have shaped and continue to shape Australia's institutions. The course focuses on management, psychological and research competencies with particular emphasis on human resource issues. It is anticipated that graduates will find employment in human resource Schools, training, community service organisations, market research agencies and government Schools.

Note: The School of Psychology is the controlling body for administration of the course.

Any inquiries regarding the course should be made through the Course Co-ordinator in the School of Psychology located at the St Albans Campus.

For details of psychology subjects please refer to the *Faculty of Arts Handbook 2002*.

Admission Requirements

To qualify for admission to the course, applicants must have successfully completed the Victorian Certificate of Education with at least a grade of D in English.

Those who do not meet this criteria may be eligible to apply under the Alternative Category Entry scheme.

Course Duration

The Bachelor of Arts Psychology/Bachelor of Business Human Resource Management (Combined Degree) will be offered over eight (8) semesters on a full-time basis or part-time equivalent. Students must complete 480 credit points through academic study to graduate.

Course Structure

Faculty of Arts

Psychology – Specialisation

APP1012	Psychology 1A
APP1013	Psychology 1B
APP2011	Psychology 2A
APP2014	Psychology 2B
APP3011	Psychology 3A (full year subject)
APP3012	Psychology 3B (full year subject)

Seven Faculty of Arts subjects including one major selected from:

- Advanced English for Speakers of Other Languages
- Chinese
- Communication Studies
- Community Development
- Cultural Studies
- History
- Histories of the Present
- Indonesian
- Japanese
- Literary Studies
- Media Studies

- Political Science
- Professional Writing
- Social Research Methods
- Sociology
- Spanish

Faculty of Business and Law

Core Subject – Business

BLO1105	Business Law
BEO1103	Microeconomic Principles
BEO1104	Macroeconomic Principles
BMO1102	Management and Organisation Behaviour
BCO1101	Computer Applications
BAO1101	Accounting for Decision Making
BEO1106	Business Statistics
BHO1171	Introduction to Marketing

Specialisation – Human Resource Management

BMO3476	Training and Development
BLO2207	Employment Law
BMO3420	Human Resource Information Systems
BMO3323	Employee Relations Management
BMO3325	Human Resource Management Evaluation
BMO3324	Consulting and Counselling

Support Subjects – Human Resource Management

BMO3220	Human Resource Management
BMO3422	Strategic Management

Electives

- One recommended business elective
- | | |
|---------|-------------------------------------|
| BMO3327 | Organisation Change and Development |
|---------|-------------------------------------|

Bachelor of Business– Management/Bachelor of Arts –Sports Administration

(Combined Degree)

Course Objectives

The primary aim of the course is to provide students with both a sound knowledge and critical appreciation of the structure and practices of the Australian sports and events industry, and have students develop a broad range of vocational skills which can be used directly to assist in the development of organisations and their capacity to meet the needs of members, players and other significant stakeholders.

The secondary aim of the course is to give students a variety of specific competencies which can be used in paid management positions in the above fields. These competencies will include:

- having a good working knowledge of the structure and operation of the Australian sport system, an appreciation of the political, commercial, cultural and legal context in which sporting administrators operate, and an understanding of how Australian sport and recreation fits into the global leisure system;
- being able to plan and organise the activities of an office or major administrative function in a sporting setting with an emphasis on planning, budgeting, financial management, human resource management, record keeping, scheduling, and member/player/client relations;
- having a sound knowledge of the communication process, and the ways in which speech, text and video can be used to market, promote and evaluate sporting activities and programs; and
- being able to plan, finance, organise and market special sporting and major events, to evaluate their success and to assess their impact on the host community.

Note: The School of Human Movement Recreation and Performance is the controlling body for administration of the course.

Any enquiries regarding the course must be made through the Course Co-ordinator of the School of Human Movement Recreation and Performance, located at the Sunbury Campus.

For subject details please refer to the *Faculty of Human Development Handbook 2002*.

Admission Requirements

To qualify for admission to the course applicants must have successfully completed the Victorian Certificate of Education with a pass in Unit 3 and 4 English, or equivalent.

Those who do not meet this criteria may be eligible to apply under the Alternative Category Entry scheme.

Course Duration

The Bachelor of Business–Management/Bachelor of Arts–Sports Administration (Combined Degree) will be offered over eight semesters on a full-time basis or part-time equivalent. Students must complete 480 credit points through academic study to graduate.

Course Structure

The course consists of eight Core Business subjects, twenty two Sports Administration specialist subjects, five Business Support subjects, one Elective and six Human Resource Management specialisation subjects *or* six Service Management specialisation subjects.

The course structure is as follows:

Core Business Subjects

BLO1105	Business Law
BEO1103	Microeconomic Principles
BMO1102	Management and Organisation Behaviour
BCO1101	Computer Applications
BEO1104	Macroeconomic Principles
BEO1106	Business Statistics
BHO1171	Introduction to Marketing
BAO1101	Accounting for Decision Making

Sports Administration Subjects

HPS1111	Sport, History and Culture
HPS1112	Oral & Interpersonal Communication in Sport Org
HPS1113	Introduction to Sports Administration
HPS1115	Sport, Politics and Government
ACA1001	Introduction to Writing
BLO9211	Sport Law and the Athlete
HPS0111	Sport Career Development Seminar 1
HPS0112	Sport Career Development Placement 1
HPS2111	Sport Sponsorship
HPS7045	Sport and the Media
HPS3112	Sport Venue and Stadium Administration
HPS0211	Sport Career Development Seminar 2
HPS0212	Sport Career Development Placement 2
HPS3111	Sport Event Administration
HPS3113	Ethics, Social Policy and Sport
HPS0311	Sport Career Development Seminar 3
HPS0312	Sport Career Development Placement 3

Vocational Elective in Sport Administration 1
 Vocational Elective in Sport Administration 2
 Vocational Elective in Sport Administration 3
 Vocational Elective in Sport Administration 4
 Vocational Elective in Sport Administration 5
(for more information on Vocational Electives please contact the Faculty of Human Development)

Business Support Subjects – Compulsory

BHO2285	Market Research
BMO3220	Human Resource Management
BCO1141	Information Technology Management
BMO3327	Organisation Change and Development

Business Specialisation – Human Resource Management

BLO2207	Employment Law
BMO3476	Training and Development
BMO3323	Employee Relations Management
BMO3420	Human Resource Information Systems
BMO3324	Consulting and Counselling
BMO3325	Human Resource Management Evaluation

Support Subject

Human Resource Management Specialisation

BMO3422	Strategic Management
---------	----------------------

or

Business Specialisation – Service Management

BMO2354	Conference and Meetings Management
BMO1110	Managing Knowledge
BMO3320	Interpersonal and Organisation Negotiation
BMO3422	Strategic Management
BMO3421	Managing the Service Organisation
BMO4422	Innovation and Entrepreneurship

Support Subject

Service Management Specialisation

BMO3328	Health and Safety Management
---------	------------------------------

Elective

One general elective from the Faculty of Human Development or Faculty of Business and Law

Bachelor of Business (Honours) in Management

Course Objectives

The course provides students who have high level results in the first three years of undergraduate study with an opportunity to undertake in School theoretical studies and to gain supervised research experience which will enhance their competencies in their chosen vocational field. The course also aims to provide students with an understanding and awareness of the technical, professional and ethical requirements of their chosen area of specialisation and business in general.

Upon successful completion of the honours program, students are encouraged to continue their studies within the Faculty research program by studying for a masters or PhD degree.

Those who choose to enter the workforce will have gained recognition of their meritorious performance and acquired specialist knowledge and competencies beyond those attained by students who have completed a three year bachelor degree.

Admission Requirements

To qualify for admission to the course students must have completed an undergraduate degree with a specialisation within the management discipline or its equivalents so that they are prepared for advanced studies in the discipline.

Course Duration

The course is offered on a full-time basis over one year and on a part-time basis over two years. Students must complete 120 credit points through academic study in order to graduate. The research

thesis has a value of 60 credit points, all other subjects carry a value of 15 credit points.

Course Structure

The course comprises four coursework subjects together with a research thesis equivalent to four subjects. Students may be granted permission to enrol in an approved honours or coursework masters subject offered by the School of Management or another School in the Faculty of Business and Law.

Full-time

BMO4430	Research Methods
BMO4420	Organisation Behaviour and Analysis
BMO4423	Strategic Analysis, or an approved elective
BMO4422	Innovation and Entrepreneurship, or an approved elective
BMO4400	Honours thesis

Part-time

Year 1

BMO4430	Research Methods
BMO4420	Organisation Behaviour and Analysis
BMO4423	Strategic Analysis, or an approved elective
BMO4422	Innovation and Entrepreneurship, or an approved elective

Year 2

BMO4401	Honours Thesis
---------	----------------

Prizes

The following prizes may be available to students:

AUSTRALIAN INSTITUTE OF MANAGEMENT PRIZES

Best first year student in the Graduate Diploma in Industrial Relations.

Best graduating student in Master of Business in Management (Coursework).

AUSTRALIAN HUMAN RESOURCES INSTITUTE PRIZE

Best graduating student in the Bachelor of Business in Management (Human Resource Development and Management).

Best student in the Masters in Training and Change Management.

RUMPF FOUNDATION PRIZES

Most outstanding first year student in Bachelor of Business in Management.

Best graduating student in Bachelor of Business in Management, Sunbury Campus.

Best graduating student in the Master of Business in Management (Coursework and Thesis).

Bachelor of Business in Management (Footscray Park Campus).

SCHOOL OF MANAGEMENT PRIZE

Bachelor of Business in Management with an administrative specialisation.

WYNCARE PRIZES

Best graduating student in Bachelor of Business in the subject Innovation and Entrepreneurship.

Best graduating Master of Business student in the subject Managing Innovation and Entrepreneurship.

Undergraduate Subject Details

Assessment details for each of the following subjects are as specified in this Handbook unless alternatives are agreed as provided in the subject outline which is distributed in the first class of the semester.

BAO1101 ACCOUNTING FOR DECISION MAKING

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur, Hong Kong.

Prerequisite(s) Nil.

Content The objectives of the subject are to provide a basis for further accounting studies, yet meet the needs of students from other areas of business studies; to introduce students to basic accounting concepts and selected accounting practices; and to introduce students to the role of, and the processes involved in planning and decision making within the business environment. Topics include: introduction to the roles of accounting; management planning and decision making; accounting concepts; cash and accrual accounting; preparation of financial statements; forms of business ownership, and effect on financial statements; budgeting – an introduction; budgets; control and performance reports; analysis and interpretation; evaluation of performance; the operating cycle; short term decision making and cost behaviour.

Required Reading Atrill, P., McLaney, E., and Harvey, D., 2000 *Accounting: An Introduction*, Prentice Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Final examination, 70%; internal assessment, 30%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO1106 ACCOUNTING FOR HOSPITALITY AND TOURISM MANAGERS

Campus Footscray Park, Werribee.

Prerequisite(s) BAO1101 Accounting for Decision Making.

Content The aims of this subject is to provide students with the broad principles underlying the recording and reporting of financial information, with a major emphasis on the preparation and presentation of General Purpose Financial Reports for the Hospitality and Tourism Industries. Topics include: introduction of hospitality and tourism accounting; a comprehensive review of the accounting system to provide an understanding of the information necessary for effective business management, internal control with particular focus on cash and inventory controls.

Required Reading: Hoggett, J., and Edwards, L., 2000, *Financial Accounting in Australia*, 4th edn, John Wiley and Sons Ltd, Brisbane, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO1107 ACCOUNTING INFORMATION SYSTEMS

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur.

Prerequisite(s) BAO1101 Accounting for Decision Making.

Content This subject will provide students with an understanding of why and how accounting information is prepared and the broad principles underlying its preparation, with major emphasis on preparation of general purpose income statements and balance sheets. Topics include: introduction to accounting; elements of accounting statements; accrual accounting and the accounting cycle; accounting for merchandising operations; introduction to accounting systems; cash and cash controls; accounting for receivables, inventories, and non-current assets; accounting for partnerships; and, introduction to computerised financial accounting systems.

Required Reading Carnegie, G., Jones, S., Norris, G., Wigg, R., and Williams, B., 1999, *Accounting Financial and Organisational Decision Making*, McGraw-Hill.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2100 INTRODUCTION TO SMALL ENTERPRISE

Campus Footscray Park

Prerequisite(s) Nil.

Content This subject aims to inform and challenge students to develop the knowledge and skills required to form a better understanding of the small enterprise sector. Topics include an overview of small business in Australia; the relationship between small business and economic development; the characteristics of an entrepreneur; causes of small business success and failure, and sources of assistance for small enterprise operators.

Required Reading Peacock, R., 1999, *Understanding Small Business: Practice, Theory and Research*, Bookshelf Pubnet.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 50%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2202 FINANCIAL ACCOUNTING

Campus Footscray Park, Werribee, Sunbury, Kuala Lumpur.

Prerequisite(s) BAO1107 Accounting Information Systems.

Content This subject provides students with an introduction to regulation of the business environment and an understanding of how to apply professional judgement in the recognition and disclosure of business events. Topics include: introduction to the conceptual and regulatory frameworks, tax effect accounting, lease accounting, foreign currency transactions.

Required Reading Deegan, C., *Australian Financial Accounting*.

Recommended Reading Accounting Handbook.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 30%; final examination, 70%. Refer to the subject outline provided at the commencement of each semester for details. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2203 CORPORATE ACCOUNTING

Campus Footscray Park, Werribee, Kuala Lumpur

Prerequisite(s) BAO2202 Financial Accounting; BLO2205 Corporate Law.

Content This subject is concerned with how and why corporations report to the many and varied users of accounting information. For this information to be useful it is argued that the information disclosed by corporations should possess certain qualitative characteristics. This subject covers the general structure underlying corporate reporting as well as more specific examples of corporate accounting practices designed to give the financial report user useful information on which to make economic decisions. Topics include: accounting for investments in companies, issue and restructuring of share capital, and company liquidations.

Required Reading Jubb, P., Haswell, S., and Langfield-Smith, I., 2001, *Company Accounting*, 3rd edn, Nelson TTP, Accounting Handbook.

Recommended Reading Clift, R.C. and Sims, M.A., *Corporate Accounting*-the information, expansion and dissolution of companies, Irwin McGraw-Hill Leo, K. J., and Hoggett, J.R., 2001, *Company Accounting in Australia*, John Wiley and Sons. Gaffikin, M., Dagwell, R., and Wines, G., 2001, *Corporate Accounting* UNSW Press, Australia.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 40%; final examination, 60%. Students are expected to complete satisfactorily each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2204 MANAGEMENT ACCOUNTING

Campus Footscray Park, Werribee, Kuala Lumpur

Prerequisite(s) BAO1101 Accounting for Decision Making.

Content The subject aims to develop students' ability to deal confidently with the multi-faceted challenges facing the function of management accounting in contemporary organisations. The broad areas to be covered include: strategic planning and control; operational planning and control; cost system design, evaluation of product/service costing methodologies.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 30%; final examination, 70%. Refer to the subject outline provided at the commencement of each semester for details. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2208 COMPUTERISED ACCOUNTING INFORMATION SYSTEMS

Campus Footscray Park, Werribee.

Prerequisite(s) BAO1107 Accounting Information Systems; BCO1101 Computer Applications.

Content The subject aims to develop an understanding of the need for advanced technology in the business organisation and its ramifications for the accounting information system. The subject aims to extend students' understanding of accounting procedures, systems and information flows to enable them to record, summarise and communicate financial data in a computerised accounting environment. Additionally, the subject aims to develop the students' understanding of different accounting software packages available on the market and illustrates the use of MYOB. This subject includes the following topics: accounting information systems foundations and concepts; analysis of the information needs of a business; system control structures in a computerised accounting environment; accounting information systems applications.

Required Reading Neish, W., and Kahwait, G., 2001, *Accounting using MYOB*, 4th edn, McGraw-Hill. Moscovice, S., Simkin, M., and Bagranog, N., 2001, *Core concepts of accounting information systems*, 7th edn, John Wiley and Sons Inc.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2209 ENTERPRISE ACCOUNTING INFORMATION SYSTEMS

Campus Footscray Park, Werribee.

Prerequisite(s) BAO1101 Accounting for Decision Making; BCO1101 Computer Applications.

Content The aims of this subject are to demonstrate the use of integrated information systems in medium to large size organisations and to demonstrate how these systems facilitate the production of accounting information. Topics include: overview of enterprise resource planning (ERP) systems; general ledger, financial reporting and management reporting in an ERP system; hardware/software acquisition alternatives; control in an ERP information system, and accounting evaluation of an ERP implementation.

Required Reading Hall, J.A., 2001, *Accounting Information Systems*, Southern Western.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 50%; final examination, 50%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2408 ELECTRONIC COMMERCE ACCOUNTING SYSTEMS

Campus Footscray Park, Werribee, Hong Kong.

Prerequisite(s) BAO1101 Accounting for Decision Making

Content This subject aims to give students an introduction to the role of electronic commerce in accounting information systems. Topics include: the role of accounting in EC, EC & Transaction Processing, EC & Accounting Software, EC Integration with the existing systems management system, EC & Financial Analysis, EC & internal control and security, EC & audit.

Required Reading Kogan A., Sudit E.F., Vasarhelyi M.A., 1998, *The Internet Guide for Accountants*, Prentice-Hall, New Jersey.

Recommended Reading Hall G., Allen G., 1998, *The Internet Guide for Accounting*, International Thomson Publishing, Ohio. Treese G.W., Stewart L.C., 1998, *Designing Systems for Internet Commerce*, Addison Wesley Longman, Massachusetts. Kalakota R., Whinsto A.B., 1997, *Electronic Commerce: A Manager's Guide*, Addison-Wesley-Longman, Massachusetts.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 50%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2440 PERSONAL INVESTMENT AND SUPERANNUATION

Campus Footscray Park.

Prerequisite(s) Nil.

Content The subject provides an overview of the principles of personal investment and superannuation and provides an understanding of the environment in which the Australian Superannuation industry operates. At the completion of this subject, students should be able to: understand the operation of the Australian superannuation market; explain the nature of funds and the differing benefits offered; review the prudential regulations and tax legislation applicable to superannuation funds; produce personal investment plans; evaluate the benefits of different superannuation plans in different circumstances.

Required Reading Beal and McKeown, *Personal Finance*, 1st edn, John Wiley.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 30% each; Final Examination, 70%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO2500 TRANSPORT FINANCIAL PLANNING

Campus Footscray Park, Werribee

Prerequisite(s) BAO1101 Accounting for Decision Making

Content The subject aims to develop knowledge and understanding of the financial planning for the transport infrastructure and operations. Topics include: elements of cost for a transport project; types of infrastructure development: direct, BOO,BOOT; pricing transport services; sources of funds: government assistance (bonds etc), private funding (domestic/international); financial mathematics; DCF: long term financial assessment of projects; DCF: leasing/buying transport equipment; review and integration of topics in a major case study.

Required Reading Bruce, R., McKern, B., Pollard, I. & Skully, M. 1997, *Handbook of Australian Corporate Finance*, 5th edn, Butterworths, Sydney.

Recommended Reading Buckley, A. 1996, *International Capital Budgeting*, Prentice Hall, London. Lumby, S. 1994, *Investment Appraisal and Financing Decisions* 5th edn, Chapman and Hall, London. Peirson, G., Brown, R, Easton, S. & Howard, P. 1998, *Business Finance*, McGraw Hill, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 30%; final examination, 70%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO3100 THE ENTERPRISE PROJECT

Campus Footscray Park.

Prerequisite(s) BAO2100 Introduction to Small Enterprise; BMO2182 Entrepreneurial Business Management.

Content This subject aims to build on the business skills developed during the course to date and apply them in a small enterprise context. Topics include developing enterprise skills of problem solving, communication and networking; development of research skills; undertaking project management; report writing.

Required Reading Articles and case studies.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO3292 BUSINESS ETHICS

Campus Footscray Park, Werribee.

Prerequisite(s) All core subjects. This subject is normally taken in the final year.

Content The overall aim of the subject is to promote ethical awareness in business decision making processes, so that students are sensitised to ethical issues embedded in the complexity of business activities. The subject helps to foster an environment where business situations with potentially unethical dimensions can be openly discussed and resolved to the best interests of all concerned. After studying the subject, students should be able to competently and responsibly arrive at well-informed and ethically conscious decisions. The subject covers the basic theory of ethics to the extent of its relevance to practical decision making processes as a guide. The following topics will be discussed: teaching ethics in tertiary education; why are ethics necessary?; defining ethics in business, setting a tone at the top of the organisation, leadership and communication in the form of codes of conduct within an organisation; the process of making ethical decisions, ethical issues in business activities; environmental influences, the individual, law and regulations, values and culture; the decision making process, information acquisition, ethical criteria, procedural maxims and caveats and the model of ethical decision making process; dealing with yourself and others, stress, organisational constraints and practices, the question of maintaining relationships; ethical dilemmas in an organisation; corporate culture and a normative model of codes of conduct, empirical evidence on corporate culture; the concept and practice of accountability to stakeholders; fraudulent activity types, causes, cases, action taken, different roles within an organisation; laws and regulations of fraudulent activities; whistleblowing trade secrets, insider trading, corporate disclosure, professional attitudes, a review of different codes of conduct; international business and ethics, multinational corporations and international dimensions of business practices, regulations and culture.

Required Reading Articles and case studies.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Students are required to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO3302 INTERNATIONAL ACCOUNTING

Campus Footscray Park, Werribee.

Prerequisite(s) BAO2202 Financial Accounting.

Content The aims of the subject are to: analyse similarities and differences in accounting thought, principles and procedures in other countries; examine on-going institutional attempts toward world-wide and/or regional standardisation; assess the expanded reporting responsibilities caused by such developments as the emergence of *multinational* firms as a significant economic and social force, the abandonment of stable international currency systems, rising prices, and the international diversification of securities investments. Topics include: nature of international accounting and comparative practices; analysis of foreign financial statements; transfer pricing and international taxation; international standards, organisations, and harmonisation; *multinational* enterprises, and accounting development in less-developed countries.

Required Reading Baydoun, N., Nishimura, A., and Willet, R., 1997, *Accounting in the Asia-Pacific Region*, John Wiley, Singapore.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Students are required to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* Any hand-held calculator may be used in examinations.

BAO3306 AUDITING

Campus Footscray Park, Kuala Lumpur, Werribee

Prerequisite(s) BAO2203 Corporate Accounting.

Content This subject's broad objective is to provide students with knowledge and appreciation of the objectives and limitations of an audit, including an understanding of key auditing principles, concepts and practices which comprise the audit process. Specifically, the subject aims to familiarise the student to 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. The subject also aims to provide students with an insight into the current environment in which auditors operate, including legal liability, ethics and independence; and other professional issues, such as the "audit expectation gap". As such, the subject 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 subject 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 group interaction skills.

Required Reading Gill, C. S., Cosserat, G.W., Lueng, P. and Coram, P. 1999, *Modern Auditing*, 5th edn, John Wiley and Sons, Brisbane. Auditing Handbook.

Recommended Reading A.A., Loebbecke, J.K. Best, P.J. and Shailer, G.E. 1997, *Auditing in Australia*, 4th edn, Prentice Hall, Sydney. Coram, P., and Gill, C.S., 1999, *Study Guide to Accompany Modern Auditing*, 5th edn, John Wiley and Sons, Brisbane. Corporations Law 2002 (note, earlier editions may be adequate). Gay, G., and Simnett, R., 2000, *Auditing and Assurance*, McGraw-Hill, Sydney. Gul, F.A., Teoh, H.Y., Andrew, B.H., and Schelluch, P., 2001, *Theory and Practice of Australian Auditing*, 5th edn, Nelson Thomson, Melbourne. Godsell, D., 1993, *Auditors' Legal Duties and Liabilities in Australia*, Longman Professional Publishing, Melbourne.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or

modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 30%; final examination, 70%. Students are expected to complete all assessments to gain a pass in the subject. Supplementary assessment will not be available. Students may use any form of silent, hand-held calculators, except for programmable calculators or calculators with text storage capacity. Students may use calculators in the final examination.

BAO3307 CORPORATE FINANCE

Campus Footscray Park, Werribee, Kuala Lumpur.

Prerequisite(s) BAO1101 Accounting for Decision Making.

Content The subject aims to provide a theoretical and practical basis for financial decision making within an organisation. The subject covers: valuation theory, portfolio theory, capital markets, sources of finance, the use of derivatives capital structure and dividend policy.

Required Reading Petty, J., Peacock, R., Martin, P., Burrow, M., Keown, A., Scott, D., Martin, J., 2000, *Financial Management*, 2nd edn, Prentice Hall.

Recommended Reading Peirson, Bird, Brown and Howard, 1998, *Business Finance*, 7th edn, McGraw-Hill. Ross, Thompson, Christensen, Westerfield and Jordon, 2001, *Fundamentals of Corporate Finance*, Mc-Graw Hill.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 30%; final examination, 70%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. Financial calculators may be used in the final examination.

BAO3308 ADVANCED AUDITING

Campus Footscray Park.

Prerequisite(s) BAO3306 Auditing.

Content This subject aims to provide greater depth of coverage to topics and issues covered in BAO3306 Auditing. Topics may include: overview of the audit process; auditing computer information systems (CIS), including the use of computer assisted audit techniques (CAATs); critical analysis of contemporary audit issues and practices facing auditors and the profession, including public sector and internal auditing; and critical analysis of contemporary research as it relates to auditing. Refer to the subject outline provided at the commencement of each semester for further details.

Required Reading Articles and case studies.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Students are expected to complete each assessable component to gain a pass in the subject. Supplementary assessment will not be available.

BAO3309 ADVANCED FINANCIAL ACCOUNTING

Campus Footscray Park, Werribee, Kuala Lumpur.

Prerequisite(s) BAO2203 Corporate Accounting.

Content The subject is concerned with developing an appreciation of the role that theory and practice has played in the development of financial reporting. The subject is designed to develop students' analytic and appreciative skills and provide students with the opportunity to further develop their mastery of technical skills. Contemporary issues, including measurement, conceptual framework, development of accounting standards and corporate

social responsibility are examined in the context of financial accounting theory.

Required Reading Godfrey, J., Hodgson, A., and Holmes, S., 2000, *Accounting Theory*, 4th edn, John Wiley, Brisbane.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 40%; final examination, 60%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO3310 SOCIAL AND ENVIRONMENTAL ACCOUNTING

Campus Footscray Park, Werribee - subject to demand.

Prerequisite(s) BAO1101 Accounting for Decision Making.

Content This subject will extend the study of financial accounting into social, ethical and environmental issues and examine the capacity of accounting reports in relation to those issues. Topics include an introduction to the conceptual framework of financial reporting; corporate social reporting; ethical investments; accounting for environmental assets and liabilities; ethics and the accountant.

Required Reading Articles and case studies.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Refer to the subject outline provided at the commencement of each semester for details. Supplementary assessment will not be available. Students are expected to complete each component of the assessment to gain a pass in the subject.

BAO3311 PUBLIC SECTOR ACCOUNTING

Campus Footscray Park, Werribee.

Prerequisite(s) BAO2203 Corporate Accounting.

Content The aim of this subject is for students to gain a broad understanding of the role and use of accountants and accounting information in government. Accounting practices in the public sector are studied from a manager's perspective as well as a technical accounting practitioner's perspective. Topics include: inter-governmental financial relations, approaches to 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.

Required Reading Articles and case studies.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO3312 ADVANCED MANAGEMENT ACCOUNTING

Campus Footscray Park, Werribee, Kuala Lumpur.

Prerequisite(s) BAO2204 Management Accounting.

Content The subject 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, including strategic elements in cost management, quality management, performance measurement, divisionalisation and transfer pricing, and reward systems.

Required Reading Articles and case studies.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 50%; final examination, 50%. Refer to the subject outline provided at the commencement of each semester for details. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* Only hand-held non-programmable calculators may be used in examinations.

BAO3315 ENTERPRISE IN ACCOUNTING AND FINANCIAL PRACTICE

Campus Footscray Park, Werribee.

Prerequisite(s) BAO2202 Financial Accounting.

Content This subject is designed to build upon the technical skills developed in a variety of disciplines during the first two years of the degree program. The focus is to encourage the development of "enterprising" skills – in particular communication, problem solving and team work to complement academic education. The skills will be applied to real world situations with emphasis on problem solving. Topics include: developing enterprising attributes; accounting in public practice; communicating with clients, potential employers, difficult people; developing business relationships; the role of marketing; computing tools for business; the role of the business advisor; problem solving in a small business; presentation skills; developing employment skills.

Required Reading Cotesta, P., Crosling, G., and Murphy, H., 1998, *Writing for Accounting Students*, Butterworths.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO3316 THE PRACTISING ACCOUNTANT AND TECHNOLOGY

Campus Footscray Park, Werribee.

Prerequisite(s) BAO1107 Accounting Information Systems, BAO2202 Financial Accounting, BLO2206 Taxation Law and Practice.

Content This subject aims to provide students with an overview and understanding of the role of the public accountant in a small practice. It will also prepare students in various aspects of applied technology in the public practice office by introducing certain computer packages such as Solution 6 and Xlon in the preparation of various tax related reports and returns through computers and it would finally lead to the establishment of a small business accounting practice. Topics include: Understanding of the nature of enterprise skills of problem solving, communication and networking and development of research skills through common Internet sites necessary in an accounting practice for any accounting/taxation changes in legislation; managing client profiles through computers; keeping secretarial files for directors, shareholders and minutes through computers and being able to lodge changes with Australian Securities and Investment Commission; costing and billing through computers, the managing of debtors and preparation of employee reports and evaluation of their productivity reports; locating, summarising and recording information in journals, such as cashbooks and other journals

through computers after preparing bank reconciliations. Preparing computerised financial reports including cash flow statements; locating, selecting and using information to prepare computerised taxation returns for individuals, partnerships, companies, trusts and superannuation; preparing information for specialised statements such as BAS, IAS, asset schedules, employee wages, payroll taxes and fringe benefit tax calculation, superannuation levy and work care payments and others through computers; calculation of taxation and lodgement of returns and schedules; working effectively as a member of a team achieving the above tasks and being able to assess productivity of the team in certain tasks; introduction to computerised auditing packages.

Required Reading Articles and case studies.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO3317 MANAGERIAL ACCOUNTING, DECISIONS AND TECHNOLOGY

Campus Footscray Park, Werribee.

Prerequisite(s) BAO1101 Accounting for Decision Making.

Content This subject aims to introduce students to the role of advanced technology in accounting taking a management accounting focus. The unit aims to develop practical management accounting skills complemented by related theoretical issues associated with the use of computers to assist the management accountant in providing information for decision making purposes. Topics included are: the use of computers in management accounting, the difference in objectives of management and financial accounting, accounting and technology in corporate strategy development, the value chain and the computerised accounting information system, systems development and evaluation from a management perspective, consideration of the objectives and alternatives in package choice for use in computerised management accounting including statistical, graphics, and spreadsheet packages.

Required Reading To be advised by the lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BAO3402 INTERNATIONAL BANKING AND FINANCE

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BAO3307 Corporate Finance.

Content The evolution of international banking, the international banking environment and institutional structure and operations. The foreign exchange market; functions, participants and dealing practice. Foreign exchange risk management; measuring and managing foreign exchange exposure. Foreign exchange transactions and products. The forward market, futures, options, swaps and financial engineering. Euro currency operations. Risks in international lending. Contemporary issues in international finance.

Required Reading Madura, J., 2000, *International Financial Management*, 6th edn, South Western New York.

Recommended Reading Eitman, D. et al. 2001, *Multinational Financial Management Business Finance*, 9th edn, Addison Wesley. Eun Cheol, S., and Resnik, B., *International Financial Management*, 1998, McGraw-Hill. Giddy, I., 1994, *Global Financial Markets*, Houghton

Mifflin, McInish, T., 2000, *Capital Markets: A Global Perspective*, Blackwell, Oxford. Shapiro, A., 1999, *Multinational Financial Management*, 6th edn, Prentice Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 35%; final examination, 65%. A satisfactory result must be obtained in each assessable component to pass the subject. Supplementary assessment will not be available. *Note:* Students may use calculators in examinations.

BAO3403 INVESTMENT AND PORTFOLIO MANAGEMENT

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BAO3307 Corporate Finance.

Content An introduction to investments and securities markets; measuring investment return and risk; the pricing and management of fixed interest securities, equities, and property; fundamental analysis; derivative securities; portfolio theory and measuring portfolio performance; efficient market hypothesis; passive and active trading strategies.

Required Reading Gitman, Joenk, Juchau, Wheldon and Wright, 2001, *Fundamentals of Investing* Australian edition, Longman.

Recommended Reading Bodie, Z., Kane, A., and Marcus, A., 2001, *Essentials of Investment*, McGraw-Hill.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 30%; final examination, 70%. A satisfactory result must be obtained in each assessable component to pass the subject. Supplementary assessment will not be available.

BAO3404 CREDIT AND LENDING DECISIONS

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BEO3447 Commercial Banking and Finance; BLO3405 Law of Financial Institutions and Securities.

Content The subject 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. At the completion of the subject students should be able to explain the reasons for the lending activities of financial institutions and the risks associated with this activity; identify various lending facilities required by customers; demonstrate an understanding of the issues related to lending to various forms of legal entity, including; individuals, corporations, partnerships, trusts and associations, and analyse and assess lending proposals. Topics include: credit policy, retail lending, commercial lending, corporate lending and corporate services, valuation of assets, structuring a loan, and problem loans and recovery.

Required Reading Hemple, G. H., and Simonson, D.G., 1999, *Bank Management Text and Cases*, 5th edn, John Wiley and Sons.

Recommended Reading Berry, A., Faulkner, S., Hughes, M. and Jarris, R. 1993, *Bank Lending: Beyond the Theory*, Chapman and Hall. Blay, S. and Clark, E. 1993, *Australian Law of Financial Institutions*, Harcourt Brace. Bourke, P. and Shanmugan, B. 1990, *An Introduction to Bank Lending*, Addison-Wesley. Bruce, R., McKern, B., Pollard, I. and Skully, M. 1991, *Handbook of Australian Corporate Finance*, 4th edn, Butterworths. Shanmugan, B. and Hemple, G.H. 1992, *Bank Management*, Wiley.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment, 50%; final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

**BAO3501 ACCOUNTING FOR BUSINESS DECISIONS
(ENGINEERING AND SCIENCE SERVICE SUBJECT)**

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject explores the relationship between accounting and business decision making by management. Basic financial accounting, costing and management accounting..

Required Reading To be advised by lecturer.

Recommended Reading Hoggett, J. and Edwards, L., *Accounting in Australia*, John Wiley and Sons (latest edn), Horngren, C. T., *Cost Accounting- A Managerial Emphasis* Prentice-Hall (latest edn).

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Continuous assessment, 20%; final examination, 80%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BBB3111 BUSINESS INTERGRATED LEARNING

Campus Footscray Park

Prerequisite(s) Participation in the Co-operative Education Preparation and Training Program and successful completion of at least twelve (12) business subjects, prior to enrolment.

Content The subject enables students to gain practical experience in the business community in an area related to their field of study, and to apply the theoretical skills acquired in the classroom to a real work place situation. It aims to develop students' interpersonal skills with special regard to handling professional communications and to becoming an integral part of a workplace team.

Required Reading Compiled by the Workplace Study Centre on behalf of the Co-operative Education Unit, Victoria University *Co-operative Employment: What you need to know as an Employee* (for positions in Australia only). Notes prepared by the Co-operative Education Unit, *Co-operative Education Handbook*.

Assessment The subject is to be graded on an Ungraded basis; i.e. "S" is an Ungraded Pass and "U" for an Ungraded Fail. Students complete a minimum of 350 hours of approved industry experience and submit a Self-Assessment Report reflecting their learning outcomes. This should be accompanied by evidence from the employer/host organisation of the Business Integrated Learning activities in the form of either a reference, signed employment contract and/or job description or in the case of voluntary positions, a record of service showing hours, duties with appropriate signatures (acceptable documentation to be advised by the respective Co-operative Education Co-ordinator).

BBB3333 CO-OPERATIVE EDUCATION

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) Participation in the Co-operative Education Preparation and Training Program and successful completion of at least nine (9) subjects to be eligible to apply for positions. Successful completion of at least twelve (12) subjects, prior to the commencement of a co-operative position.

Content The subject enables students to apply their knowledge to an actual working situation in an industry or professional environment. Students complete a minimum training period of forty (40) calendar weeks of full-time work as mutually agreed between the employer, student and University.

Required Reading Compiled by the Workplace Study Centre on behalf of the Co-operative Education Unit, Victoria University (for positions in Australia only), *Co-operative Employment: What you need to know as an Employee*. Notes prepared by the Co-operative Education Unit. *Co-operative Education Handbook*.

Assessment Students are required to complete the mutually agreed Co-operative employment period and submit bi-annual reports consisting of Self-Assessments and Employer Appraisals. Students will be graded as Ungraded Pass or Ungraded Fail.

**BBF3512 ENVIRONMENTAL LEGISLATION AND
ECONOMICS (ENGINEERING AND SCIENCE
SERVICE SUBJECT)**

Campus Footscray Park

Prerequisite(s) Nil.

Content Introduction to law, types of legislative enactments and the Australian court system. Applications of acts, regulations and other laws and policies to development proposals, managerial responsibilities and environmental protection. Overview of relevant provisions of a range of environment-related legislation. Cost/benefit, cost effectiveness and input-output analysis.

Valuation techniques for externalities, assessment of social values, utility and elasticity considerations, economic instruments of environmental policy including taxes, charges and levies, environmental damage rights and credits, performance bonds, tradeable rights.

Required Reading To be advised by lecturer

Class Contact 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 Assignments, 30%; examination, 70%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

**BCA9171 INTEGRATED OFFICE SYSTEMS
(ENGINEERING AND SCIENCE SERVICE SUBJECT)**

Campus Footscray Park

Prerequisite(s) Nil.

Content This subject introduces the concepts of integrated office systems and knowledge work. It focuses on the use of integrated system support/information processing tools, to support the decision making and communication needs to management. Emphasis is given to the use and evaluation of these tools, and to their application to knowledge work. The aims of this subject are to: develop an appreciation of the nature and types of integrated office systems and knowledge work; develop an understanding of the characteristics and importance of decision making and communication activities to knowledge workers; examine the relationship between information support, information processing, and the decision making process; identify the information needs of knowledge workers; critically study the nature and capabilities of selected information processing tools.

Required Reading To be advised by lecturer.

Class Contact 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 Practical work, 50%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCF9110 INTRODUCTORY COMPUTING (ENGINEERING AND SCIENCE SERVICE SUBJECT)

Campus Werribee.

Prerequisite(s) Nil.

Content This introductory subject aims to give students a broad insight into the use and application of computers in the sciences. Topics covered include: computer systems, hardware and software, word processing, spreadsheets, databases, data communications, artificial intelligence, computers as a research tool, social implications of computing.

Required Reading To be advised by lecturer.

Class Contact 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 Practical work, 50%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCF9130 INFORMATION TECHNOLOGY (ENGINEERING AND SCIENCE SERVICE SUBJECT)

Campus Werribee.

Prerequisite(s) Nil.

Content This introductory subject aims to give students a broad insight into the use and application of computers in the area of psychology. Topics covered include: computer systems, hardware and software, word processing, spreadsheets, databases, data communications, artificial intelligence, computers as a research tool, social implications of computing.

Required Reading To be advised by lecturer.

Class Contact 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 Practical work, 50%, examination, 50%. Students must satisfactorily complete each component of the assessment to pass the subject. Supplementary assessment will not be available.

BCF9220 (HUMAN DEVELOPMENT SERVICE SUBJECT)

Campus Sunbury

Prerequisite(s) BCO1101 Computer Applications.

Content This subject aims to provide students with the skills to use a relational database package. The package will be used to familiarise students with a sampling of membership applications and database design considerations appropriate to a sport setting. Special attention will be given to the terminology associated with database packages, the design of databases, editing and manipulating data, querying databases, producing reports from a database, printing and merging data base information with other applications. User interface design, including the Internet, will also be covered.

Required Reading Hawking, P., McCarthy, B. & Nikakis, C. (1998). *The '97 Stable: An Introduction to Office '97*. Prentice Hall, Sydney.

Recommended Reading To be advised by the subject lecturer.

Class Contact Three hours per week for one semester comprising a one and a half hour lecture and a one and one half hour laboratory workshop.

Assessment Assignments (50%); final exam (50%). Students must satisfactorily complete each component of the assessment to pass the subject. Supplementary assessment will not be available.

BCO1041 INTRODUCTION TO PROGRAMMING

Campus Werribee, Hong Kong.

Prerequisite(s) Nil.

Content This subject provides an introduction to the concepts and techniques of problem solving and structured program design, common to of any programming language. The subject aims to provide students with a basic knowledge of structured programming and its use in solving business problems. Topics include: introduction to problem solving and programming; problem definition; steps in program development; designing an algorithm; algorithm representations; testing an algorithm; sequence, selection, repetition and modularisation structures; error checking procedures; conversion of algorithms to programming code; input, output and variable types; procedures and functions; conditional execution; user defined data types; arrays; and records.

Required Reading Zak, D., 1999, *Programming with Visual Basic 6.0*, ITP.

Recommended Reading Bradley, J.C. and Millsbaugh, A.C., 1999, *Programming in Visual Basic 6.0*, Irwin/McGraw-Hill. Robertson, L., 2000, *Simple Program Design* 3rd edn, Thomas Nelson. Shackleton, P. and McConville, D., 2000, *Program Design through Visual Basic*, 5th edn,

Data Publishing, Melbourne.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 50%; final examinations and tests, 50%. Students must satisfactorily complete each component of assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO1046 COMPUTER SYSTEMS

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1101 Computer Applications.

Co-requisite(s) BCO1041 Introduction to Programming.

Content This subject aims to give students an overview of computer systems architecture, the role and use of operating systems on different platforms, and networking topologies. Topics include: Standard PC organisation and architecture for business systems; Memory devices and memory management; File systems and file management; User interfaces: Hardware interrupts and diagnostic tools; Standard Network topologies incorporating LANS and WANS. Students will undertake various practical activities involving both operating and networking systems software installation.

Required Reading To be advised by lecture.

Recommended Reading Baron, R. and Higbie, L. 1992, *Computer Architecture*, Addison Wesley. Deitel, M.H. 1990, *An Introduction to Operating Systems*, 2nd edn, Addison-Wesley. Dowsing, R. and Woodhams, F. 1991, *Computers from Logic to Architecture*, Van Nostrand Reinhold, UK. Fitzgerald, J. 1990, *Business Data Communications: Basic Concepts, Security, and Design*, John Wiley. Flynn, Ida M. and McIver McHoes Ann 1991, *Understanding Operating Systems*, Brooks/Cole Publishing Company. Stallings, W. 1993, *Computer Organization and Architecture Principles of Structure and Function*, 3rd edn, Maxwell MacMillan. Tanenbaum, A.S. 1994, *Modern Operating Systems*, Prentice-Hall. Tanenbaum, A.S. 1990, *Structured Computer Organization*, Prentice-Hall. Englander, I.V., *The Architecture of Computer Hardware and Systems Software An Information Technology Approach*, J.Wiley & Sons, 1996.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 40%; examination and tests, 60%.

Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO1048 INTRODUCTION TO BUSINESS SYSTEMS DEVELOPMENT

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1101 Computer Applications.

Content The subject aims to introduce the concept of computer based information systems; to introduce the student to a range of techniques used in the development of business systems; and to provide practical skills in the development of computer based information systems. Topics include: systems theory, SDLC, analysis and design techniques, types of computer-based information systems, KBS, documentation techniques, CBIS architectures, introductory project management techniques.

Required Reading Whitten, J.L., Bentley, L.D., Dittman, K.C. 2001, *Systems Analysis and Design Methods*, 5th-edn, McGraw-Hill.

Recommended Reading Beddie, L. and Raeburn, S. 1989, *An Introduction to Computer Integrated Business*, Prentice-Hall, UK. Davis, W.S. 1994, *Business Systems Analysis and Design*, Wadsworth. Flaatten, P.O., McCubbrey, D.J., O'Riordan, P.D. and Burgess, K. 1992, *Foundations of Business Systems*, 2nd edn, Dryden. Gibson, M.L. and Hughes, C.T. 1994, *Analysis and Design: A Comprehensive Methodology with Case*, Boyd and Fraser. McLeod, R. Jr. 1994, *Systems Analysis and Design: An Organisational Approach*, Dryden. Sern, James P. 1995, *Intro to Systems Analysis and Design*, 3rd edn, McGraw-Hill. *Analysis and Design Methods*, 3rd edn, Irwin.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 40%; tutorial problems, 10%; examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO1101 COMPUTER APPLICATIONS

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur, Hong Kong.

Prerequisite(s) Nil.

Content Computer systems hardware and software; word processing; graphics; spreadsheets; database management systems; overview of programming languages and program design; data communications; concepts of business information systems; social issues.

Required Reading To be advised by lecturer.

Recommended Reading Trainor, T. and Krasnewich, D., 1996, *Computers*, McGraw-Hill.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Semester assessment, 40%; final examination and tests, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO1141 INFORMATION TECHNOLOGY MANAGEMENT

Campus Footscray Park, Werribee.

Prerequisite(s) Nil.

Co-requisite(s) BCO1101 Computer Applications.

Content This subject provides an introduction to the concepts of information management and strategic nature of information

systems. This is achieved by introducing concepts relating to: the effective management of information; strategic nature of information systems; managing information technology resource with a focus on small and medium enterprises.

Required Reading To be advised by lecturer.

Recommended Reading Alter, S. 1996, *Information Systems: A Management Perspective*, Addison Wesley Publishing, Beaumont, John, R. 1995, *Information Resources Management*, Butterworth Heineman, Oxford. Earl, Michael J. 1989, *Management Strategies for Information Technology*, Prentice-Hall, Hertfordshire, UK. Frenzel, Carrol, W. 1995, *Management of Information Technology*, Boyd and Fraser, Massachusetts. Kroenke, David 1994, *Management Information Systems*, 2nd edn, McGraw-Hill, USA. Turban, E., Mclean, E. & Wetherbe, J., 1996, *Information Technology for Management*, Wiley and Sons, New York.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case study 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO1147 INTRODUCTION TO PROGRAMMING CONCEPTS

Campus Footscray Park, Werribee.

Prerequisite(s) Nil.

Co-requisite(s) BCO1101 Computer Applications as a prerequisite or as a co-requisite.

Content The subject provides an introduction to the concepts of computer programming. Within a visual event-driven programming environment students cover topics such as program design, control structures, simple and structured data types, testing and debugging strategies, and program documentation.

Required Reading Shackleton, P. and McConville, D. 1998, *Program Design Through Visual Basic*, 4th edn, Data Publishing, Melbourne.

Recommended Reading Other program design and Visual Basic texts may be useful. Examples include: Robertson, L. 1993, *Simple Program Design*, 2nd edn, Thomas Nelson, Melbourne. Juliff, P. 1990, *Program Design*, 3rd edn, Prentice-Hall. Zak, Diane. 1995, *Programming in Visual Basic*, Course Technology. Gersting, J. 1996, *Visual Basic Programming A Laboratory Approach*, Computer Science Press, England.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; final examination and tests, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2040 MANAGING THE COMPUTING ENVIRONMENT

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1046 Computer Systems.

Content This subject aims to provide students with the skills necessary to plan the purchase of new/replacement equipment, cater for change in computer hardware and software, determine organisational standards, plan strategic changes, monitor system performance, prioritise system developments, and allocate resources effectively. Topics include: models of information systems maturity; roles in the computing environment; information technology Department structures, stakeholders in information

technology being a manager, managing office automation; strategies for selection, recommendation and purchasing of hardware and software, cost/benefit analysis; paying for information technology, strategic planning and budgeting; introduction of new technology; user resistance, strategies for change; planning installation of computing equipment; supporting users: types of support. Managing and running a help desk, service delivery, peer support; information technology steering committees; training issues: types of training, planning training programs for users and support staff; selection of staff; security issues and threats to the computing environment; managing user's access and privileges; maintaining inventory of computing assets; auditing the computing systems; managing use and abuse of corporate computing facilities, such as email and internet use.

Required Reading To be advised by lecturer.

Recommended Reading Earl, M.J. 1989, *Management Strategies for Information Technology*, Prentice Hall, UK. Emery, K.H. 1995, *How to be a Successful Systems Manager in a PC Environment*, McGraw-Hill. Hussain D. and Hussain, K.M. 1988, *Managing Computer Resources*, Irwin, USA. Lorette, R.J. and Walton, H.C. 1990, *Cases in the Management of Information Systems and Information Technology*, Irwin. Wysocki, R.K. and Young, J. 1990, *Information Systems: Management Principles in Action*, John Wiley & Sons. Articles from *Journal of Information Systems Management*. Dayton, D., *Information Technology Audit Handbook*, Prentice hall, 1997. Jenkins, G.H., *Information Systems Policies & Procedures manual*, 2nd ed., Cliffs, N.J., Khandpur, N. and Laub, L., *Delivering World-Class Technical Support*, Wiley, New York, 1997.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 40%; examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2041 SYSTEMS ANALYSIS AND DESIGN

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1048 Introduction to Business Systems Development.

Content This subject aims to provide students with processes to formalise all aspects of systems analysis and design processes. It will develop students abilities to apply tools and techniques that are currently used in systems development, building upon the skills and concepts learned in Introduction to Business Systems Development. Students will learn to identify the full range of client needs including such needs as quality, usability, cost and time constraints. Techniques that can be used to meet client needs will be applied by students in a case study. Topics include: Project management: estimation, resource allocation, GANTT, PERT, milestones, function point analysis, deliverables; Development evaluation: metrics: walkthroughs, team reviews, quality assurance, standards; analysis and design techniques: specification techniques, input/output design, interface design, security and controls; Human computer interaction and usability; Systems analysis and design methodologies: selection and application of an appropriate methodology for projects; Automated tools: code restructuring, code generation, CASE; Other development approaches: prototyping, JAD, RAD, reverse engineering.

Required Reading To be advised by lecturer.

Recommended Reading Burch, J.G. 1992, *Systems Analysis, Design and Implementation*, Boyd & Fraser Publishing Co, USA. Eberts, R.E. 1994, *User Interface Design*, Prentice-Hall. Scott Foresman, New York. Galitz, W.O. 1993, *User-Interface Screen Design*, QED Information Sciences, Wellesley, USA. Hawryszkiewicz, I.T. 1994, *Introduction to Systems Analysis and Design*, 3rd edn, Prentice Hall.

Kendall, K. and Kendall, J. 1992, *Systems Analysis and Design*, Prentice-Hall. McLeod, R. Jr. 1994, *Systems Analysis and Design: An Organisational Approach*, Dryden. Page-Jones, M. 1988, *Practical Guide to Structured Systems Design*, Prentice Hall, NJ. Power, Cheney and Crow 1990, *Structured Systems Development – Analysis, Design, Implementation*, Boyd and Fraser, Thomson Publishing Group. Whitten, Bentley and Barlow 1994, *Systems Analysis and Design Methods*, 3rd edn, Irwin.

Class Contact Equivalent to three hours per week for one semester comprising two one-hour lecture per week and a one-hour tutorial/workshop per week. Subject equal to 15 credit points.

Assessment Assignments, 40%; examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2042 DATABASE APPLICATIONS

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1041 Introduction to Programming; BCO2149 Database Systems.

Content This subject will provide students with the knowledge and skills needed to fully develop an application using an microcomputer database management package. Topics include: steps in application development, defining an application, designing a solution, creating the data model, features of the language, creating modules, testing, documentation.

Required Reading To be advised by lecturer.

Recommended Reading Brockman J.R. 1990, *Writing Better Computer User Documentation*, Wiley & Sons. Crown J. 1992, *Effective Computer User Documentation*, Van Nostrand Reinhold. Kaner C., Falk J. and Nguyen H.Q. 1993, *Testing Computer Software*, Van Nostrand Reinhold. McConnell S. 1993, *Code Complete – A Practical Handbook of Software Construction*, Microsoft Press. References relevant to the application development package selected for use in the course.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 15%; project proposal, 15%; completed project, 70%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2043 MANAGING NETWORK INTEGRATION

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1046 Computer Systems.

Content This subject aims to build on a student's understanding of network architectures and their relationship to a business organisation's communication needs. At the end of the subject a student should be able to make decisions and recommend solutions for an organisations communication requirements. Topics include: the need for network communications for a business organisation from a strategic point of view; survey of currently available LAN products; survey of currently available WAN services; network Standards – ISDN, TCP/IP, SNA, OSI; integrating LANs with each other – standards and protocols; integrating LANs and WANs – standards and protocols; network design principles; network management principles; managing the implications on business practices of the Internet; future trends in networking.

Required Reading Palmer, M.J. and Sinclair R.B. 1997, *Advanced Networking Concepts*, 1st edn. Thomas Nelson, Melbourne Australia.

Recommended Reading Curle, K. 1996, *Data Communications in Australia*, Wiley. Fitzgerald, J. 1993, *Business Data Communications*, Wiley. Stallings, W. and Van Slyke, R. 1994, *Business Data Communications*, Macmillan.

Class Contact Three hours per week. Normally to be delivered as

two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 20%; tests, 30%; examination, 50%. Supplementary assessment will not be available.

BCO2044 COMPUTING PRACTICE

Campus Werribee.

Prerequisite(s) BCO2040 Managing the Computing Environment.

Co-requisite(s) BCO2043 Managing Network Integration.

Content This subject seeks to create a learning environment blending theory and practice which nurture and encourage the student's capacity to develop and consolidate: ideas and concepts; professional skills; identification of potential job options; an understanding of his or her ultimate contributions to the field; and contacts in the field. History of information systems and the nature of work in the information systems industry; Concepts embodied in the "Help Desk", Systems Management; and Preventive Maintenance. Working with Committees; Disaster Planning; Backup Policies and Procedures; Backup Audits; Virus Protection; Help Desk Management/Operations; Training; Professional communication and working with User Groups. Introduction and observation – in this section the student will make observations in different aspects of the help desk environment in order to: gain an understanding of the School and breadth of the field; observe client facilities, organisation and professionals in the field; establish initial contacts with professionals within the field; and identify strategies which allow the students to maximise their practical placement opportunities. Supervised and Unsupervised Help Desk Operation – In this section the student will work independently to gain an understanding of troubleshooting typical PC and/or network problems; liaise with users; train users; develop consulting skills; and develop management skills.

Required Reading To be advised by lecturer.

Recommended Reading *Microsoft Sourcebook for the Help Desk*, 2nd ed., Microsoft Press, 1997. Emery, K.H. 1995, *How to be a Successful Systems Manager in a PC Environment*, McGraw-Hill.

Class Contact Equivalent to Four hours per week for one semester comprising: one one-hour lecture/seminar per week for one semester. A minimum of 80hours in the field. This may be in the form of a practical placement in a help desk environment, or a personally arranged (and approved by the subject leader) training, maintenance or consulting role within the local community. Subject equal to 15 credit points.

Assessment Resume/seminar participation, 10%, class presentation, 20%, major assignment, 60%, and supervisor appraisal, 10%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2148 SYSTEMS ANALYSIS

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1101 Computer Applications.

Content The aims of this subject are to provide students with: an understanding of the basic methods, techniques and tools that are used to develop a system specification in accordance with user needs to develop an awareness of the purpose and content of relevant documentation such as systems proposals and feasibility studies. The ability to apply current techniques to the development of business system specification; to ensure an understanding of the roles and responsibilities of those involved in the development of business systems. Topics include: systems theory and systems development lifecycles; management decision making and information requirements; nature and types of information systems; nature, purpose and types of models; process and

information modelling; structured analysis; information engineering; object oriented analysis; management of the development process; information gathering strategies and techniques; prototyping; JAD; roles of those involved in systems development; systems proposals; risk analysis; feasibility studies; methodologies; a comparison of methodologies; CASE; reengineering and reverse engineering.

Required Reading Whitten, J and Bentley, L. 1998, *Systems Analysis and Design Methods*, Irwin McGraw, Melbourne.

Recommended Reading Hawryskiewicz, I.T. 1994, *Introduction to Systems Analysis and Design*, 3rd edn, Prentice Hall. Kendall, K. and Kendall, J. 1988, *Systems Analysis and Design*, 3rd edn, Prentice-Hall. King, D. 1994, *Project Management Made Simple: A guide to successful management of computer systems projects*, Prentice-Hall. Yourdon, E. 1989, *Modern Structured Analysis* Prentice-Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 40%; final examination and test, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2149 DATABASE SYSTEMS

Campus Footscray Park, Werribee, Hong Kong.

Prerequisite(s) Nil.

Co-requisite(s) BCO1101 Computer Applications.

Content Functions of a database management system; database management system models; data retrieval in relational database management systems using SQL, QBE; database design incorporating normalisation, ER modelling and NIAM; fourth generation environment; database administration, current trends.

Required Reading McFaden, F.R. and Hoffer, J.A. 1993, *Modern Database Management*, 4th edn, Benjamin Cummings.

Recommended Reading Pratt, P.J. 1995, *The Concepts of Database Management*, Boyd and Fraser. Rob, P. and Coronel, C. 1995, *Database Systems*, 2nd edn, Boyd and Fraser. Pratt, P.J. 1995, *A Guide to SQL*, 3rd edn, Boyd and Fraser.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Examination, 50%; tests and class assignments, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2245 COMPUTER ARCHITECTURE

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1147 Introduction to Programming Concepts.

Content The aim of the subject is to provide students with an understanding of single processor architecture by studying logic and low-level programming techniques and methods. Topics include: number systems and conversions; logic gates and Boolean algebra; introduction to combinational and sequential circuits; an overview of the central processing unit (CPU) and memory; instruction sets and addressing modes; buses and interrupt mechanisms; CPU organisation; pipelining and parallel architectures.

Required Reading To be advised by lecturer.

Recommended Reading Burd, S.D. 1994, *System Architecture: Software and Hardware in Business Information Systems*, Boyd and Fraser. Dowsing, R. and Woodhams, F. 1991, *Computers from Logic to Architecture*, Van Nostrand Reinhold, UK. Gray, N.A.B. 1987,

Introduction to Computer Systems, Prentice-Hall. Long, L. and Long, N. 1986, *Computers*, Prentice-Hall. Tanenbaum, A.S. 1990, *Structured Computer Organisation*, Prentice-Hall. Baron, R. and Higbie, L. 1992, *Computer Architecture*, Addison Wesley. Englander, I.V., *The Architecture of Computer Hardware and Systems Software*, An Information Technology Approach, J.Wiley & Sons, 1996.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2348 COMMERCIAL PROGRAMMING TECHNIQUES

Campus Footscray Park.

Prerequisite(s) BCO1147 Introduction to Programming Concepts.

Content The aim of the subject is to extend the knowledge of introductory programming techniques; provide students with practical experience in programming with an emphasis on commercial applications with a business oriented language; introduce students to data structures. Topics include: key features of the programming language in use; structured tools and techniques; data manipulation; report generation; file structures; interactive processing.

Required Reading Kretschmer, R. and Weiss, W., 1996, *Developing SAP'S R/3 Applications with ABAP/4*, Sybex.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 40%; final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2443 INFORMATION PLANNING AND RESOURCES MANAGEMENT

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1101 Computer Applications.

Content The aim of the subject is to extend the information management approach into the area of Information Systems across the organisation. The subject concentrates on the information planning and delivery across the organisation. Topics include: an understanding of the nature of information architectures; an appreciation of the importance of database as the central plank in organisations; the use of relevant information planning strategies and techniques; an understanding of the differing levels of Information Systems management functions within organisations; an appreciation of current organisational information systems issues.

Required Reading To be advised by lecturer.

Recommended Reading Kanter, J. 1992, *Managing with Information*, Prentice Hall, New Jersey. Martin, E. 1996, *Managing Information Technology*, Maxwell Macmillan, New York. Wysocki, R., 1997, *Managing Information Across the Enterprise*, John Wiley & Sons, New York.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2500 ELECTRONIC COMMERCE TECHNOLOGIES

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1101 Computer Applications.

Content This subject aims to prepare students to take an active role in the planning, implementation and maintenance of electronic commerce based hardware and systems software. Topics include: basic data communications concepts; basic transports and hardware; internet protocols used in electronic commerce; cryptography and security technologies; location technologies; information retrieval technologies; world wide web technologies; world wide web application tools; setting up a web server.

Required Reading Naik, Dilip C., 1998, *Internet Standards and Technologies*, Redmond Washington, Microsoft Press.

Recommended Reading Garfinkel Simson, 1997, *Web Security & Commerce*, Cambridge, O'Reilly and Associates. Kalakota, Ravi. & Whinston, Andrew B., 1997, *Electronic Commerce: A Manager's Guide*, Addison - Wesley. Treese, G. Winfield & Stewart, Lawrence C., 1998, *Designing Systems for Internet Commerce*, Reading Massachusetts, Addison-Wesley Longman. Stein, Lincoln D., 1997, *How to Set Up and Maintain a Web Site*, 2nd edn. Reading Massachusetts, Addison-Wesley Longman.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignment, 30% (approx. 3000 words); test, 20%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2501 ELECTRONIC COMMERCE BUSINESS INTERFACES

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1101 Computer Applications.

Content The subject aims to prepare students to take an active role in the planning, preparation and maintenance of electronic 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; implementing EDI; organising web site content, establishing use policies, electronic transaction models; methods to evaluate success through traffic analysis metrics and other techniques; analysis and design of EDI systems; tools and planning templates, browser technology, authoring technology.

Required Reading To be advised by lecturer.

Recommended Reading Bernard, Ryan. 1997, *The Corporate Intranet: Create and Manage an Internal Web for Your Organization*. 2nd edn, New York: John Wiley & Sons. Deborah, L. Bayles, 1998, *Extranets: Building the Business-to-Business Web*. 1st edn. Prentice Hall. Deborah, L. Bayles, 1998, *Extranets: Building the Business-to-Business Web*. 1st edn. Prentice Hall. Smith, Norman E., 1997, *Practical Guide to Intranet Client-Server Applications Using the Web*. Plano, TX: Wordware Pub.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignments, 30% (approx. 3000 words); test, 20%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2502 DEVELOPING ELECTRONIC COMMERCE SYSTEMS

Campus Werribee, Hong Kong.

Prerequisite(s) BCO1041 Introduction to Programming, BCO2149 Database Systems, BCO2500 Electronic Commerce Technologies, BCO2501 Electronic Commerce Business Interfaces.

Content The subject will introduce to the students effective designs and structures for documents required for the transmission and retrieval of information for conducting business electronically. It also aims to provide a knowledge of various programming languages for developing, installing, maintaining and testing web pages and electronic documents that will incorporate text, graphic images, video and audio. Topics include: the concepts of good and bad web page design, basic HTML, creating links, text formatting, incorporating sound and images, creating tables and frames, making the pages interactive with JavaScript and CGI scripting, introducing Java applets and programming in Java, culminating in the production of a web based application.

Required Reading Lemay, L., 1996, *Web Publishing with HTML*, Sams.net Publishing, USA

Recommended Reading Goodman, D., 1996, *JavaScript Handbook*, IDG Books, Worldwide, Inc. Pew, J., 1997, *Instant Java*, The Sunsoft Press, USA. Dietel, H.M. & Dietel, P.J., 1997, *JAVA How to Program*, Prentice Hall International Inc., New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignments, 25% (approx. 2500 words); practical assignment, 25%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO2503 TRANSPORTATION INFORMATION SYSTEMS

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1101 Computer Applications.

Content This subject aims to give students an appreciation of Enterprise Resource Planning Systems and the role these systems play in supporting an organisation's information needs, focusing on the extended supply chain. Issues associated with selection implementation and administering these types of systems will be covered. Topics include: types of information systems implemented within organisations; the strengths and weaknesses of current information systems; Enterprise Resource Planning Systems; the role of Enterprise Resource Planning Systems in supporting business processes and extended supply chain; the role of Enterprise Resource Planning Systems in supporting the transportation chain; the selection and implementation of Enterprise Resource Planning Systems; future trends including the role of Electronic Commerce in transportation and distribution.

Required Reading Loginsky, S. 1998, *Enterprise Wide Software Solutions, Integration Strategies and Practices*, Addison Wesley.

Recommended Reading Curran T, Keller, G. 1998, *SAP R/3 Business Blueprint*, Prentice Hall, PTR.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment and case Studies, 50%; Final Examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3040 MANAGING SYSTEMS DEVELOPMENT

Campus Werribee, Hong Kong.

Prerequisite(s) BCO2041 Systems Analysis and Design or BCO2148 Systems Analysis and BCO3144 Systems Design.

Content The subject aims to provide students with an understanding of: the issues associated with the management of systems development within IS Schools. This includes Project Identification, Project Planning, Project Justification, Project Management within the Information Systems business context. Issues will be considered from a small and large business point of view. Topics include: Strategic nature of IT, Systems Planning, Alignment with business goals, Identification of Project Phases and Task Requirements, Resource Allocation, Estimation Techniques, Project Monitoring and Control, Planning of IT Projects, Review of IT tendering processes, Software Quality, Risk Assessment, Version Control, Change Management and Issues in Managing Systems Projects. On completion of this subject students should be able to: Recognise the problems associated with the management of IT projects; Describe the measures that can be undertaken to reduce the risks of an IT project failing; Use a range of computer-based project management tools; Develop estimations of project costs and assess the risk involved.

Required Reading To be advised by lecturer.

Recommended Reading Tatnall, Arthur, 1996, *Project Management – a Guide to Microsoft Project*, 2nd edn., Data Publishing, Melbourne, Thomsett, Rob, 1989, *Third Wave Project Management: A Handbook for Managing the Complex Information Systems for the 1990s*, Prentice-Hall, New Jersey. Daniels, N. Caroline, 1994, *Information Technology: The Management Challenge*, Addison Wesley, Great Britain.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment 50%, case study 30% and presentations 20%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3041 MANAGING DISTRIBUTED SYSTEMS

Campus Werribee, Hong Kong.

Prerequisite(s) BCO2043 Managing Network Integration.

Content Definition and functions of a distributed system, comparisons with other operating systems, research and design issues associated with distributed operating systems, client/server model, remote procedure call, transparency, heterogeneity, transaction reliability, message passing, synchronisation, naming facilities, concurrency control, recovery and fault tolerance, security. Architecture of a distributed database system, distributed query processing, database design issues, fragmentation, allocation, query decomposition and data localisation, query optimisation.

Required Reading To be advised by the lecturer.

Recommended Reading Coulouris, George, Dollimore, Jean and Kindberg, Tim 1994, *Distributed Systems (Concepts and Design)*, 2nd edn, Addison Wesley. Dimitris, Chorafus, N. 1994, *Beyond LANs: Client/Server Computing*, McGraw Hill, New York. Martin, J. and Leben, J. 1995, *Client/Server Databases: Enterprise Computing* Prentice Hall. Renaud, Paul, E. 1993, *Introduction to Client/Server Systems: A Practical Guide for Systems Professionals*, Wiley, New York.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 40%; examination, 60%. Students must satisfactorily complete each component of assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3042 CONTEMPORARY DEVELOPMENTS IN INFORMATION SYSTEMS

Campus Werribee, Hong Kong.

Prerequisite(s) Six completed subjects in computing.

Content This subject will explore new and emerging technologies and processes which are emerging. Topics will be of current concern within the information systems community with special attention to those topics relevant to graduating students. Site visits and guest speakers could be used in the delivery of this subject. Indicative of the sort of topics to be considered are: new operating environments, new methodologies, Business Process Re-engineering, GIS, legacy systems, and the electronic commerce. The subject matter is to be determined on a year by year basis by the School in consultation with relevant industry advisory panels.

Required Reading To be advised by lecturer.

Recommended Reading Recent proceedings of Australian Information System Conferences, *OZ CHI*, *Byte*, *Datamation*, *Journal of Information Systems*, *Journal of Management Information Systems* etc. Recent issues of the computer supplement in *The Age* and *The Australian*.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Approximately 5000 words in two assignments. Students must demonstrate awareness of the issues discussed in the assignment. An oral presentation for each assignment is required. Class attendance and participation is required. Students must satisfactorily complete each component of assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3045 INDUSTRY PROJECT A

Campus Werribee, Hong Kong.

Prerequisite(s) BCO2042 Database Applications.

Co-requisite(s) BCO3040 Managing Systems Development.

Content To provide students with: an opportunity to apply the knowledge and skills they have gained during their course to a real-life problem; experience in working within a small group to successfully specify and design a solution to an assigned project; experience in presenting reports in both written and verbal form; an opportunity to benefit from business and industry participation. This subject requires the student to be an effective member of a small team which is responsible for the analysis, definition and design of a business related project. Lectures will focus on the practical application of topics covered in earlier subjects such as: Software quality, Project planning, Information gathering, Systems analysis, Writing a requirements specification, Conducting reviews and walkthroughs, Prototyping, Writing a design specification.

Required Reading There is no prescribed textbook for this subject.

Recommended Reading Budgen D. 1994, *Software Design*, Addison-Wesley. Dunn R. and Ullman R. 1994, *TQM for Computer Software*, McGraw-Hill. Davis A.M. 1993, *Software Requirements – Objects, Functions and States*, Prentice-Hall. Sharp A. 1993, *Software Quality and Productivity*, Van Nostrand Reinhold. Saunders J. and Curran E. 1994, *Software Quality – A Framework for Success in Software Development and Support*, Addison-Wesley. Yourdon, E. 1989, *Modern Structured Analysis*, Prentice-Hall. The Windows Interface *Guidelines for Software Design*, Microsoft Press.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Software requirements specification, 50%; prototype, 10%; software design specification, 30%; oral presentations, 10%. Students are expected to satisfactorily complete each component

of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3046 INDUSTRY PROJECT B

Campus Werribee, Hong Kong.

Prerequisite(s) BCO3045 Industry Project A; BCO3040 Managing Systems Development.

Corequisite(s) BCO3041 Managing Distributed Systems.

Content The subject provides students with: an opportunity to apply the knowledge and skills they have gained during their course to a real-life problem; experience in working within a small group to successfully implement a given solution to an assigned project; experience in presenting reports in both written and verbal form; an opportunity to benefit from business and industry participation. This subject requires the student to be an effective member of a small team which will work from a set of specifications to implement a business related project. Lectures will focus on the practical application of topics covered in earlier subjects such as: techniques for ensuring software quality, project management, coding techniques, development tools, version control, developing a test plan, testing strategies, documentation, producing on-line help, system handover.

Required Reading There is no prescribed textbook for this subject.

Recommended Reading Brockman J.R. 1990, *Writing Better Computer User Documentation*, Wiley & Sons. Crown J. 1992, *Effective Computer User Documentation*, Van Nostrand Reinhold. Jorgenson P. 1995, *Software Testing: A Craftman's Approach*, CRC Press. Kaner C., Falk J. and Nguyen H.Q. 1993, *Testing Computer Software*, Van Nostrand Reinhold. McConnell S. 1993, *Code Complete – A Practical Handbook of Software Construction*, Microsoft Press. Sharp A. 1993, *Software Quality and Productivity*, Van Nostrand Reinhold. References relevant to the application development package selected for use by the project group, for example: Butkus C. 1993, *Building Database Applications in Visual Basic*, MIS Press. Escobar E. and Mahar P. 1994, *dBASE5 for Windows Unleashed*, Sams Publishing. Dranchak J.S. and LaCroce J.R. 1995, *Building Access 2 Applications*, Wiley. Jennings R. 1994, *Access 2 Developer's Guide*, Sams Publishing.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test plan, 10%; completed project, 60%; user documentation, 25%; product demonstration, 5%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplement assessment will not be available

BCO3144 SYSTEMS DESIGN

Campus Footscray Park, Werribee.

Prerequisite(s) Nil

Co-requisite(s) BCO2148 Systems Analysis should normally have been attempted and BCO2149 Database Systems.

Content The aim of the subject is to provide students with methods to formalise all aspects of the design process. It will present students with the tools and techniques currently used in design. Emphasis will be on the design of systems within resource constraints to meet the needs of the client. Topics include: project management; database design, design evaluation; design techniques; user interface design; usability; design methodologies, quality assurance, project management, input/output design, gui design, security design, software design, testing usability.

Required Reading To be advised by lecturer.

Recommended Reading Burch, J.G. 1992, *Systems Analysis, Design and Implementation*, Boyd and Fraser Publishing, USA. Kendall, K. and Kendall, J. 1992, *Systems Analysis and Design*, Prentice Hall.

McLeod, D. 1994, *Systems Analysis and Design, An Organization Approach*, The Dryden Press. Nielsen, J. 1993, *Usability Engineering* Academic Press Inc.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3146 NETWORKS AND DATA COMMUNICATIONS

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1101 Computer Applications.

Content The aim of the subject is to provide students with a sound theoretical and practical knowledge of data communications and networks within a business framework. Topics include: introduction to data communications, data communications fundamentals, voice communications, communication hardware, communication services, network configurations, LANs, protocol, standards, network design, network management, network security.

Required Reading To be advised by lecturer.

Recommended Reading Fitzgerald, J. 1993, *Business Data Communications*, John Wiley and Sons, New York. Stallings, W. and Van Sylke, R. 1994, *Business Data Communications*, 2nd edn, Macmillan. Curle, K., 1996, *Data Communication in Australia*, 1st edn, John Wiley & Sons.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignments and tests, 40%; final examination, 60%. Supplementary assessment will not be available.

BCO3149 COMPUTER PROJECT

Campus Footscray Park, Werribee, Hong Kong.

Prerequisite(s) Completion of at least a four subject sequential strand offered by the School of Information Systems.

Content The project represents the culmination of a student's study in information systems and will normally be the last subject taken in the degree. The content of projects will vary, but in each case should reflect the student's particular studies and interests. Projects will normally be undertaken by students working in small groups, and could take various forms including the development of a research paper; a case study; or the analysis, design and implementation of an information system.

Required Reading To be advised by the lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Oral presentation, 10%; project submissions, 90%. Students will be required to make written and oral presentation of their project to a panel of academic staff, practitioners and their peers. The assessment of the project submissions will depend on the nature of the project. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3150 SYSTEMS IMPLEMENTATION

Campus Footscray Park.

Prerequisite(s) BCO1147 Introduction to Programming Concepts; BCO2149 Database Systems.

Content As the third part of the analysis-design-implementation cycle, this subject aims to enable students to develop skills and

strategies for the implementation of computer-based information systems. Particular emphasis will be placed on project management, using project management software, for building information systems. A major topic will be the transfer of data between microcomputer applications in a Windows environment and students will develop an understanding of programming, using a suitable event-driven programming language, of systems capable of accessing data from various applications. Other topics will include the management of change, system documentation, user-training, multi-user and cross-platform implementation issues and strategies, embedding a DBMS in program code, and other general implementation issues.

Required Reading To be advised by lecturer.

Recommended Reading Tatnall, Arthur, Davey, Bill 1997, *Systems Implementation – Creating Business Information Systems*, Data Publishing, Melbourne. Tatnall, Arthur Davey, Bill and McConville, Doug. 1998, *Visual Basic for Business Applications*, 2nd edn., Data Publishing, Melbourne. Alter, Steven 1996, *Information Systems: A Management Perspective*, 2nd edn, Benjamin/Cummings, McKelvy, Milke, 1997, *Using Visual Basic 5.0*, Que Corporation, IN. Pyron, Tim et al 1997, *Using Microsoft Project 98*, Que Corporation, IN.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 70%; final examination, 30%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3248 OPERATING SYSTEMS

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1101 Computer Applications.

Content The aim of this subject is to provide students with an understanding of operating system fundamentals and the relationship of an operating system to application software; and to compare a variety of different operating systems. Topics include: overview of operating systems; organisation and architecture; layers and interfaces; memory management; processor and process management; multiple processor systems; concurrency and synchronisation; input/output device management; and file management.

Required Reading Flynn, I. and McHoes. 1991, *Understanding Operating Systems*, Thomas International Publishing.

Recommended Reading Davis, W.S. 1987, *Operating Systems: A Systematic View*, Addison Wesley. Dietel, H.M. 1990, *Operating Systems*, Addison Wesley. Silberschatz, A. and Galvin, P. 1994, *Operating System Concepts*, Addison-Wesley. Tanenbaum, A.S. 1987, *Operating Systems: Design and Implementation*, Prentice-Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignments, 40%, final examination and tests, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject.

BCO3345 OBJECT ORIENTED SYSTEMS

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1147 Introduction to Programming Concepts; BCO2148 System Analysis.

Content The aim of the subject is to give students an understanding of the theoretical foundation of Object Oriented Programming (OOP) and Object Oriented Design (OOD), the differences between OOP/OOD and more conventional methodologies, the advantages and disadvantages of OOP/OOD in solving business problems and the ability to determine those

applications most suited to an object oriented approach. Familiarising students with a specific implementation of OOP. Topics include: Properties of OOPS; abstraction, encapsulation, inheritance (single vs multiple), polymorphism. Classes, subclasses, objects, methods, instances. Dynamic vs static binding. Typed vs untyped implementations. Genericity. Specific implementations such as: Hybrid-COO, Smalltalk, Actor, Eiffel. Developing systems using OOD: interface requirements, data models, class and object models, sequential and concurrent prototypes, simulation. Project using OOP and OOD to design and implement a concurrent system.

Required Reading To be advised by lecturer.

Recommended Reading Rumbaugh et al. 1991, *Object-Oriented Modelling and Design*, Prentice Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; final examination and tests, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3349 KNOWLEDGE BASED SYSTEMS

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1147 Introduction to Programming Concepts; BCO1101 Computer Application.

Content The aim of this subject is to introduce students to the major ideas of artificial intelligence, to develop an understanding of knowledge based system; and to develop a conceptual framework for the evaluation of the current software and to apply this framework to the analysis of representative commercial tools. Topics include: basic concepts and terminology in AI; knowledge based systems, languages and tools; knowledge-representation, acquisition and refinement; rule based systems and the use of induction in rule generation; the user interface; applications in business; tool evaluation; the issues involved in building intelligent systems; designing and building a rule based system.

Required Reading To be advised by lecturer.

Recommended Reading Baur and Pigford 1990, *Expert Systems for Business – a Knowledge Based Approach*, Boyd and Fraser. Bratko, I., *Prolog Programming for Artificial Intelligence*, Addison Wesley (Chs 1, 2 and 14). Feigenbaum, E., McCorduck, P. and Nii, P.H. 1988, *The Rise of the Expert Company: How Visionary Companies are Using Artificial Intelligence to Achieve Higher Productivity and Profits*, MacMillan. Firebaugh, M. 1988, *Artificial Intelligence – A Knowledge Based Approach*, Boyd and Fraser.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; final examination and tests, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3357 DATA STRUCTURES FOR BUSINESS PROGRAMMING

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) BCO1147 Introduction to Programming Concepts.

Content The aim of this subject is to give students an appreciation and understanding of the interrelationship between data structures and efficient algorithms for problem solving. Different techniques and methodologies for constructing solutions will be covered. Emphasis will be placed on the selection of an appropriate data structure to produce an efficient solution. Topics include: algorithm design; designing solutions for medium to large programs;

parameter passing techniques; data structured techniques; recursive techniques; file design.

Required Reading To be advised by lecturer.

Recommended Reading House R. 1994, *Beginning with C. An Introduction to Professional Programming* Thomas Nelson Australia. Burch, J.G. 1992, *Systems Analysis, Design, and Implementation*, Boyd & Fraser Publishing Co., USA. Kelly, A. and Pohl, I. 1992, *C by Dissection. The Essentials of C Programming* The Benjamin/Cummings Publishing Company Inc. Turner, L.E. 1994, *Data Structures. From Recipes to C*, Wm. C. Brown Publishers.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignments, 40%; final examination, 60%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3443 THE INFORMATION PROFESSIONAL

Campus Footscray Park, Werribee, Hong Kong.

Prerequisite(s) BCO1141 Information Technology Management.

Content This subject examines the diverse role of the Information Professional, focussing on the skills and knowledge required for responsible and effective collecting, managing and communicating of information in supervisory, support and/or management positions. This subject addresses the technical, communications and interpersonal skills required by all information professionals to work effectively and ethically in contemporary business environments.

Required Reading Baase, S. 1997, *A Gift of Fire: Social, Legal and Ethical Issues in Computing*, Prentice Hall, New Jersey, USA. O'Brien, J.A., 1999, *Management Information Systems – Managing Information Technology in the Internetworked Enterprise*, 4th edn, Irwin McGraw Hill, Sydney. Weckert, J and Adeney, D. 1997, *Computer and Information Ethics*, Greenwood Press, Westport, USA.

Recommended Reading Alter, S. 1992, *Information Systems: A Management Perspective*, Addison-Wesley Publishing Company, NY. Collste, G. 1998, *Ethics and Information Technology*, New Academic Publisher, Delhi. Ritchie, B., Marshall, D. Eardley, A. 1998, *Information Systems in Business*, Intenational Thomson Business Press, UK.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Groupwork, individual assignments and class presentations, 60%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO3444 THE INFORMATION ENVIRONMENT

Campus Footscray Park, Werribee.

Prerequisite(s) BCO1141 Information Technology Management.

Content The aims of this subject are to provide insight and understanding of the implications, use and manage of information external to the organisation this deals with the management of information technology interfaces that enable global communication and interaction. To examine legal and ethical issues and responsibilities facing information technology transmission in the internet environment.

Required Reading To be advised by lecturer.

Recommended Reading Banerjee, R. 1985, *Computer Management and Planning* McGraw-Hill, New York. Gaffin, A. 1993, *Big Dummy's Guide to the Internet*, Sept '93. Hansen, G.W. and Hansen, J.W. 1991, *Database Management and Design*, Prentice Hall, New Jersey. Stair,

Ralph 1992, *Principles of Information Systems: A Management Approach*.
Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.
Assessment Assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4501 BUSINESS PROCESS ENGINEERING

Campus City Flinders
Prerequisite(s) Nil
Content The subject is concerned with the strategic and organisational issues of process and workflow management and the use of Enterprise Resource Planning Systems (ERPs) to realise efficient processes. Designing and implementing efficient business processes can provide important strategic advantages for businesses. The subject describes the major strategic approaches' process modelling techniques, procedure models and the current possibilities offered by SAP R/3 as an example of ERPs software that students are likely to encounter in identifying, reorganising and implementing processes in a typical business organisation.
Required Reading Keller, G., and Teufel, T., 1998, *SAP R/3 Process Oriented Implementation: Iterative Process Prototyping* Addison Wesley.
Recommended Reading Curran, Thomas, and Keller, Gerhard., 1998, *SAF R/3 Business Blueprint*, Prentice Hall PTR.

Class Contact Equivalent to 39 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. Subject equal to 15 credit points.
Assessment Two minor assignments, 25% each; one major assignment, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4601 CURRENT ISSUES IN INFORMATION SYSTEMS

Campus City Flinders.
Prerequisite(s) Nil.
Content This subject will develop students' knowledge base and conceptual abilities in an area of information systems. The content of the subject will be current issues either in information systems, or some other closely related field, which is consistent with staff expertise and availability.
Required Reading To be advised by lecturer.
Recommended Reading Recent issues *Information Age*; IDG *Communications*; *Communications of the ACM*, Association for Computing Machinery; *Computer*; IEEE Computer Society.
Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.
Assessment 5000 word major essay, 50%; 30 minute presentation, 25%; 2000 word investigation exercise, 25%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4602 BUILDING SMALL BUSINESS SYSTEMS

Campus Footscray Park, City Flinders
Prerequisite(s) Nil.
Content This subject introduces the student to a broad range of topics relating to the field of information technology and small business. Topics covered include: selecting applications for small business: examining business processes; selecting hardware and

operating systems for small business; networking for small business; building small business applications; office suite programming; basing applications around a database; basing applications around a spreadsheet; sharing data with other applications; use of automated input devices; calling other office suite applications; automating applications across packages.

Required Reading To be advised by lecturer.
Recommended Reading Alter, S 1996, *Information Systems: A Management Perspective*, 2nd edn, Benjamin/Cummings, USA; School of Industry, Science and Tourism 1988, *Annual Review of Small Business: 1997*, Australian Government Publishing Service, Canberra; Government of Australia 1990, *Small Business in Australia: Challenges Problems and Opportunities, Government Response to the Report of the House of Representatives Standing Committee on Industry, Science and Technology*, Australia Government Publishing Service, Canberra. Kroenke, David and Hatch, Richard 1994, *Management Information Systems*, 3rd edn, McGraw-Hill, Watsonville, CA.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.
Assessment 2000 word small business case study, 15%; 1000 word research paper 30 minute presentation, 20%; Development of small business system (practical component), 65%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4603 ENTERPRISE RESOURCE PLANNING SYSTEMS

Campus Footscray Park, City Flinders
Prerequisite(s) Nil.
Content This subject investigates the use of integrated computer-based information systems, commonly referred to as Enterprise Resource Planning systems, designed to support a large organisation's information needs. This unit considers issues associated with the analysis, design and implementation of such systems and investigates how such systems implement transaction processing, management information systems and executive information systems across an organisation's various business processes.
Required Reading To be advised by lecturer.
Recommended Reading Curran Thomas, Keller Gerhard, 1998, *SAP R/3 Business Blueprint*, Prentice Hall PTR. Bancroft Nancy, Seip Heening, & Sprengel Andrea 1998, *Implementing SAP R/3*, Manning.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.
Assessment 2000 word case study, 25%, 2000 word research project, 25%, Systems design and implementation project (practical component), 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4641 USER COMPUTING

Campus Footscray Park, City Flinders
Prerequisite(s) Nil.
Content Rise of user computing; development of user computing; classification of users. User environments and user needs; office and work environments. User application development; types of applications, assessment of user developed applications. Managing user computing; benefits, factors for success, concerns and fundamental decisions, costing issues, planning, budgeting, staffing, resourcing, interaction with computing professionals. Supporting

users: information centres, trouble shooting, controlling user computing, prompting user computing, selection of tools, software and hardware, user training: skills hierarchy, training principles, types of training, provision of training, training issues, skills versus concepts.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 75%; presentations, 25%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO462 SYSTEMS DEVELOPMENT

Campus Footscray Park

Prerequisite(s) Nil.

Content This subject aims to investigate information systems and systems development in Schools to provide the student with a comparative framework for and knowledge of several development methodologies. The nature, purpose limitations and management of system development methods. Underlying philosophies; deterministic or evolutionary, hard systems development, soft systems development.

Required Reading To be advised by lecturer.

Recommended Reading Chen, P.P. 1976, 'The Entity Relationship Model – Toward a Unified View of Data'. *ACM Transactions on Database Systems*, 1(1):9–36, March. Codd, E.F. 1990, *The Relational Model for Database Management: Version 2* Addison-Wesley, Reading, Massachusetts. Crosby, P. 1979, *Quality is Free* McGraw Hill, New York. Elmasri, R. and Navathe, S.B. 1989, *Fundamentals of Database Systems*, Benjamin Cummings, California. Finkstein, C. 1992, *Information Engineering Strategic Systems Development*, Addison-Wesley. Henderson-Sweller, B. 1991, *A Book of Object Oriented Knowledge* Prentice Hall. Kerr, J.M. 1991, 'The Information Engineering Paradigm.' *Journal of Systems Management*, April 1991, pp28–35. Martin, J. 1982, *Information Engineering Vols 1–3*, Prentice Hall. Rumbaugh, J. et al. 1991, *Object Oriented Modelling and Design*, Prentice Hall. Oakland, J.S. 1993, *Total Quality Management; the route to improving performance*, Butterworth Heinemann. Olle, T.W. et al. 1991, *Information Systems Methodologies: A Framework for Understanding* Addison-Wesley. Rockart, J.F. and DeLong, D.W. 1988, *Executive Support Systems: The Emergence of Top Management Computer Use*, Doe Jones-Irwin, Illinois. Schulmeyer, G. and McManus, J. 1987, *Handbook of Software Quality Assurance*, Van Nostrand Reinhold, Melbourne. Sowa, J.F. and Zachman, J.A. 1992, 'Extending and Formalizing the Framework for Information Systems Architecture.' *IBM Systems Journal* 31(3):590–616. Yourdon, E. 1993, *Decline and Fall of the American Programmer*, Prentice Hall, (ch.5). Yourdon, E. 1989, *Modern Structured Analysis*, Prentice Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment(s), 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO463 KNOWLEDGE ENGINEERING

Campus Footscray Park, City Flinders

Prerequisite(s) Nil.

Content The adoption of knowledge based systems in the commercial world has given rise to a number of practical issues. Among these are, improved techniques for knowledge acquisition,

design, documentation, maintenance and validation of knowledge based systems. This subject aims to present a practical view of the knowledge acquisition process, its methodologies and techniques in order to enable its students to develop expert system knowledge bases more effectively. Basic concepts and terminology; sampling expert systems; identifying and tapping knowledge; conceptualising knowledge acquisition, knowledge acquisition modes, approaches, stages and process, impediments to effective knowledge acquisition; verification and validation procedures; documentation requirements.

Required Reading To be advised by lecturer.

Recommended Reading Turban, E. 1992, *Expert Systems and Applied Artificial Intelligence*, Macmillan.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment(s), 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO464 OBJECT ORIENTED PROGRAMMING AND DESIGN

Campus Footscray Park

Prerequisite(s) BCB5544 Structured Business Programming; BCB5545 Systems Analysis and Design.

Content The aim of the subject is to give students an understanding of advanced aspects of object oriented systems programming and design. While basic topics such as inheritance, encapsulation and polymorphism are covered, these concepts are extended and additional topics such as object oriented databases are introduced.

Required Reading To be advised by lecturer.

Recommended Reading Rumbaugh, B., Premlani, E. and Lorenson, *Object Oriented Modelling and Design*.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO465 INTERNETWORKING SYSTEMS

Campus Footscray Park, City Flinders

Prerequisite(s) Nil.

Content Data communications, fundamentals from a business perspective; networking; networking applications; local area internetworking; representative internetworked LANs; internetworking within a WAN context; internetwork with bridges; routers; gateways; WAN protocols; designing and implementing an internetworked system; internetwork management; future trends.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 80%; presentation, 20%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO466 SYSTEMS SUPPORT PROGRAMMING

Campus Footscray Park, City Flinders

Prerequisite(s) A High-Level programming language

Content Overview of computer organisation, operating systems and supporting software; interrupts and interrupt programming using low-level and high-level languages; application of assembler tools, Windows memory management and application development tools in C++; investigation of Dynamic Link Libraries and classes in an Object Oriented environment using appropriate compilers, library functions and Internet tools.

Required Reading To be advised by lecturer.

Recommended Reading Irvine, Kip R. 1993, *Assembly Language for the IBM-PC*, Maxwell Macmillan. Thorne, Michael 1991, *Computer Organization & Assembly Language Programming For IBM PC'S & Compatibles*, Benjamin Cummings. Socha, John & Norton, Peter 1993, *Assembly Language for the PC*, Brady, Brey, Barry 1992, *The Intel Microprocessors*, Macmillan. Tischer, Michael, *PC System Programming*, Abacus (PACTRONICS). Klein, Mike, *DLL's and Memory Management for Windows Programmers*, SAMS (Prentice Hall) ISBN: 0-672-30235-5. Kauler, Barry, *Windows Assembly Language & Systems Programming*, Prentice Hall ISBN: 0-13-020207-X. Koplien, James, *Advanced C++: Programming Styles and IDIOMS*, Addison Wesley ISBN:0-201-54855-0.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 100%. Students are required to complete and submit two projects. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4652 BUSINESS RESEARCH METHODS

Campus Footscray Park, City Flinders

Prerequisite(s) Nil.

Content The purpose of the subject 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.

Required Reading *Management Plan for Research and Professional Practice*, School of Information Systems, Victoria University of Technology.

Recommended Reading *Research Degrees – Regulations and Guide for Students and Supervisors*, Victoria University of Technology. Allen, G.R. 1973, *A Graduate Student's Guide to Theses and Dissertations*, Jossey-Bass Pub., Washington DC. Madsen, D. 1983, *Successful Dissertations and Theses: A Guide to Graduate Student Research from Proposal to Completion*.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; proposal, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4653 MANAGEMENT OF INFORMATION TECHNOLOGY

Campus Footscray Park, City Flinders

Prerequisite(s) Nil.

Content A framework for the management of information technology. Management issues may include the strategic use of information technology, information technology architectures, information systems planning, information technology investments, security and privacy and outsourcing.

Required Reading To be advised by lecturer.

Recommended Reading Caston, A. and Tapscott, D. 1993, *Paradigm Shift: The New Promise of Information Technology*, McGraw Hill. Kanter, Jerome 1992, *Managing with Information*, Prentice Hall. Keen, Peter G. 1991, *Shaping the Future: Business Design Through Information*, Harvard Business School.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 70%; presentations, 30%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4654 DATABASE DESIGN

Campus Footscray Park, City Flinders

Prerequisite(s) Nil.

Content A selection of the following topics within a data warehouse development content will be examined. Advanced data modelling concepts; database design methodology; distributed database concepts; databases and parallel processing; physical design; database performance issues; CASE impact on database design.

Required Reading To be advised by lecturer.

Recommended Reading Fleming, C. and Von Halle, B. 1989, *Handbook of Relational Database Design*, Addison Wesley, Reading, Massachusetts. Simson, G. 1993, *Data Modelling Essentials Analysis, Design, and Innovation*, Van Nostrand Reinhold, New York. Teorey, T.J. 1990, *Database Modelling and Design*, Morgan Kaufman, San Mateo, California. Korth, H.F. and Silberschatz, A. 1991, *Database System Concepts*, 2nd edn, McGraw Hill, New York. Brackett, M.H. 1996, *The Data Warehouse Challenge Taming Data Chaos*, Wiley Computer Publishing, New York. Immon, W. 1996, *Building the Data Warehouse*, Wiley, USA. Poe, V. 1996, *Building a Data Warehouse for Decision Support*, Prentice Hall, New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4656 IT PROJECT MANAGEMENT

Campus Footscray Park, City Flinders.

Prerequisite(s) Nil.

Content This subject aims to give computing students an appreciation of the importance of a thorough understanding of contemporary project management techniques, both technical and human. It aims to show how knowledge of the appropriate application of such skills is becoming vital to information technology professionals in the performance of their many functions in an organisation. Topics include: project management fundamentals, project management software tools, defining the problem, developing the project plan and schedule, building the project team, implementation difficulties, management of conflict, cost control, reporting on project status, project management methodologies, software engineering projects, case studies.

Required Reading To be advised by lecturer.

Recommended Reading Turner, Rodney, 1993, *The Handbook of Project-Based Management*, McGraw Hill Book Company, London.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments 40%, case study 40% and presentations 20%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4657 EXECUTIVE COMPUTING

Campus Footscray Park, City Flinders

Prerequisite(s) Nil.

Content The purpose of this course is to introduce to the students the fundamentals and techniques of information technologies that support managerial work and decision making. These technologies are sometimes referred to as management support systems. Topics covered will include the nature of managerial work and business problems, decision support systems, group support systems, executive information systems, modelling and model management, integration and implementation of management support systems and the organisational and societal impact of management support systems.

Required Reading To be advised by lecturer.

Recommended Reading Gray, King, McLean and Watson, 1994, *Management of Information Systems*, 2nd edn, The Dryden Press. Martin, DeHayes, Hoffer and Perkins, 1994, *Managing Information Technology: What Managers Need to Know*, 2nd edn, McMillan Publishing Company.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 80%; presentation, 20%. Students are expected to satisfactorily complete each component of assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4658 INTERNET COMMERCE

Campus City Flinders

Prerequisite(s) Nil.

Content The subject will introduce students to the many facets of Internet Commerce and its business related issues. Business systems and processes have changed considerably in the face of the evolving computer and communication technologies, especially the Internet and the World Wide Web. Topics include:- an overview of internet commerce (electronic commerce); business case for internets; extranets and intranets; electronic marketplace technologies, internet commerce models; elements of a successful electronic business; electronic payment systems; security; legal, tax and ethical issues; supply and value chain management; customer relationship management; enterprise resource planning; knowledge management; E-business management issues; E-business design.

Required Reading To be advised by lecturer.

Recommended Reading Blankenhorn, D., 1998, *Web commerce: Building a Digital Business*, Wiley, New York. Minoli, D., and Minoli, E., 1998, *Web Commerce Technology Handbook*, McGraw-Hill, New York. Lawrence, E., et al., 1998, *Internet Commerce*, John Wiley & Sons, Singapore.

Class Contact Equivalent to 39 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. Subject equal to 15 credit points.

Assessment Research Assignments, 60%; Case studies, papers, electronic commerce site analysis and oral presentations, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary

assessment will not be available.

BCO4660 ENTERPRISE ELECTRONIC COMMERCE

Campus City Flinders.

Prerequisite(s) Nil.

Content This subject provides students with understanding of the integration of Enterprise Resource Planning Systems and Ecommerce and the issues involved. Topics include: Ecommerce architecture, extended supply chain, internet business applications, internet application components, internet and SAP R/3 technology, BAPI's R/3 internet business framework.

Required Reading: Perez, M., Hildenbrand, A., Matzke, B. and Zencke, P., 1999, *Sap R/3 System on the Internet*.

Recommended Reading: Prima Development (Editor), 2000, *Internet Applications Programming With Sap R/3*

Class Contact Equivalent to thirty nine 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. Subject equal to 15 credit points.

Assessment Minor assignment 1, 25%; Minor assignment 2, 25%; Major assignment, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4661 ENTERPRISE RESOURCE PLANNING SYSTEMS IMPLEMENTATION

Campus City Flinders.

Prerequisite(s) BCO6603 Enterprise Resource Planning Systems

Content The aims of this subject are to provide students with an understanding of the basic methodologies, techniques and tools that are used in the implementation Enterprise Resource Planning Systems using SAP R/3 as an example. It also addresses the issues that need to be considered for successful implementation. Topics include: Project life cycle, project management, implementation strategies, Risk management, data conversion, critical success factors, project management software tools, project reporting.

Required Reading: Norbet, W. 1999, *Successful SAP R/3 Implementation*.

Recommended Reading: Bancroft, N., Seip, H. and Sprengal, A., 1998, *Implementing SAP R/3*. Bradley, D.H., Kelley-Levey Associates and Kelly, A.F., 1998, *SAP R/3 Implementation Guide: A Manager's Guide to Understanding Sap*

Class Contact Equivalent to thirty nine 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. Subject equal to 15 credit points.

Assessment Two minor assignments (25% each), 50%; One major assignment, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4672 THE INFORMATION SYSTEMS PROFESSIONAL

Campus City Flinders.

Prerequisite(s) Nil.

Content This subject aims to provide students with an overview of the requirements and skills for responsible and ethical membership of the Information Technology profession; opportunities to develop and apply information systems, communications and management skills and competencies within a variety of professional practice scenarios. Topics include: role of IS professionals and their interactions with users of information, information handling in an electronic environment, information professions, legal, cultural and ethical issues encountered by IS professionals, information security and information overload. The nature, role and importance of

Professional and Standards Organisations. Professional Competencies eg risk, analysis, feasibility study, quality assurance. Business Processes eg negotiation, procurement, tendering.

Recommended Reading Grillo, L., 2001, *Ethical Decision Making and Information Technology*, 3rd edn, McGraw-Hill. Langford, D., 1999, *Business Computer Ethics*, Harlow: Addison-Wesley. Cortada, J. 1998, *Best Practices in Information Technology: How Corporations Get the Most Value from Exploiting Their Digital Investments*, Prentice-Hall.

Class Contact Equivalent to 39 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. Subject equal to 15 credit points.

Assessment Assignments and class presentations, 60%, final examination and tests, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4673 USABILITY DESIGN FOR E-BUSINESS

Campus City Flinders.

Prerequisite(s) Nil.

Content The subject aims to address the issues of usability and consequent user satisfaction in the design of web sites and other e-business interfaces. It will introduce students to design issues relating to web and electronic commerce sites and provide guidelines on how to design and test for usability and functionality. Many of the concepts covered will apply to the general design principles for effective user interfaces for information systems. Topics include: The principles behind designing for human factors; human factors in relation to information systems; elements of an information system impacted by human factors; approaches to usability testing; how to investigate and evaluate user needs; how to determine the audience of a system; usability testing and its importance in the development of electronic business systems; constructing a usability test and interpreting the results; the place of usability testing in the development process-user centred design approaches; how to implement and evaluate the results of a usability test; cultural and socio-economic factors in relation to the design, testing and implementation of effective user interfaces for systems; legal and ethical issues in relation to the design, testing and implementation of effective user interfaces for systems.

Required Reading Shneiderman, B 1998, *Designing the User Interface: Strategies for Effective Human-Computer Interaction*, 3rd edn, Addison-Wesley, USA.

Recommended Reading Cato, J. 2001, *User-Centred Web Design*, Addison-Wesley, USA. Nielson, J. 1996, *Designing Web Usability*, New Riders Publishing, Indianapolis, USA.

Class Contact Equivalent to 39 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. Subject equal to 15 credit points.

Assessment Practical assignments, 30%; case studies, papers and oral presentation, 20%; test, 10%; final examination, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BCO4701 RESEARCH PROJECT (INFORMATION SYSTEMS)

Campus Footscray Park, City Flinders

Prerequisite(s) Nil.

Co-requisite(s) BCO4652 Research Methodology.

Content Students are required to complete a research project of approximately 15,000 words based on the proposal developed in the subject Research Methodology.

Required Reading To be advised by lecturer.

Class Contact As part of the assessment, students are required to

present one one-hour seminar on their research work. Subject equal to 60 credit points.

Assessment Written thesis, 85%; seminar, 15%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO1103 MICROECONOMIC PRINCIPLES

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur, Hong Kong.

Prerequisite(s) Nil.

Content This is the first of two Economic Principles subjects. The subject aims to provide a study of basic economic principles, to develop an introduction to economic methods, and to apply these principles and methods to aspects of the Australian economy. Topics include: introduction to economics, nature, method and objectives of economics; the economising problem, relative scarcity, production possibilities, opportunity costs, nature of economic resources; the market economy, demand and supply, theory and applications, including pricing ceilings, price floors, tariffs, taxes, and the labour market; consumer theory; theory of the firm, production and costs; introduction to market structure conduct and performance; price determination in perfect and imperfect competition; workable competition and competition policy in Australia; alternative theories of the firm; market imperfections.

Required Reading Jackson, J., McIver, R.,(et al) *Microeconomics: Sixth Australian Edition*, The McGraw-Hill Book Company Australia Pty Ltd, Sydney 2001.

Recommended Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Continuous assessment, 50%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO1104 MACROECONOMIC PRINCIPLES

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur, Hong Kong.

Prerequisite(s) BEO1103 Microeconomic Principles.

Content This subject aims to develop the basic macroeconomic principles applicable to the Australian economy and familiarise students with the macroeconomic environment within which Australian business operates. Topics include: the measurement of macroeconomic performance with reference to national income accounting and trade cycle analysis; the classical economic model and the Keynesian revolution; Keynesian economics and the theory of income determination; monetary influences on aggregate economic activity; inflation, unemployment; traditional demand management; the Phillips Curve revisited; interflation; incomes policies; the foreign trade sector and policies for external balance.

Required Reading Jackson, J., McIver, R.,(et al) *Macroeconomics: Sixth Australian Edition*, The McGraw-Hill Book Company Australia Pty Ltd, Sydney 2001.

Recommended Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Continuous assessment, 50%; examination, 50%. Students are expected to satisfactorily complete each component of assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* Any hand-held calculator

may be used in examinations.

BEO1106 BUSINESS STATISTICS

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur, Hong Kong.

Prerequisite(s) Nil.

Content This subject enables students to acquire the skills and techniques required to analyse data in a business environment. Topics include: introduction to statistics; descriptive statistics; introduction to probability and probability distributions; normal probability distribution; sampling distributions and parameter estimation; hypotheses testing; simple linear regression and correlation; time-series analysis and forecasting; index numbers. Use will be made of a statistical computer package.

Required Reading To be advised by lecturer.

Recommended Reading Selvanathan, A. et al. 1994, *Australian Business Statistics*, Thomas Nelson. Jeffcoat, C. & Belgrave, P. 1998, *Business Statistics*, McGraw Hill. Berenson, M.L. & Levine, D.M. 1992, *Basic Statistics*, Prentice-Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case study(s)/assignment(s), 40%; final examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO1185 RETAIL MANAGEMENT PRINCIPLES

Campus Footscray Park.

Prerequisite(s) Nil.

Content The subject provide students with an understanding of the development and structure of the Australian retailing industry and its environment, and examines the key management areas in the retailing industry. Topics include: retail exchange process in store and non-store retailing; changing external environment and retail market structures, retail management concepts and theories, retail consumer markets and segments; retail market strategy; retail financial strategy; retail location strategy; retail organisation structure; and human resource management.

Required Reading To be advised by lecturer.

Recommended Reading Berman, B. & Evans, J.R. 1995, *Retail Management: A Strategic Approach*, MacMillan, Ghosh, A. 1994, *Retail Management*, Dryden. McGoldrich, P.S. and Davies, G. 1995, *International Retailing: Trends and Strategies*, Pitman.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Examination, 60%; assignments/test, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO1252 INTERNATIONAL BUSINESS CONTEXT

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) Nil.

Content This subject examines the context in which business decisions are made within a number of Australia's international trading partners. Topics include: cultural, political and legal environment of trade; trade patterns, trade constraints, trade strategy; the globalisation of markets; Australian trade performance; international economic alliance; multinational corporations and other business organisational firms.

Required Reading To be advised by lecturer.

Recommended Reading Feaver, D. & Mahmood, M. 1997,

International Business and Australia, Harcourt Brace. Daniels, J and Radebaugh 1995, *International Business*, Addison-Wesley. Garnaut, R. 1995, *Australia and North Asian Ascendancy*, AGPS.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Three tests (3x25) 75%; assignment, 25%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO 2163 HEALTH ECONOMICS

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject aims to introduce the unique economics issues associated with the health care sector and their implication for public policy. Overview: issues in health economics; the organisation of Australia's health care sector; markets, market failure and regulation; the demand for health and health care; the supply of health care; industrial organisation; financing health expenditures; cost-benefit analysis and technology assessment

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment(s), 30%; final examination, 70%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2164 ECONOMICS OF ENVIRONMENTAL MANAGEMENT

Campus Footscray Park

Prerequisite(s) Nil.

Content This subject aims to familiarise students with problems and policies related to environmental and social issues with emphasis on the theoretical, philosophical and political aspects. Topics include: economic and social analysis of environmental and resource problems; cost-benefit analysis and valuation methods; indicators and philosophical analysis; critiques of command versus market incentive policies in environment and natural resource use management; and alternative schools of thought on the quest for sustainable development.

Required Reading To be advised by lecturer.

Recommended Reading Field, B.C. 1994, *Environmental Economics*, McGraw Hill. Dunkley, G. 1992, *The Greening of the Red*, Pluto. WCED 1987, *Our Common Future*, Oxford University Press.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments/case studies/group project, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2186 DISTRIBUTION MANAGEMENT

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur, Hong Kong.

Prerequisite(s) BEO1185 Retail Management Principles or BHO1171 Introduction to Marketing

Content This subject provides an introduction to the logistic distribution functions and an overview of the major sectors in the

distribution area, in terms of being able to optimize all elements of the trade push strategy. Topics include: critical role of distribution function in marketing; channels of distribution and channel participants; logistics of integrating manufacturers, wholesalers, retailers and other service providers; customer service function in marketing.

Required Reading To be advised by lecturer.

Recommended Reading Stock, J.R. & Lambert, D.M. 1992, *Strategic Logistic Management*, Irwin. Gilmour, P. 1993, *Logistic Management*, Longman Cheshire. Walters, D. 1994, *Retailing Management: Analysis, Planning and Control*, Macmillan.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tutorial exercises, case study presentation and participation, mid-semester test, and assignment, 40%; final examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2250 QUANTITATIVE METHODS FOR ECONOMICS AND BUSINESS

Campus Footscray Park

Prerequisite(s) Nil.

Content The subject 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); and linear programming (graphical approach).

Required Reading To be advised by the lecturer.

Recommended Reading Jacques, I. 1995, *Mathematics for Economics and Business*, Addison-Wesley. Shannon, J. 1995, *Mathematics for Business Economics and Finance*, Wiley. Wisniewski, M. 1996, *Introductory Mathematical Methods in Economics*, McGraw-Hill.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case studies and tests, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2254 STATISTICS FOR BUSINESS AND MARKETING

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BEO1106 Business Statistics.

Content This subject provides an understanding of the use of statistical techniques in analysing marketing and business problems. Topics include: sampling methods and estimation of point and interval estimates; application of classical and non parametric tests; goodness of fit test: and introduction to regression and time-series analysis. Use will be made of an appropriate statistical package.

Required Reading To be advised by the lecturer.

Recommended Reading Hildebrand, D.K. and Ott, L. 1998, *Statistical Thinking for Managers*, 3rd edn, Duxbury, Boston. Selvanathan, A. et al 1994, *Australian Business Statistics*, Thomas Nelson. Bowerman B.L. & O'Connell, R.T. 1997, *Applied Statistics*, Irwin.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Examination, 60%; case studies, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* Any hand-held calculator can be used in examinations.

BEO2263 MACROECONOMIC ANALYSIS

Campus Footscray Park.

Prerequisite(s) BEO1103 Microeconomic Principles; BEO1104 Macroeconomic Principles.

Content This subject builds upon the macroeconomic theory and policy already covered in BEO1104 Macroeconomic Principles 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.

Required Reading To be advised by lecturer.

Recommended Reading Dornbusch, R., Fisher, S. and Kearney, C., 1996, *Macroeconomics*, McGraw-Hill. Gordon, R.J. 1993, *Macroeconomics*, Harper Collins. McDonald, I.M. 1996, *Macroeconomics*, Wiley.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment(s), 30%; test, 20%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2264 MICROECONOMIC ANALYSIS

Campus Footscray Park

Prerequisite(s) BEO1103 Microeconomic Principles; BEO1104 Macroeconomic Principles.

Content This subject builds upon the microeconomic theory covered in BEO1103 Microeconomic Principles in order to further rigorous analytical treatment. Topics include: mathematical tools; indifference analysis and utility maximisation; demand analysis; production and costs; profit maximisation and supply; perfect competition; the perfectly competitive model and microeconomic policies; monopoly and imperfect competition; markets for factors of production; market failure, externalities and public goods.

Required Reading To be advised by lecturer.

Recommended Reading Pindyck, R.S. & Rubinfeld, D.L. 1995, *Microeconomics*, Prentice Hall. Hirshleifer, J. & Glazer, A. 1994, *Price Theory and Applications*, Prentice Hall. Nicholson, W. 1994, *Intermediate Microeconomics and its Application*, Dryden.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tests, 20%; assignment, 20%; final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2283 APPLIED REGRESSION ANALYSIS

Campus Footscray Park

Prerequisite(s) BEO1106 Business Statistics; BEO1104 Macroeconomic Principles; BEO1103 Microeconomic Principles.

Content This subject 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.

Required Reading To be advised by lecturer.

Recommended Reading Studenmund, A.H. 1997, *Using Econometrics – Practical Guide*, Addison-Wesley. Gujarati, D.N. 1995, *Basic Econometrics*, McGraw-Hill. Griffiths, W.E., Hill, R.C. & Judge, G.G. 1993, *Learning and Practising Econometrics*, Wiley.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment(s), 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2284 BUSINESS FORECASTING METHODS

Campus Footscray Park

Prerequisite(s) BEO1104 Macroeconomic Principles; BEO1106 Business Statistics; BEO1103 Microeconomic Principles.

Content The subject 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 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.

Required Reading To be advised by lecturer.

Recommended Reading Hanke, J.E. & Reitsch, A.G. 1995, *Business Forecasting*, Englewood Cliffs, Prentice Hall. Bails, D.G. & Peppers, L.C. 1982, *Business Fluctuations: Forecasting Techniques and Applications*, Englewood Cliffs, Prentice-Hall. Bowerman, B.L. & O'Connell, R.T. 1993, *Forecasting and Time Series: An Applied Approach*, Duxbury Press.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2302 EUROPEAN BUSINESS ENVIRONMENT

Campus Footscray Park

Prerequisite(s) BEO1252 International Business Context or equivalent.

Content The subject aims to build upon the international business theory and policy issues, covered in BEO1262 International Business Context, in order to further and understanding of the European business environment. The subject builds on theoretical discussion to develop an applied analysis of the economic relationship between Australia and the EU15 and its policy implications for Australia. Topics to be covered include: the historical, developments of economic integration in Europe (the Treaty of Rome and the Maastricht Treaty); a theoretical treatment of economic integration phenomena, the free movement of goods and services, labour, and capital (Schengen Agreement and the Economic and Monetary Union); key policies within the European Union and their implications for Australia; the effect on the business environment of different European cultures, languages, lifestyles and tastes; EU competition, product distribution and business payment methods; barriers to trade and marketing

strategies for the EU; an assessment of the economic relationship between Australia and the EU15 (both at the collective and individual member state level) in the context of the international business environment; and trade implications for a wider EU, encompassing Eastern Europe.

Required Reading To be advised by the lecturer.

Recommended Reading Willem, M., 1993, *The Economics of European Integration: Theory, Practice, Policy*, Dartmouth Publishing, Aldershot-England. Piggott, J. and Cook, M., 1993, *International Business Economics: A European Perspective*, Longman Publishing, New York. School of Foreign Affairs and Trade 1996, *Team Australia*, AGPS, Canberra.

Class Contact Two tests (2x30) 60%, assignment, 40%. Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Two assignments (2x25%), 50%, examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2381 BUSINESS DECISION METHODS

Campus Footscray Park.

Prerequisite(s) BEO1106 Business Statistics.

Content This subject provides a comprehensive introduction to the mathematical modelling and specialised techniques and their applications in the analysis of contemporary economic/business problems faced by firms, organisations and industries. Topics include: decision analysis and the evaluation of information; network models; inventory control models and scheduling; linear programming models and sensitivity analysis; integer programming; waiting line models; game theory and dynamic programming; Markov chain analysis; total quality control.

Required Reading To be advised by lecturer.

Recommended Reading Render, B. & Stair, R.M. 1997, *Quantitative Analysis for Management*, Allyn and Bacon. Anderson, D.R., Sweeney, D.J. & Williams, T.A. 1997, *An Introduction to Management Science*, Nelson. Bierman, H., Bonini, C.P. & Hausman, W.H. 1991, *Quantitative Analysis for Decisions*, Irwin.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case studies, 40%; final examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2400 MUSIC INDUSTRY ECONOMICS

Campus Footscray Park

Prerequisite(s) Nil

Content This subject provides an overview of the contemporary music industry and the economic relationship between its various elements. Topics include: principles and issues of copyright; managerial skills; the importance of marketing; business acumen; and comparisons with international territories; the relevant financial implications, legislative and regulatory requirements which impact on the music industry; and a summary of the different music industry business practices in Asia, Europe and America.

Required Reading Simpson, S., and Seegar, C., 1994, *Music Business: Making Music Work*, Warner Chappell.

Recommended Reading Simpson, S. and Seegar, C. 1994, *Music Business: Making Music Work*, Warner Chappell; Masterton, R. (ed.) 1997, *Boomerang Overview of the Australian Music Industry*, (Forthcoming), Warner Chappell; *Music Business International*,

Spotlight Publications, monthly; Tripp, P.1994, *Australian Music Industry Directory*, Immedial, Sydney. Billboard, *BPI Communications*, Weekly; Commonwealth of Australia, 1990, *Inquiry into Sound Recordings*, Prices Surveillance Authority.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equivalent to 15 credit points.

Assessment End of semester examination, 40%; three assignments, 20% each. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2404 ELECTRONIC TRADING

Campus Werribee, Hong Kong.

Prerequisite(s) BEO1103 Microeconomic Principles, BEO1104 Macroeconomic Principles.

Content To familiarise students with the concepts of electronic trading and associated business processes. Students will be given an insight into the application of the various technologies in business so as to operate more efficiently and effectively in today's competitive environment. The subject consists of discussion and analysis of trading applications at both domestic and international levels. In the context of making the firm more competitive, the contents include: features of electronic purchase and electronic supply through electronic commerce enablement; aspects of on-line ordering, invoicing and stock control towards managing business with greater accuracy and certainty; stockless inventory, paperless transactions, integrated logistic operations; implications for inventory warehousing and transport; flexible deliveries; efficient consumer response/quick response; Internet trading/research; cash flow implications of inventory controls; risks associated with international electronic commerce trading.

Required Reading Current available text book – student to be advised: Johnston R.B., *Trading Systems and Electronic Commerce*, Eruditions Publishing.

Recommended Reading Lawrence, Elaine et al, *Intranet Commerce*, John Wiley & Sons. Kalakota R., Whinston A.B., *Electronic Commerce: A Manager's Guide*. Romm C.T.(ed.), Sudweeks F. (ed.), *Doing Business Electronically : A Global Perspective of Electronic Commerce*. Leebaert D.(ed.), *The Future of the Electronic Marketplace*.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignment, 25% (approx. 2500 words); presentation, 25% (approx. 2500 words); examination, 50%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2410 RISK ANALYSIS AND MANAGEMENT

Campus Footscray Park.

Prerequisite(s) BEO1106 Business Statistics

Content This subject provides an overview of the concepts and challenges associated with analysing and managing risk.

Required Reading To be advised by the lecturer.

Recommended Reading Vaughan, E.J., 1997, *Risk Management*, John Wiley, New York. Kenyon, A. 1990, *Currency Risk and Business Management*, Basil Blackwell.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case study, 15%; project (1), 15%; project (2), 20%; final examination, 50%. Students are expected to satisfactorily

complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2420 FINANCIAL DATA ANALYSIS

Campus Footscray Park

Prerequisite(s) BEO1106 Business Statistics

Co-requisite(s) BCO1101 Computer Applications

Content This subject provides an introduction to use and manipulation of financial and other data sets essential for an analysis of risk and its managements. At the completion of this subject, students should be able to: analyse financial data bases using the latest financial software; apply risk analysis to financial decision making; use Monte-Carlo simulation methods to analyse uncertainty including modelling of position risk analysis, volatility skews and implied or historical volatilities; access and manipulate small and large financial data bases; use appropriate software tools to manipulate and analyse financial data bases.

Required Reading Cuthbertson, K. 1996, *Quantitative Financial Economics: Stocks, Bonds and Foreign Exchange*, John Wiley.

Recommended Reading Miller, R.M. 1990, *Computer Aided Financial Analysis*, Addison Wesley. Markowitz, H.M. 1990, *Mean Variance Analysis in Portfolio Choice and Capital Markets*, Basil Blackwell.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case study, 15%; project (1), 15%; project (2), 20%; final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2430 FINANCIAL ECONOMETRICS

Campus Footscray Park

Prerequisite(s) BEO1106 Business Statistics

Content This subject provides an overview of statistical modelling and forecasting of financial time-series with applications in share prices, exchange rates, commodity prices and interest rates. Topics include: understanding the statistical properties of financial time-series; modelling of financial time series; use appropriate time-series techniques to test a range of financial and risk management models; and a simple time-series financial analysis using econometric tools; choice of the appropriate time series methodology from a range of casual and univariate time-series methods.

Required Reading Watsham, T.J. & Parramore, K. 1997, *Quantitative Methods in Finance*, International Thomson Business Press.

Recommended Reading Taylor, S.J., 1994, *Modelling Financial Time-Series*, John Wiley, New York. Campbell, J.Y. 1997, *The Econometrics of Financial Markets*, Princeton University Press.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Project (1), 20%; project (2), 20%; test and final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO2558 MANAGERIAL ECONOMICS

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BEO1106 Business Statistics; BEO1104 Macroeconomic Principles.

Content Role of firms in the society, business goals and optimising decisions, demand analysis and estimation, production and cost

analyses and estimation, pricing policies and practices, capital budgeting, forecasting, linear programming and risk analysis.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Continuous assessment, 40%; examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* Any hand-held calculator may be used in examinations.

BEO3257 ECONOMICS OF RETAILING

Campus Footscray Park

Prerequisite(s) BEO1104 Macroeconomic Principles.

Content The subject examines the structure, conduct and economic performance of the retail industry in Australia. Topics include: concentration and competition in Australian retail markets; the nature of market conduct in the retail industry including pricing and product policies and coercive behaviour; government regulation; evaluation of the performance of the industry on the basis of efficiency, progressiveness, full employment, price stability and competition; public policy and the retail industry.

Required Reading To be advised by lecturer.

Recommended Reading Baye, M.R. 1997, *Managerial Economics and Business Strategy*, 2nd edn McGraw Hill, Chicago. Brewster, D. 1997, *Business Economics, Decision-Making and the Firm*, Dryden Press. Carlton, D. W and Perloff, J.M. 1994, *Modern Industrial Organization*, 2nd edn Harper Collins College.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments/test, 30%; classwork, 10%; examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3264 INTERNATIONAL ECONOMIC AND BUSINESS LAW

Campus Footscray Park.

Prerequisite(s) BLO1105 Business Law.

Content This subject aims to provide students with the ability to identify and understand the international law regulating commercial and trading relations between Australia and the International Community. Topics include: introduction to international economic law, its relevance and scope; contracts, proper law, negotiable instruments, applicable law; international banking and monetary obligations; companies; international trade; international sales of goods; international transport law.

Required Reading To be advised by lecturer.

Recommended Reading Moens, G. & Gillies, P. 1998, *International Trade and Business: Law Policy & Ethics*, Cavendish Publishing. Birnie, P.W. & Boyle, A.E. 1994, *International Law and the Environment*, Clarendon Press Oxford. Wilde, K.C.D.M & Islam, M.R. 1993, *International Transactions: Trade and Investment, Law and Finance*, The Law Book Company. Barton, J.H. & Fisher, S. 1986, *International Trade and Investment: Regulating International Business*, Boston Little Brown.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment(s), 40%; final examination, 60%. Students must satisfactorily complete each component of the assessment to

gain a pass in the subject. Supplementary assessment will not be available.

BEO3295 RETAIL MERCHANDISE MANAGEMENT

Campus Footscray Park.

Prerequisite(s) BEO1185 Retail Management Principles or BHO1171 Introduction to Marketing.

Content This subject examines the nature and significance of retail merchandise management in the Australian economy. Topics include: the nature and significance of merchandise management; evaluation of effective retail merchandise strategy; merchandise buying and handling; financial merchandise management; pricing; retail image, and promotional strategies.

Required Reading To be advised by lecturer.

Recommended Reading Berman, B. and Evans J.R. 1998, *Retail Management, A Strategic Approach*, 7th edn, Prentice-Hall. Ghosh, A. 1994, *Retail Management*, Dryden. Levy and Weitz, B. 1996, *Essentials of Retailing*, Irwin, Boston.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments/test, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3300 ECONOMICS OF TRAVEL AND TOURISM

Campus Footscray Park, Werribee.

Prerequisite(s) BEO1103 Microeconomic Principles.

Content This course provides an overview of domestic and world economic determinants, conditions, and measurement as well as a review of the essential principles of economics relative to travel and tourism industries. Micro-economic concepts of industry demand, cost and supply functions, and the nature of competition are examined. Macroeconomics issues, such as measuring economic impact through the multiplier, cost-benefit analysis, regulatory environment, and a balance of payment, are also covered. Basic principles of project evaluation are introduced and explained in the context of the travel and tourism industries. The course concludes with a review of tourism policy issues, such as taxation of tourism, promotion, foreign investment and international aviation policy.

Required Reading: Divisekera, S., 2000, *Economics of International Travel and Tourism: An Australian Perspective*, Bureau of Tourism Research, Sinclair, M.T. and Stabler, M., 1997, *The Economics of Tourism*, Routledge, Tribe, J., 1995, *Economics of Leisure and Tourism: Environment, Markets and Import*, Butterworth-Heinemann.

Recommended Reading: Bull, A., 1995, *The Economics of Travel and Tourism*, 2nd edn. Longman, Melbourne. Cullen, P., 1977, *Economics for Hospitality Management*, International Thomson Business Press, London. Tisdell, C.A., Aislabie, C.J., and Stanton, P. J., 1988, *Economics of Tourism: Case Studies and Analysis* Institute of Industrial Economics, University of Newcastle.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Continuous assessment, 40%; examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3301 THE ENTERTAINMENT ECONOMY

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject introduces students to the economics, finance and production of entertainment related goods and services. Each major industry sector is reviewed and analysed including film, television, music, broadcasting, cable television, sports and performing arts, and how assets such as copyright, image and brandnames are being exploited to add value in other industries. The subject will also investigate the international dimensions of these industries and the emergence of transnational mega-entertainment corporations and their impact on international business and trade.

Required Reading: Vogel, H.L., 1998, *Entertainment Industry Economics: A Guide for Financial Analysis* Cambridge University Press. Wolf, M.J., 1999, *The Entertainment Economy*, Time Books, New York, USA.

Recommended Reading: Passman, D., 1998, *All You Need to know About the Music Business*, Simon and Schuster, New York, USA.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case studies, 50%; Examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3302 OPTIONS AND FUTURES MARKETS

Campus Footscray Park, Werribee.

Prerequisite(s) Nil.

Content The subject aims to provide students with an understanding of the valuation and hedging of options, forward contracts, futures contracts, swaps, and other derivatives that exist in rapidly growing financial sectors around the globe. Topics included are: Introduction to financial instruments; Futures and Forward Markets; Forward and Futures Prices and Hedging Strategies; Interest Rate Futures; Swaps; Stock Options; Trading Strategies; Introduction to Binomial Trees; The Black-Scholes Model; Options on Stock Indices, Currencies, and Futures; Hedging Strategies; and Valuation Using Binomial Trees.

Required Reading: Hull, J.C., 3rd edn., 1999, *Introduction to Futures and Options Markets*, Prentice Hall, Melbourne.

Recommended Reading: Chance, D.M., 1998, *An Introduction to Derivatives*, The Dryden Press, Orlando. Watsham, T.J., 1998, *Futures and Options in Risk Management*, International Thompson Business Press, Melbourne. Willmott, P., 1999, *Derivatives: The Theory and Practice of Financial Engineering* John Wiley, Brisbane.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 60%; Final Examination, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3303 QUANTITATIVE ANALYSIS AND RISK MANAGEMENT

Campus Footscray Park, Werribee.

Prerequisite(s) BEO1106 Business Statistics.

Content The subject aims to equip students with the fundamental quantitative techniques of finance. To this end, students will be introduced to the techniques commonly used in financial analysis. The aim is to have all students familiar with, and able to use, the modern tools of quantitative financial analysis. Topics covered will include: Introduction, ways of growing, index numbers, the use of natural logarithms, Value at Risk modelling, numerical techniques,

differential and integral calculus, Monte Carlo simulation, quantifying the risk-return relationship.

Required Reading: Runggaldier, W.J. (ed), 1996, *Financial Mathematics*, Bressanone. Watsham, P.J. and Parramore, K., 1997, *Quantitative Methods in Finance*, International Thomson Business Press.

Recommended Reading: Cuthbertson, K., 1995, *Quantitative Financial Economics: Stocks, Bonds and Foreign Exchange* John Wiley. Protter, P., 1998, *Stochastic Integration and Differential Equations A New Approach*, Springer-Verlag. Ross, S.M., 1999, *An Introduction to Mathematical Finance: Options and Other Topics*, Cambridge University Press.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; Final Examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3304 ETHICAL INVESTMENT

Campus Footscray Park, Werribee.

Prerequisite(s) Nil.

Content The subject aims to provide students with an understanding of the rapidly-growing ethical investment market in Australia and overseas, and examines definitional parameters, ethical portfolio choice, risk and return of ethical portfolios, emerging trends in investor awareness, and ethical fund management. Topics included are: Introduction to Ethical Investment; Portfolio choice and Screening; Screening and Risk; the Return to Ethical Investment; Ethical Issues and Investor Awareness; Ethical Investment and Superannuation Fund management; Ethical Investment Consulting.

Required Reading: Knowles, R. (ed), 1997, *Ethical Investment*, Choice Books, Sydney.

Recommended Reading: Francis, R.D., 1994, *Business Ethics in Australia: a practical approach*, Law Book Group, Kew, Melbourne. Tippet, J 1999, *Ethical Investment in Australia*, Phd Dissertation, RMIT University, Melbourne. Tomasic, R. and Bottomley, S., 1993, *Directing the Top 500: Corporate Governance and Accountability in Australian Companies*, Allen and Unwin, Sydney.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 50%; Tests, 10%; Final Examination, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3319 ASIAN BUSINESS ENVIRONMENT

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) BMO1102 Management and Organisation Behaviour.

Content This subject provides an introduction to the study of the differences and changes in management styles and strategies encountered in Southeast Asia and Northeast Asia business environment. Topics include: regulatory regimes and relations between business and government in South East Asia and Northeast Asia countries; overview of Governments trade and business policies; country profiles; management styles; investors and lenders; multinational in the region; industrial relations; customers and clients; suppliers and distributors; international rules, regulations and organisations; community groups and environmental concerns; values and ethics and Asian religions and other cultural influences; public and private sector relations.

Required Reading To be advised by lecturer.

Recommended Reading Lasserrc, P. & Schutte, H. 1995, *Strategies for Asia Pacific*, Macmillan. Church, P. (edited) 1995, *ASEAN Focus Group: Focus on Southeast Asia*, Allen and Unwin. School of Foreign Affairs and Trade 1995, *East Asia Analytical Unit: Overseas Chinese Business Networks in Asia*.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test, 20%; assignment, 30%; examination, 50%. Students must complete each component of the assessment satisfactorily to pass. Supplementary assessment will not be available.

BEO334I TRANSPORTATION ECONOMICS

Campus Footscray Park

Prerequisite(s) BEO1103 Microeconomic Principles; BEO1104 Macroeconomic Principles.

Content This subject introduces the application of economic theory in the analysis of the operation, problems and policies in the transport sector. Topics include: structure of transport sector and its interaction with other sectors of the economy; transport, land use and location of economic activity; demand for the benefits of transport; direct costs and supply of transport; external costs of transport; pricing of transport services; policies to contain external costs of transport; regulation, de-regulation and reform in the Australian transport sector.

Required Reading To be advised by lecturer.

Recommended Reading Button, K.J 1993, *Transport Economics*, Edward Elgar. Bannister, D. & Button, K. (ed) 1991, *Transport in a Free Market Economy*, Macmillan. Button, K.J. 1993, *Transport, the Environment and Economic Policy*, Edward Elgar.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test, 20%; assignment, 20%; final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* Only non-programmable, hand-held calculators may be used in examinations.

BEO3343 PUBLIC SECTOR ECONOMICS

Campus Footscray Park

Prerequisite(s) BEO1103 Microeconomic Principles; BEO1104 Macroeconomic Principles.

Content This subject aims to familiarise students with the scope and economic functions of the public sector in Australia and to show the relevance of economic principles to the rationale and economic impact of the public sector. Topics include: market failure; the rationale for government intervention and the concept of governmental and political failure; the size, structure and performance of Australian government; and the theory and policy associated with public enterprise and privatisation in Australia.

Required Reading To be advised by lecturer.

Recommended Reading Stretton, H. & Orchard, L. 1994, *Public Goods, Public Enterprise, Public Choice*, St Martin's Press, London. Cullis, J. & Jones, P. 1989, *Microeconomics and the Public Economy*, Basil Blackwell, Oxford. Bell, S. 1997, *Un governing the Economy: The Political Economy of Australian Economic Policy*, Oxford University Press, Melbourne. Quiggin, J. 1996, *Great Expectations: Microeconomic Reform and Australia*, Allen and Unwin, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of

Business and Law. Subject equal to 15 credit points.

Assessment Final examination, 50%; assignments, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3345 ECONOMIC DEVELOPMENT

Campus Footscray Park.

Prerequisite(s) BEO1103 Microeconomic Principles; BEO1104 Macroeconomic Principles.

Content This subject provides an understanding of historical and theoretical perspectives of economic developments. Topic include: the issues relating to agricultural development and the world and degradation crisis; industrialisation and the changing international division of labour; costs and benefits of trade; resource and energy problems; the worldwide environmental crisis; global threats of warming and ozone depletion; new direction is of development analysis; critical analysis of technology and 'soft' alternatives; new views on economic development and sustainability.

Required Reading To be advised by lecturer.

Recommended Reading World Commission for Environment and Development 1990, *Our Common Future* Australian edn, Oxford University Press. Todaro, M. 1997, *Economic Development*, Longman, London. Dunkley, G. 1992, *The Greening of the Red*, Pluto. Bello, W. & Rosenfeld, S. 1992, *Dragons in Distress*, Penguin.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Continuous assessment, 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3362 LABOUR MARKET ANALYSIS

Campus Footscray Park.

Prerequisite(s) BEO1104 Macroeconomic Principles; BEO1103 Microeconomic Principles.

Content This subject aims to survey literature and recent developments in labour economics and to provide a knowledge of the institutional setting of Australian labour markets. Topics include: the labour market, basic concepts and definitions; demand and supply of labour; human capital, education and training; labour mobility, turnover and migration; labour market discrimination; employment and unemployment; the Australian system of wage determination; the structure of wages and earnings in Australia; wages and incomes policy.

Required Reading To be advised by lecturer.

Recommended Reading Norris, K. 1996, *Economics of Australian Labour Markets*, 4th edn, Longman Cheshire, Melbourne. King, J.E. 1990, *Labour Market Economics: An Australian Perspective*, Macmillan.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments/test, 30%; final examination, 70%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3366 ECONOMIC POLICY AND RESEARCH

Campus Footscray Park

Prerequisite(s) BEO1104 Macroeconomic Principles; BEO1103 Microeconomic Principles.

Content This subject 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.

Required Reading Lewis, P., Garnett, A., Drake, P., Juttner, J., Norris, K. and Treadgold, W. 1998, *Issues, Indicators and Ideas: A guide to the Australian economy*, Longman.

Recommended Reading Bell, S. 1997, *Ungoverning the Economy: The Political Economy of Australian Economic Policy*, Oxford University Press, Melbourne. Quiggan J. 1996, *Great Expectations: Microeconomic Reform and Australia*, Allen and Unwin, Sydney. Abelson, P. (ed) 1997, *The Tax Reform Debate: The Economics of the Options*, Allen & Unwin. Sheahan, P. et al (eds) 1997, *Dialogues on Australia's Future: In Honour of the Late Professor Ronald Henderson*, VUT Press, Melbourne.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment(s), 40%; final examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO338 INTERNATIONAL ECONOMIC THEORY

Campus Footscray Park, Kuala Lumpur

Prerequisite(s) BEO1104 Macroeconomic Principles.

Content This subject provides an introduction to economic concepts and theories in relation to international trade and economic integration. Topics include: fundamentals for international trade; international trade gains; international trade patterns; the structure and composition of trade flows; international barriers to trade; exchange rate determination and foreign exchange markets, the balance of payments and adjustments in the balance of payments.

Required Reading To be advised by lecturer.

Recommended Reading Lindert, P. & Pugel, T. 1996, *International Economics*, Irwin. Pomfret, R. (ed) 1995, *Australia's Trade Policies*, Oxford University Press. Aislabie, G., Lee, J. & Stanton, D. May 1994, *Australian Cultural Diversity and Export Growth*, Office of Multicultural Affairs, School of the Prime Minister and Cabinet.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test, 20%; case study, 20%; examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO340 INTERNATIONAL ASPECTS OF THE MUSIC INDUSTRY

Campus Footscray Park

Prerequisite(s) BEO2400 Music Industry Economics

Content This subject provides students with an overview of the international music industry, the players, international music business structure and major issues. Topics include: the basic principles of exporting and importing music products; the critical issues in implementing and overseas tour; and a description of the major international music territories.

Required Reading To be advised by lecturer.

Recommended Reading Shemel, S., Krasilovsky, W. 1989, *More About this Business of Music*, Billboard, New York. Billboard, BPI Communications, Weekly 1989. Shemel, S., Krasilovsky, W. 1985, *This Business of Music: A Practical Guide to the Music Industry for*

Publishers, Writers Record Companies, Producers and Artist, Billboard Publications, New York. Sly, L. 1993, *The Power and the Passion*, Warner Chappell.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equivalent to 15 credit points.

Assessment Examination, 50 %; two assignments, 25% each. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3405 ELECTRONIC RETAILING

Campus Werribee, Hong Kong

Prerequisite(s) BEO1103 Microeconomic Principles, BEO1104 Macroeconomic Principles.

Content The subject consists of foundation level studies where particular aspects of electronic retailing are considered and application level studies where results of empirical studies of electronic retailing are discussed and analysed. The contents include: power shift from retailers to consumers; interactive shopping, on-line shopping, television shopping, virtual shopping; electronic connection between retailers and consumers; impact of Internet on consumer behaviour, competition and communication; forces driving changes in consumer shopping behaviour from the supply and demand angles; impact of electronic retailing on consumer shopping behaviour; implications for physical retailers and their strategic response to electronic retailing competition in terms of site architecture, contiguity, merchandise range, pricing, payment methods and promotion research; web strategies for electronic retailers including limitations of electronic retailing; differences and similarities of electronic retailing for consumers and business; future of electronic retailing.

Required Reading Peterson, R.A., 1997, *Electronic Retailing and the Consumer*, SAGE Publication, California.

Recommended Reading Whinston A.B., Stahl D.O., Choi S.Y., *The Economics of Electronic Commerce*. Cataudella J., Greely D., Sawyer B., *Creating Stores on the Web*. Dahl A., Lesnick L., Morgan L., *Internet Commerce*. Maddox K., Blankenhorn D., *Web Commerce : Building a Digital Business*, Wiley/Upside Series.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignment, 25% (approx. 2500 words); presentation, 25% (approx. 2500 words); examination, 50%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3406 STRATEGIC RETAILING

Campus Footscray Park.

Prerequisite(s) BEO1185 Retail Management Principles BHO1171 Introduction to Marketing.

Content The subject provides an introduction to a range of analytical tools and approaches aimed at assisting students to understand the strategic challenges and opportunities faced in retailing. Topics to be covered will include: strategic analysis and planning; the economics of trust; networks; organisations and entrepreneurship; globalisation and its impact on retailing; economic approaches to retail problems solving and the economics of franchising.

Required Reading Casson, M. 1995, *Entrepreneurship and Business Culture (Studies in Economics of Trust)*, Edward Elgar Publishing, Cheltenham.

Recommended Reading Berman, B. and Evans, J.R., 1998, *Retail*

Management, A Strategic Approach, 7th edn., Prentice-Hall, Upper Saddle River. Hawkins, G.E., 1999, *Building the Customer Specific Retail Enterprise*, Breezy Heights Publishing, New York, U.S.A. Hart, C. 1997, *Cases in Retailing*, Operational Perspectives, N.J.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case studies/presentation, and class participation, 60%; Final examination, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3407 THE ECONOMICS OF COPYRIGHT AND MUSIC PUBLISHING

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject introduces the students to the economics of copyright and the exploitation of copyright product in the music industry. It investigates the principles of music publishing and key sources of publishing income, including mechanical income, synchronisation with film or television, public performance and broadcast. The subject outlines the methods of collection, calculation and distribution of publishing income and investigates the economic structure of a music publishing business. It also investigates the role of collection societies and performing rights organisations (PROs), both domestic and international, and the key characteristics and features of a publishing agreement.

Required Reading 1998, *Music and Copyright*, Australian Copyright Council. Simpson, S. and Seeger, C., 1994, *Music Business: Making Music Work*, Warner Chappell, Sydney.

Recommended Reading Frith, Simon (ed), 1993, *Music and Copyright*, Edinburgh University Press, Edinburgh. McKeough, J., and Stewart, A., 1997, *Intellectual Property in Australia*, Butterworths.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case studies, 50 %; Examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3417 FINANCE OF INTERNATIONAL TRADE

Campus Footscray Park, Kuala Lumpur

Prerequisite(s) BEO1104 Macroeconomic Principles.

Content This subject introduces the various export documents required to facilitate an international trade transaction, the instruments of trade, finance options of financing exports. Topics include: introduction to the finance of international trade; shipping terms and documents of foreign trade; methods of settlement, credit insurance and preferential finance; foreign exchange contracts, risks and rate determination.

Required Reading Bergami, R., *First Steps In International Trade Operations and Finance*, 4th edn, A Dictionary of Australian International Trade Terms, Bergami, R., *Customs Guide for Business*, Australian Customs Service, December 2000, *Finance of International Trade*, National Australia Bank, 9th edn.

Recommended Reading Branch, A.E. 1995, *Export Practice and Management*, Chapman & Hall. Ledlie, G. 1993, *This Export and Import Handbook*, The Business Library. Walker, A.G. 1995, *International Trade Procedures and Management*, Butterworth-Heinemann.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of

Business and Law. Subject equal to 15 credit points.

Assessment Continuous assessment, 45%; final examination, 55%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3430 INTERNATIONAL ECONOMIC ANALYSIS

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BEO3368 International Economic Theory.

Content The subject builds upon the theories and concept introduced in BEO3368 International Economic Theory. Topics include: comparative advantage and revealed comparative advantage; international trade and income distribution; economic growth and its implications for international trade; theory, measurement and determinants of intra-industry trade; arguments for and against protection; international trade and environmental issues; international migration of labour; international lending and borrowing; direct foreign investment and multinational corporations; and government intervention in the foreign exchange market.

Required Reading Pugel, T.A. and Lindert, P.H., 2000, 11th edn, *International Economics*, McGraw Hill.

Recommended Reading Anderson, K., and Blackhurst, R., 1992, *The Greening of World Trade Issues*, Harvester Wheatsheaf. Pomfert, R., (edn), 1995, *Australia's Trade Policies*, Oxford University Press. Yarbrough, B.V., and Yarbrough, R.M., 1997, *The World Economy: Trade and Finance*, 4th edn, Dryden Press.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test, 20%; assignment, 20%; final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* Only non-programmable, hand-held calculators may be used in examinations.

BEO3432 STRATEGIC INTERNATIONAL TRADE OPERATIONS

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BEO1106 Business Statistics.

Content This subject aims to introduce students to a range of important quantitative and operations research topics that may be used to solve particular domestic and international business problems. Emphasis is placed on the use of computer software (eg. HOM) for strategic decision making purposes and their usefulness as tools in solving international transport and trade problems in particular. Topics include operations research and business decision making techniques including: forecasting; waiting line models; process strategies; operations layout; inventory management; simulation; material requirements; short-term scheduling; project management; quality control and reliability.

Required Reading Chase, R.B., Aquilano, N.J., and Jacobs, F.R., 2001, *Operations Management for Competitive Advantage*, 9th edn., McGraw-Hill Irwin.

Recommended Reading Anderson, D.R. Sweeny, D.J. & Williams, T.A. 1994, *An Introduction to Management Science, Quantitative Approaches to Decision Making*, 8th edn., ITP West. Browne, M., Steane, P. & Foster, J. 1998, *Cases in Strategic Management*, 1st edn., Macmillan. Foster, J. & Browne, M., 1996, *Principles of Strategic Management*, 1st edn., Macmillan. Gorden, G., Pressman, I., & Cohen, S., *Quantitative Decision Making for Business*, Prentice-Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of

Business and Law. Subject equal to 15 credit points.

Assessment Class assessment, 10%; case studies, 30%; final examination, 60%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3433 FIELD RESEARCH PROJECT

Campus Footscray Park

Prerequisite(s) BEO1252 International Business Context

Content This subject will expose students to the cultural, political and regulatory environments in particular economic regions, with an initial emphasis on Europe and Asia. The basis of the subject is a study tour to select countries of a particular region. Students will visit important regulatory institutions, private enterprises and academic organisations, which will allow the observation of international business in action in the field. The tour will be preceded by a briefing session. Lectures on topics relevant to the subject will be provided by selected overseas universities. Students complete a diary during the course of the trip and write this up as an assignment on their return.

Required Reading 1998, *Country Economic Brief*, Trade Analysis Branch, School of Foreign Affairs and Trade, Commonwealth Government of Australia.

Recommended Reading Stephen Mills (ed), 1998, *Asian Business Insight*, The Australian Financial Review. 1998, *Asialine Newsletter*, Trade Analysis Branch, School of Foreign Affairs and Trade, Commonwealth Government of Australia. 1998, *Economics at a Glance*, Trade Analysis Branch, School of Foreign Affairs and Trade, Commonwealth Government of Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as a combination of lectures, tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment 100%. Word limit 5000. Supplementary assessment will not be available. *Note:* An additional charge applies for this subject.

BEO3446 FINANCIAL INSTITUTIONS AND MONETARY THEORY

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BEO1104 Macroeconomic Principles.

Content The subject 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.

Required Reading To be advised by lecturer.

Recommended Reading Lewis, M.K. and Wallace, R.H. 1997, *The Australian Financial System*, Longman. McGraw, M. & Viney, C. 1997, *Financial Institutions, Instruments and Markets in Australia*, McGraw-Hill. Juttner, D.J. 1993, *Financial Markets, Interest Rates and Monetary Economics*, 3rd edn, Longman Cheshire.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assessment, 50%; final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* Any hand-held calculator may be used in examinations.

BEO3447 COMMERCIAL BANKING AND FINANCE

Campus Footscray Park, Kuala Lumpur

Prerequisite(s) BEO3446 Financial Institutions and Monetary Theory.

Content This subject introduces students to a broader view of the changing commercial banking environment and to develop conceptual, analytical and decision making skills for the policy formulation and implementation areas in commercial banking and finance functions. Topics include: money flows in the economy; the nature of operation of intermediations; financial product and pricing policies; risk assessment and management; principles of lending and credit management; asset and liability management; prudential standards; regulation of the financial systems.

Required Reading To be advised by lecturer.

Recommended Reading Saunders, A. & Lange, H. November 1996, *Financial Institutions Management*, (1st Aust Edn), Financial System Inquiry Discussion Paper, AGPS. Financial System Inquiry Final Report, AGPS, March 1997

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3485 RETAIL INFORMATION TECHNOLOGY

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject aims to provide an overview of how management uses the different forms of technology and the information generated in the retail industry. Topics include: computerised management systems; scanning; electronic funds transfer at point of sale; direct product profit management; space management systems; information analysis and decision support systems; computerised delivery and backload analysis; tracking shopper behaviour; communications systems; computer analysis of forward buying and recording; inventory management; forecasting; logistics; internet retailing.

Required Reading To be advised by lecturer.

Recommended Reading Levy, M. & Weitz, B.1998, *Retailing Management*, Irwin, M.H., McGraw-Hill. Hasty, R. & Reardon, J. 1997, *Retail Management*, McGraw-Hill. Merrilees, W. & Miller, D. 1996, *Retailing Management: A Best Practice Approach*, RMIT Press.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments and tests, 70%; participation and presentation, 30%. Supplementary assessment will not be available. *Note:* Only non-programmable calculators may be used in examinations.

BEO3486 RETAIL MANAGEMENT PROJECT

Campus Footscray Park.

Prerequisite(s) BEO1185 Retail Management Principles.

Content This subject aims to provide students with research and presentation skills that will improve their overall retail management skills. Topics include: research methodology; basics of research techniques; retail research strategies and case studies; retail audit; retail management project; identification and development of a retail management topic, collection and analysis of data, formulation of conclusions and recommendations, and presentation of the main implications for management. Emerging issues; focus on contemporary issues such as industry mergers, new store formats, Government controls and regulations, consumerism, shopping trends, and international retailing. Retail management and

strategy; current developments in retail management and retail strategy.

Required Reading To be advised by lecturer.

Recommended Reading Levy, M. & Weitz, B. 1998, *Retailing Management*, Irwin McGraw-Hill. Berman, B. & Evans, J. 1995, *Retailing Management: A Strategic Approach*, Macmillan. Ghosh, A. 1994, *Retail Management*, Dryden Fort Worth. McGoldrick, P. & Davies, G. 1995, *International Retailing: Trends & Strategies*, Pitman Lawson.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments and tests, 70%; participation and presentation, 30%. Supplementary assessment will not be available. *Note:* Only non-programmable calculators may be used in examinations.

BEO3487 INTERNATIONAL RETAIL SERVICES

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject provides an overview of the different foreign entry approaches of global retailing. Topics include: global retailing management styles and positioning strategies which lead to varying retail formats, the nature of retail services; the impact of franchising systems on the international marketplace; concepts of intellectual property rights and legal requirements governing the formation and protection of the franchisor's rights.

Required Reading To be advised by lecturer.

Recommended Reading McGoldrick, P.J. & Davies, G., 1995, *International Retailing Trends and Strategies*, Pitman. Adam, S. & Westberg, K. 1998, *Electronic Marketing and the Internet*, Prentice Hall. Berman, B. & Evans, J. 1998, *Retail Management: A Strategic Approach*, Prentice Hall.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case studies and mid-semester test, 50%; final examination, 50%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO3500 APPLIED ECONOMICS RESEARCH PROJECT

Campus Werribee, Footscray Park.

Prerequisite(s) BEO2254 Statistics for Business and Marketing

Content This subject will provide students with the opportunity, either individually or in teams of not more than four, to apply acquired skills and competencies to an approved applied research project. Project proposals will be developed in consultation with the subject lecturer and Course Coordinator and will relate to the relevant specialisation. Key Competencies to be covered include: the applied research process; working in teams; internet tools; appropriate use of software tools – spreadsheets, word, powerpoint, end note; appropriate use of databases; principles of effective research report writing; developing oral presentation skills; peer evaluation and peer review.

Required Reading Cooper, D.R. & P.S. Schindler, 1998, *Business Research Methods*, Boston, McGraw-Hill. Campbell, G. 1993, *The Little Black Book: A Manual of Academic Presentation Standards for Students of the Faculty of Business and Law*, Melbourne, Victoria University of Technology. Huckin, T.M. & Olson, L. 1991, *Technical Writing and Professional Communication*. New York, McGraw-Hill.

Recommended Reading Sekeran, U. 1992, *Research Methods for Business*, 2nd edn., John Wiley & Sons, New York. Bowerman, B. & O'Connell R.T. 1997, *Applied Statistics: Improving Business Practices*,

Irwin, Chicago. Griffith, D., Stirling, W.D. & Weldon, K.L., 1998, *Understanding Data: Principles and Practices of Statistics*, Wiley, Brisbane. Hussey, J. & Hussey, R. 1997, *Research Methods for Business: A Skill Building Approach*, Macmillan, London.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment on best practice research, 15%; test on software tools, 15%; major research project – progress report, 10%; final report, 40%; report presentation to peers, 20%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO4400 HONOURS RESEARCH THESIS (FULL-TIME)

BEO4401 HONOURS RESEARCH THESIS (PART-TIME)

Campus Footscray Park.

Prerequisite(s) BEO4430 Business Research Methods.

Content Students are required to complete a research thesis of 10,000 – 12,500 words based on the proposal developed in the subject BEO4430 Business Research Methods. As part of the assessment, students are required to present one one-hour seminar on their research work.

Required Reading To be advised by lecturer.

Class Contact Equivalent to one two-hour workshop/seminar per week for one semester. Subject equal to 60 credit points.

Assessment Seminar presentation, 15%; written thesis, 85%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO4403 ADVANCED MICROECONOMICS

Campus Footscray Park.

Prerequisite(s) BEO2264 Microeconomic Analysis.

Content This subject will aim to provide a detailed and rigorous approach to a number of central issues in microeconomics. Topics include: optimising behaviour; developments in demand theory and estimation; producer behaviour and business decision making; pricing decisions; efficient markets; new theories of the firm; the role of asymmetric information in advanced microeconomic analysis; the structure of the Australian economy; industry and competition policy; welfare economics; social choice theory; risk and uncertainty.

Required Reading To be advised by lecturer.

Recommended Reading Varian, H. 1994, *Microeconomic Analysis* Norton, New York. Henderson, J. and Quandt, R. 1990, *Microeconomic Theory*, McGraw-Hill, New York. Cowell, F. 1986, *Microeconomic Principles*, Oxford University Press, Oxford.

Class Contact 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. This subject is equal to 15 credit points.

Assessment Test, 20%; case study, 15%; project, 15%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO4430 BUSINESS RESEARCH METHODS

Campus Footscray Park

Prerequisite(s) Nil.

Content The subject introduces students to some of the issues involved in the production of research in applied fields; to enhance knowledge, personal skills and competencies in conducting research in the broad industrial setting. Seminars will include: conceptualisation of research problems; theoretical formulation

and contextualisation.

Required Reading To be advised by lecturer.

Recommended Reading Hussey, J. & Hussey, R. 1997, *Business Research*, Macmillan, London. Bryman, A. 1988, *Doing Research in Organisations* Routledge, London. Howard, K. & Sharp, J.A. 1983, *The Management of a Student Research Project*, Aldershot, Gower.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Students will be required to prepare a thesis proposal for presentation to the group. Satisfactory completion of this task is necessary prior to embarking on the thesis.

BEO4572 LOGISTICS

Campus Footscray Park, Werribee.

Prerequisite(s) BEO2186 Distribution Management.

Content The subject aims to provide students with the skills to control strategically the logistics function in the context of the globalisation of business. In addition, the subject 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.

Required Reading Gilmour, P., 1996, *Logistics Management – An Australian Framework*, Longman, Australia.

Recommended Reading Bowersox, D.J. and Closs, D.J., 1996, *Logistical Management: The Integrated Supply Chain Process*, McGraw-Hill, Singapore.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test on software tools, 10%; test on best practice logistics, 15%; major case study, 35%; final examination, 40%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO4661 ADVANCED MACROECONOMICS

Campus Footscray Park

Prerequisite(s) BEO2263 Macroeconomic Analysis or BEO1104 Macroeconomic Principles with mathematical skills.

Content This subject provides a rigorous approach to macroeconomic analysis dealing in contemporary issues in the Australian economy. Topics include: alternative views of the business cycle; Keynesian theories of output fluctuations; comparisons of neo-classical and Keynesian models; aggregate supply function and the Keynesian model; theory of real business cycles and Lucas imperfect information model; staggered price adjustment; Fischer-Phelps and Taylor models; the slow growth model and theories of unemployment.

Required Reading To be advised by lecturer.

Recommended Reading Romer, D. 1997, *Advanced Macroeconomics*, McGraw-Hill. Scarth, W.M. 1988, *Macroeconomics: An Introduction to Advanced Methods*, Harcourt Brace Jovanovich. Gordon, R.J. 1993, *Macroeconomics*, Harper Collins.

Class Contact Three hours per week. Normally to be delivered as

two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test, 20%; project, 15%; case study, 15%; final examination, 50%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BEO4683 APPLIED ECONOMETRICS

Campus City Flinders, Footscray Park

Prerequisite(s) Nil.

Content This subject introduces students to the methodology and the role of data analysis including the place of econometrics in an overall research strategy. Topics include: econometric softwares; the classical linear regression model; properties of OLS and ML estimation and hypothesis testing and interval estimation; simultaneous equation models; diagnostic test statistics; ARCH and GARCH models; co-integration.

Required Reading To be advised by lecturer.

Recommended Reading Griffiths, W.E., Hill, R.C. and Judge, G. 1993, *Learning and Practising Econometrics*, John Wiley, New York. Cuthbertson, K., Hall, S. and Taylor, M. 1992, *Applied Econometric Techniques*, Philip Allan, Hemel Hempstead.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignments, 30%; project and term paper presentation, 30%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO1110 INTRODUCTION TO HOSPITALITY

Campus Footscray Park

Prerequisite(s) Nil.

Content To introduce students to the study of hospitality as an emerging discipline worthy of rigorous study. To orient the students to the hospitality industry and the issues which confront it. Topics 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 commodification of the Hospitality Industry.

Required Reading: Lashley, C. and Morrison, A. (eds), 2000, *In Search of Hospitality: Theoretical Perspectives and Debates*, Butterworth Heinemann, Oxford.

Recommended Reading: To be advised.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Progressive assessment, 60%; Final examination, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO1121 FOOD AND BEVERAGE MANAGEMENT I

Campus Footscray Park.

Prerequisite(s) BHO1110 Introduction to Hospitality.

Content To introduce students to the core principles and practices of kitchen management systems which optimise the managerial and operational efficiency of food production facilities. Topics include: introduction to food production; the menu as a core management tool; food commodities; recipe development and standard recipes; food production systems; evaluation methods of food production.

Required Reading: Davis, B. Lockwood, A. and Stone, S., 1998,

Food and Beverage Management, Butterworth Heinemann, Oxford.

Recommended Reading: Cousins, J.D. and Shortt, D., 1995, *Food and Beverage Management*, Harlow, Longman, London.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Progressive assessment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO1122 FOOD AND BEVERAGE MANAGEMENT II

Campus Footscray Park.

Prerequisite(s) BHO1110 Introduction to Hospitality.

Content To develop a comprehensive understanding of the principles and practices of restaurant management. Topics include: concepts of restaurant management; conceptualising quality in a restaurant setting; quality control; evaluating restaurant performance in terms of financial, market and operational criteria.

Required Reading: Davis, B. Lockwood, A. and Stone, S., 1998, *Food and Beverage Management*, Butterworth Heinemann, Oxford.

Recommended Reading: To be advised.

Class Contact A two hour lecture and equivalent to a four hour practical during practice and a six hour practical during restaurant simulations each week for one semester or equivalent or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Progressive assessment, 60%; Final examination, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO1171 INTRODUCTION TO MARKETING

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur, Hong Kong.

Prerequisite(s) Nil.

Content Introduction to Marketing is an introductory unit in marketing management with a focus on the marketing of consumer and industrial goods and services. Students will be introduced to the concepts of marketing strategies, using case studies and tutorial.

Required Reading: Miller and Layton, 2000, *Fundamentals of Marketing* 4th edn, McGraw-Hill, Sydney.

Recommended Reading Assael, Henry, Peter Reed and Mark Patton. 1995, *Marketing Principles and Strategy*, Harcourt Brace, Sydney. Kotler, Philip, Peter C. Chandler, Linden Brown, and Stewart Adam. 1998, *Marketing* 4th Edn., Prentice Hall, Sydney. McCarthy, E. Jerome, William D. Perreault, Jr., Pascale G. Quester, John W. Wilkinson, and K.Y. Lee. 1997, *Basic Marketing – A Managerial Approach*, Irwin, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Two assignments, 25% each; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO1190 INTRODUCTION TO TOURISM

Campus Footscray Park, Kuala Lumpur

Prerequisite(s) Nil.

Content This subject is an introduction to the tourism phenomenon, combining a theoretical approach to the concepts involved with a practical orientation to specific issues. It includes sections on the nature and concept of tourism, travel motivations,

the historical development of tourism and the tourism system. An analytical framework is applied to the world's key generating and receiving regions incorporating planning, development and marketing issues. The subject includes the use of case studies, the interpretation of tourism statistics and the evaluation of public and private sector perspectives.

Required Reading To be advised by lecturer

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tests and assignment 50%; final examination, 50%. Supplementary assessment will not be available. Students are expected to complete each component of the assessment to gain a pass in the subject.

BHO1192 TRAVEL INDUSTRY MANAGEMENT

Campus Footscray Park.

Prerequisite(s) BHO1190 Introduction to Tourism

Content This subject aims to develop an understanding of travel industry relationships. To provide students with knowledge of how to design and develop effective tourism product. This subject investigates the operation of businesses within the travel sector including travel agents, tour operators and transport. Issues addressed include the management of travel operations, transport management, the development of travel products, packaging, regulatory requirements, technical options and intersector relationships. Particular emphasis is placed on the preparation of travel itineraries and packages.

Required Reading .DeSouto, M. 1993, *Group Travel Operations Manual*, Merton House, Illinois.

Recommended Reading Howard, J. and Harris, R. 2001, *The Australian Travel Agency*. McGraw Hill, Sydney. Hooper, P.G. 1994, *Evaluating Strategies for Packaging Travel*, Institute of Transport Studies, Sydney. Yale, P. 1995, *the Business of Tour Operations* Longman, Harlow.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.

Assessment Progressive Assessment, 60%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* only non-programmable hand-held calculators may be used in examinations.

BHO2250 ADVERTISING AND PUBLIC RELATIONS

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur

Prerequisite(s) BHO1171 Introduction to Marketing

Content This subject aims to develop an understanding of the terminology of promotion, in general, and advertising, in particular, an understanding of the role of advertising both in the firm and in society, and an ability to integrate the different aspects of advertising into a comprehensive promotional plan. In addition, the subject will provide students with a knowledge of aspects of public relations and an appreciation of the processes of identifying the policies and procedures of the organisation with the view to marketing of image. Topics include: communication theory and its application; advertising; sales promotion; direct marketing.

Required Reading Shimp, Terence, 1993, *Promotion Management and Marketing Communications*, The Dryden Press, Orlando.

Recommended Reading Belch, George & Belch, Michael, 1997, *An Introduction to Advertising and Promotion*, Irwin, Boston. Henry, R.A 1995, *Marketing Public Relations*, Iowa State University Press. Kendall, R 1996, *Public Relations Campaign Strategies*, 2nd edn, Harper Collins. Jackson, P and Center, AH 1995, *Public Relations Practices: Managerial*

Case Studies and Problems, 5th edn, Prentice Hall, Englewood Cliffs, New Jersey. Macnamara, J 1996, *Public Relations Handbook for Managers and Executives*, Prentice Hall, Englewood Cliffs, New Jersey. Macnamara, J 1996, *How to Handle the Media*, Prentice Hall, Englewood Cliffs, New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Project based assignment, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2251 PRODUCT AND PRICING STRATEGY

Campus Footscray Park, Sunbury, Kuala Lumpur

Prerequisite(s) BHO1171 Introduction to Marketing

Content This subject will enable students to understand how marketers develop strategy, and appreciate the variety of organisational alternatives for managing products. The subject will give insights into how existing products can be modified and how businesses develop ideas into successful products. Students will be able to recognise and appreciate the different types of product life cycles, understand the concepts and tools of strategy formulation and the management of products during the various stages of their life cycle, as well as appreciate the importance of branding and the factors affecting the branding decisions. The subject will also cover pricing, and how pricing strategies are formulated. Topics include: Product concepts; product strategies; positioning strategies; market strategies; pricing strategies.

Required Reading, Anderson, C.H. and Vince, J.W. 2000, *Strategic Marketing Management*, Houghton Mifflin, Boston.

Recommended Reading Jain, S.C. 2000, *Marketing Planning and Strategy*, 6th edn, South Western, Ohio. Crawford, Merle 1997, *New Products Management*, Irwin, Boston. Dodge, Robert and Nessim Hanna 1997, *Pricing Policies and Procedures*, Macmillan, London. Dolan, Robert 1993, *Managing the New Product Development Process – Cases and Notes*, Addison-Wesley, Reading. Dolan, Robert J. and Hermann Simon 1997, *Power Pricing* Prentice Hall, Englewood Cliffs, New Jersey. Lehmann, Donald & Winer, Russell 1994, *Product Management*, Irwin, Boston. Majoro, S. 1992, *Managing Ideas for Profit – The Creative Gap*, McGraw Hill, New York. Urban, G & Hawser, J 1993, *Design and Marketing of New Products*, Prentice Hall, Englewood Cliffs, New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments and/or mid-semester tests, 50%; final examination, 50% Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2252 SELLING AND SALES MANAGEMENT

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) BHO1171 Introduction to Marketing

Content Selling and Sales Management will introduce students to the principles of selling and selling theory, and the various activities involved in setting up a sales force. The responsibilities of the sales manager will also be covered. Topics include: personal selling; theories of selling; organisational buyer behaviour; communication in the sales process; preparation in the selling process; the sales presentation; handling objections; follow-up after the sale; sales force management; organizing the sales force; forecasting sales; controlling, supervising and evaluating the sales force; international sales management; ethical issues in selling.

Required Reading Stanton, W., Buskirk, R. Spiro, R. Balderstone, R. and Power, M. 1999, *Management of the Sales Force*, McGraw-Hill, Sydney.

Recommended Reading Callender, Guy and Kevin P. Reid. 1993, *Australian Sales Management*, Macmillan Education Australia, South Melbourne. Churchill, Gilbert A., Jr., Neil M. Ford and Orville C. Walker, Jr. 1997, *Sales Force Management*, Irwin, Boston. Jackson R. and Hisrich R., 1996, *Sales and Sales Management*. Prentice Hall, Englewood Cliffs, New Jersey. Manning, Gerald L. and Barry L. Reece 1995, *Selling Today*, Prentice Hall, Englewood Cliffs, New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case study, 20%; report, 30%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2253 BUSINESS TO BUSINESS MARKETING

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) BHO1171 Introduction to Marketing

Content The subject will cover the general principles of marketing and how they apply to business to business marketing, and introduce students to the particular theories and the body of knowledge that surrounds the marketing of goods and services in the industrial marketing sector. Topics include: The nature of industrial markets, and the major differences between organisational and non-organisational buying processes, and the differences between their particular marketing strategies; business buyer behaviour and an understanding of how to communicate effectively with business clients. The means commonly used to service and motivate business customers; the selection, segmentation and targeting of industrial markets, and the role of industrial marketing research in this process; the formulation of an effective marketing mix and sound marketing plan for business to business marketing; the fundamentals of managing a business to business sales force and effectively servicing major (or key) accounts; the distribution of business to business products; the pricing of business to business products; the control of business to business marketing programs, and the formulation of reasoned responses to problems, professionally presented orally and in writing.

Required Reading Hutt, M.D. and Speh, T.W. 1995, *Business Marketing Management: A Strategic View of Industrial and Organizational Markets*, 5th edn. The Dryden Press, Forth Worth, Texas.

Recommended Reading Bingham, F.G. and Raffield, B.T. 1995, *Business Marketing Management*, Irwin, Cincinnati, Ohio. Haas, R.W. 1992, *Business Marketing Management: An Organizational Approach*, 5th edn. PWS-Kent, Boston. Morris, M.H. 1992, *Industrial and Organizational Marketing* 2nd edn. MacMillan, New York. O'Reilly, D. and Gibas, J.J. 1995, *Building Buyer Relationships: Successful Sales and Marketing in a Business to Business Environment*, Pitman Publishing, London.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test, 10%; case study presentation: teams of a maximum of three students, 10%; major project, 30%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2254 TOURISM AND HOSPITALITY MARKETING

Campus Footscray Park, Kuala Lumpur

Prerequisite(s) BHO1171 Introduction to Marketing

Content The subject aims to apply the principles of marketing to tourism and hospitality products and services. To examine the relationship between the motivations and behaviour of tourism and hospitality consumers and the distribution and delivery of tourism and hospitality products and services. The purchase-decision as applied to tourism and hospitality products and services. Factors influencing the decision-making process. The role of information and communications technology in tourism and hospitality marketing. Electronic communication and distribution strategies.

Required Reading Kotler, P., Bowen, J. and Makens, J., 1998, *Marketing for Hospitality and Tourism*, Prentice-Hall, New Jersey.

Recommended Reading Middleton, V., 2001, *Marketing in Travel and Tourism*, Butterworth Heinemann, Oxford. Swarbrooke, J. and Horner, S. 1999, *Consumer Behaviour in Tourism*. Butterworth Heinemann, Oxford. Morrison, A.M., 1996, *Hospitality and Travel Marketing*

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.

Assessment Progressive assessment, 60%; examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note*: only non-programmable hand-held calculators may be used in examinations.

BHO2255 TOURISM ENTERPRISE MANAGEMENT

Campus Footscray Park.

Prerequisite(s) BHO1190 Introduction to Tourism

Content This subject aims to identify short and long term operational issues confronting tourism enterprises. To identify and apply effective business management techniques to tourism enterprises. The subject also examines the management of tourism enterprises that are destination-based, with particular emphasis on the attractions and accommodation sectors. The subject evaluates the application of resources to the tourism operation including human resources, finance, marketing and technology. A variety of techniques are evaluated which can help to address both short and long-term management problems.

Required Reading Swarbrooke, J., 1999, *The Development and Management of Visitor Attractions* Butterworth-Heinemann, Oxford.

Recommended Reading Drummond, S. and Yeoman, I. 2001, *Quality Issues in Heritage Visitor Attractions* Cassell, London. Yeoman, I. 1999, *Heritage Visitor Attractions: An Operations Management Perspective*, Cassell, London. Baum, T. and Mudambi, R. 1998, *Economic and Management Methods for Tourism and Hospitality Research*, John Wiley and Sons, Brisbane.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.

Assessment Assessment, 60%; examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note*: only non-programmable hand-held calculators may be used in examinations

BHO2282 ACCOMMODATION MANAGEMENT

Campus Footscray Park, Sunbury

Prerequisite(s) Nil.

Content An overview of the accommodation industry; the planning, management and operational requirements of

accommodation complexes; the hotel front office guest cycle (from check in to check out); computers and technology in the accommodation industry; front office reception; the front office cashier; operating front office accounting systems; housekeeping operations; front office management; the industry award structure; room rate determination methodologies; management statistics/budgeting; hotel feasibility studies; hotel and motel room design; strategic planning concepts; SWOT analysis; environmental analysis; strategic choice, implementing strategy; planning in turbulence.

Required Reading American Hotel and Motel Association, *Lodging*. Vallen, J.J. 1990, *Check-in Check-out*, 4th edn, WCB, Dubuque, Iowa. *Carriers and Innkeepers Act 1958* - (Victoria).

Recommended Reading An extensive reading list is handed to students at the beginning of the semester.

Class Contact 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. NB Students will need to attend computer workshops to complete the required computer applications exercises in addition to the formal classes. Subject equal to 15 credit points.

Assessment Semester test, 10%; computer exercise, 20%; assignment, 20%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2285 MARKETING RESEARCH

Campus Footscray Park, Sunbury, Kuala Lumpur

Prerequisite(s) BEO1106 Business Statistics; BHO1171 Introduction to Marketing.

Content The subject aims to familiarise students with the applications for market research and its importance in making sound business and marketing decisions; and to complete successfully an applied research project. Topics include: introduction; the role of marketing research; research management and design; data acquisition and processing; design of surveys; marketing research and the behavioural sciences; introduction to multivariate techniques; applications of marketing research.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case studies and project, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2286 NATURE-BASED TOURISM

Campus Footscray Park.

Prerequisite(s) BHO1190 Introduction to Tourism

Content This subject aims to introduce students to the concept of nature-based tourism and its specific sub-categories of adventure tourism and ecotourism. To provide students with an understanding of the operations and visitor management issues for nature-based activities in natural environments. Topics include: motivations for nature-based tourism; the markets for adventure tourism and ecotourism; operations issues including accreditation, and the management of visitors in natural areas.

Required Reading Swarbrooke, J., Beard, C., Leckie, S. and Pomfret, G. 2001 *Adventure Tourism: The New Frontier*. Butterworth-Heinemann, Oxford. Wearing, S. and Neil, J. 1999, *Ecotourism: Impacts, Potentials and Possibilities*. Butterworth-Heinemann, Oxford.

Recommended Reading Fennell, D. 1999, *Ecotourism: An Introduction*. Routledge, London.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.

Assessment Progressive assessment, 60%, Final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* only non-programmable hand-held calculators may be used in examinations.

BHO2300 REGIONAL TOURISM MANAGEMENT 1

Campus Footscray Park

Prerequisite(s) BHO1190 Introduction to Tourism.

Content This subject introduces students to the role of regional tourism in the overall tourism industry. Topics addressed include local government policy, the impact on tourism of council amalgamations, regional tourism organisations, staffing issues at local and regional level, visitor information centres, fostering community support, and inter-regional cooperation.

Required Reading To be advised by lecturer

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tests and assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2403 MUSIC INDUSTRY MARKETING

Campus Footscray Park

Prerequisite(s) BHO1171 Introduction to Marketing

Content This subject 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 subject 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.

Required Reading Kemp, C. 2000, *Music Industry: Management and Promotion*, 2nd edn, Elm Publications. Masterson, A. and Gillard, S. 1998, *Rocking in the Real World*, Ausmusic. Simpson, S. and Seegar, C. 1994, *Music Business: Making Music Work*, Warner Chappell.

Recommended Reading Lathrop, T. and Pettigrew, J. 1999, *This Business of Music Marketing and Promotion*, Billboards Books. Letts, R. 1996, *The Art of Self-Promotion: Successful Promotion by Musicians* Allen and Unwin, Australia Council.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equivalent to 15 credit points.

Assessment Examination, 40%; three assignments, 20% each. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2407 MARKETING ON THE INTERNET

Campus Footscray Park, Werribee, Hong Kong.

Prerequisite(s) BHO1171 Introduction to Marketing, BCO1101 Computer Applications.

Content This subject aims to raise the awareness of "good marketing" practice through the use of a combination of marketing tools such as the internet so that an organisation has

access to customer needs and aspirations. It also aims to develop a thorough understanding of digital media necessary for the effective pursuit of innovative marketing and advertising strategies. Topics include: introduction to the internet; marketing on the internet; communicating with consumers online; computer mediated selling; mechanics of electronic commerce; brand advertising; interactive advertising.

Required Reading Susan, D. and Stephen, D., 2000, *Strategic Internet Marketing*, John Wiley and Sons Ltd., Milton, Queensland.

Recommended Reading Schwartz E., 1997, *Webonomics*, 1st edn., Broadway Books. Electronic Industries Association, Marketing Services School. 1969, *Electronic Industries Year Book*, Washington D.C. Ellsworth J.H., Ellsworth M.V., 1995, *Marketing on the Internet: Multimedia Strategies for the World Wide Web*, John Wiley, New York.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Practical project, 25%; group project, 25%; research assignment, 20% (approx. 2000 words); class presentation 1, 15% (approx. 2500 words); class presentation 2, 15% (approx. 2500 words). Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO2434 CONSUMER BEHAVIOUR

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur.

Prerequisite(s) BHO1171 Introduction to Marketing.

Content The aim of the subject is to provide a detailed study, for both consumer and organisational buying behaviour, of purchasing processes and the factors which influence them. Topics include: characteristics of individuals, groups and organisations and their influence on purchasing behaviour; consumer behaviour; organisational buying behaviour.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments and case study, 40%; final examination and class test, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3174 INTRODUCTION TO PSYCHOLOGY

Campus Footscray Park.

Prerequisite(s) Nil.

Content The history and science of psychology, experimental methods; basic psychological concepts, the measurement of individual differences, sensation and perception, consciousness, conditioning and learning, memory and thinking, introduction to motivation, stress and health, psychology; intelligence; personality, measurement and theory; psychological disorders and treatment; social psychology.

Required Reading To be advised by lecturer.

Recommended Reading Burdess, N. 1991, *The Handbook of Student Skills for the Social Sciences and Humanities*, Prentice Hall, N.J. Kagan E. and Havemann, E. 1980, *Psychology: An Introduction*, 4th edn, Harcourt Brace Jovanovich, NY. Krech, D., Crutchfield, R. and Livson, N. 1982, *Elements of Psychology*, Knopf, New York. Morris, C.G. 1982, *Psychology: An Introduction*, 4th edn, Prentice Hall, Englewood Cliffs N.J. McConnell, J.V. 1983, *Understanding Human Behaviour*, 4th edn, Holt Rinehart and Winston, NY. Myers, D.G. 1989, *Psychology*, 2nd edn, Worth Publishers.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or

modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tutorial presentation 25%; Tests (2 x 25%) 50%; Major assignment 25%; Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3254 ADVANCED MARKETING RESEARCH

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur.

Prerequisite(s) BHO1171 Introduction to Marketing, BHO2285 Marketing Research, BEO2254 Statistics for Business and Marketing

Content The subject is principally of an applied nature and is data and technology driven. It will focus on the use of quantitative and qualitative data in the marketing research setting relating to marketing decision making. It will build upon the underlying concepts and the techniques of gathering and analysing data for effective marketing decisions and communication of results covered in Marketing Research and will introduce more advanced methodology, concepts and technology. This unit is designed to equip students with the techniques and skills to access and analyse information relevant to the marketing research activities of both private and public enterprises.

Required Reading Malhotra, N.K., Hall, J.E., Shaw, M., Crisp, M. 1996, *Marketing Research: An Applied Orientation*, 1st Australian edn, Prentice-Hall, Sydney.

Recommended Reading Aaker, D.A. Day, G.S., 1990, *Marketing Research*, 4th edn, John Wiley and Sons, New York. Burns, A.C., Bush, R.F., 1995, *Marketing Research*, Prentice Hall, Englewood Cliffs, New Jersey. Churchill, G.A. Jr., 1991, *Marketing Research: Methodological Foundations*, The Dryden Press, Chicago. Crask, M., Fox, R.J., Stout, R.G., 1995, *Marketing Research: Principles and Applications*, Prentice Hall, New Jersey. Dillon, W.R., Madden, T.J., Firtle, N.H., 1993, *Essentials of Marketing Research*, Irwin, Boston. Kinnear, T.C., Taylor, J.R., 1996, *Marketing Research: An Applied Approach*, 5th edn, McGraw Hill, New York. Parasuraman, A., 1992, *Marketing Research, Reading* Addison-Wesley Publishing Co., Reading. Sekeran, U., 1992, *Research Methods for Business: A Skill Building Approach*, John Wiley & Sons Inc., New York. Zikmund, W.G., 1991, *Exploring Marketing Research*, The Dryden Press, Chicago

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Project, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3300 REGIONAL TOURISM MANAGEMENT 2

Campus Footscray Park

Prerequisite(s) BHO1190 Introduction to Tourism, BHO2300 Regional Management 1.

Content This subject aims to build upon the framework developed in the first Regional Management subject. There is a strong focus on the development and marketing of regional tourism product with particular emphases on cultural, environmental and special interest tourism. An analytical framework is used to assess both the impacts of regional tourism and success of the various regions. The subject involves the use of case studies to help reinforce the theory.

Required Reading To be advised by lecturer

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tests and assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3306 CASINO AND GAMING MANAGEMENT

Campus Footscray Park.

Prerequisite(s) Nil.

Content This unit reviews the planning, management and operational requirements of Casino and Gaming Facilities. The aims of the subject are: to develop the student's analytical and problem solving skills in the management of Gaming operations; and to evaluate the development of Casino and Gaming Complexes in Urban and Regional Development.

Required Reading Marshall, L.H. and Rudd, D.P. 1996, *Introduction to Casino and Gaming Operations*, Prentice-Hall, New Jersey. International Gaming Institute, UNLV 1996, *The Gaming Industry: Introduction and Perspectives*, Wiley, New York.

Recommended Reading An extensive reading list is handed to the students at the beginning of the semester.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.

Assessment Case studies, 20%; project, 30%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note*: only non-programmable hand-held calculators may be used in examinations.

BHO3307 HOSPITALITY AND TOURISM MANAGEMENT SYSTEMS

Campus Footscray Park.

Prerequisite(s) BAO1101 Accounting for Decision Making; BEO1106 Business Statistics; BC01101 Computer Applications; BBB3333 Co-operative Education.

Content Introduction to hospitality and tourism based information systems, the role of computer in management decision making. Applied computer based decision systems; yield management, menu engineering, Schoolal profit analysis. The analysis and effectiveness of existing systems used by the hospitality and tourism industries.

Required Reading Student handbook (lecture notes, readings, and exercises).

Recommended Reading Amsden, D.M., Butler, H.E. and Amsden, R.T. 1991, *S.P.C. Simplified for Services. Practical Tools for Continuous Quality Improvement*, Quality Resources, White Plains, New York. Kasavana, Michael L. and Cahill, John J. 1992, *Managing Computers in the Hospitality Industry*, 2nd edn, Educational Institute, East Lansing, Michigan. Render, B. and Stair, R.M. 1988, *Quantitative Analysis for Management*, 3rd edn, Allyn & Bacon Inc., Boston. An extensive reading list is handed to the students at the beginning of the semester including key articles from the following journals: *International Journal of Hospitality Management*, U.K.; *The Cornell H.R.A. Quarterly*, U.S.A.; *Harvard Business Review*, U.S.A.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.

Assessment Progressive Assessment, 60%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note*: Only non-programmable hand-held calculators may be used in examinations.

BHO3310 PROFESSIONAL WINE AND BEVERAGE STUDIES**Campus** Footscray Park.**Prerequisite(s)** Nil.**Content** This subject develops the students' knowledge of Australian and international beverages and their application in a commercial environment. Among the topics covered are: Australia's commercial position as a wine producer in relation to other countries. Principles of sensory evaluation and their application to a diverse range of wine styles. The changes that may occur in wines during ageing and/or production. The variances and international influences on the different wine varieties. Varietal profiles and regional characteristics of Australian wine styles. The principles of production techniques for other alcoholic beverages. The characteristics of Champagnes, cocktails, and beers. The application of wine styles to wine and food combining concepts.**Required Reading** To be advised by the lecturer.**Recommended Reading** Austin, N. 1995, *Wine Australia Yearbook 1995*, The Australian Wine Foundation Inc., Heinemann, Port Melbourne. Clarke, Oz. 1995, *Wine Atlas* Little, Brown and Company, Boston, NY, Toronto, London. Halliday, James 1992, *An Introduction to Australian Wine* Angus and Robertson, Sydney. Halliday, James 1991, *Wine Atlas of Australia and New Zealand* Angus and Robertson, Sydney. Halliday, James and Johnson, Hugh 1992, *The Art and Science of Wine* Mitchell Beazley International, London. Hardy, Thomas K. 1994, *Pictorial Atlas of Australian Wines*, Grape Vision, Melbourne. Johnson, Hugh 1994, *The World Wine Atlas* RD Press, Sydney. Iland, Patrick and Gago, Peter 1995, *Discovering Australian Wine* Patrick Iland Wine Promotions Campbelltown. Mayo, Oliver 1991, *The Wines of Australia*, Faber, London. *Winestate*, Winestate Publications, Adelaide, bi-monthly periodical. *Winewise*, ACT., bi-monthly periodical.**Class Contact** Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.**Assessment** Progressive assessment, 40%; final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.**BHO3373 INTERNATIONAL MARKETING****Campus** Footscray Park, Sunbury, Kuala Lumpur.**Prerequisite(s)** BHO1171 Introduction to Marketing**Content** Marketing in an international environment; international marketing research/intelligence; market segmentation on a global scale; consumer behaviour in different countries/cultures; international product/service policy; international distribution; international promotion/advertising; pricing in international markets;

marketing planning on an international scale; organisation and control of international marketing; importing and exporting.

Required Reading To be advised by lecturer.**Recommended Reading** Cateora, P. 1990 *International Marketing*, 7th edn, Irwin, NY. Czinkota, M.R. and Ronkainen, I.A. 1990, *International Marketing*, 2nd edn, The Dryden Press, Orlando, Florida. Dahringer, L.D. and Mihlbacher, M. 1991, *International Marketing* Addison-Wesley, Reading, Massachusetts. Jain, S.C. 1990, *International Marketing Management*, 3rd edn, PWS-Kent Publishing Company, Boston, Massachusetts. Onkvisit, S. and Shaw, J.J. 1990, *International Marketing* Merrill, NY. Terpstra, V. 1987, *International Marketing* 4th edn, Irwin, NY.**Class Contact** Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.**Assessment** Mid-term test, 10%; major project, 30%; class participation, 10%; formal examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.**BHO3432 SERVICES MARKETING****Campus** Footscray Park, Werribee, Sunbury**Prerequisite(s)** BHO1171 Introduction to Marketing**Content** This is an advanced unit in marketing which examines the special requirements for successfully marketing services. The various activities in the services marketing mix are examined 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 to the Australian economy is examined.**Required Reading** Lovelock, C.H., Patterson, P.G. and Walker, R.H. 2001, *Services Marketing: An Asia-Pacific Perspective*, 2nd edn, Prentice-Hall, Frenchs Forest, NSW.**Recommended Reading** Extensive reading lists are provided throughout the semester.**Class Contact** Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.**Assessment** Assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.**BHO3433 FOOD AND BEVERAGE MANAGEMENT III****Campus** Footscray Park**Prerequisite(s)** BHO1121 Food and Beverage Management I; BHO1122 Food and Beverage Management II**Content** This subject 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.**Required Reading** Morrison, P., Ruys, H. and Morrison, B. 1998, *Cost Management for Profitable Food and Beverage Operations*, 2nd edn, Hospitality Press, Melbourne.**Recommended Reading** Keiser, J., DeMicco, F., Grimes, R. 2000, *Contemporary Management Theory: controlling and analysing costs in foodservice*, 4th edn, Prentice Hall, Upper Saddle River, NJ.**Class Contact** Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.**Assessment** Assessment, 30%; group project, 30%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.**BHO3435 MARKETING PLANNING AND STRATEGY****Campus** Footscray Park, Werribee, Sunbury, Kuala Lumpur.**Prerequisite(s)** BHO1171 Introduction to Marketing plus at least one second year and one third year marketing subject.

Content This subject adopts a strategic approach to marketing. The tools, techniques and analyses performed in the preparation of a marketing strategy plan will be covered in detail. In addition, the subject will evaluate a number of theories developed to assist with strategy formulation. Topics covered include: trends in marketing strategy, portfolio analysis, competitor audits, customer audits, situation analysis, selecting strategic alternatives, the business vision and mission, implementation and control processes. The culmination of this subject may involve the preparation of a marketing plan.

Required Reading To be advised by the lecturer.

Recommended Reading Aaker, D. 1995 *Strategic Market Management*, Wiley. Dibb, S., Simkin, L. & Bradley J. 1996, *The Marketing Planning Workbook*.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Individual essay, 20%; group project, 40%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3436 INTERNATIONAL TOURISM TRENDS AND ISSUES

Campus Footscray Park.

Prerequisite(s) BHO1190 Introduction to Tourism; BHO2255 Tourism Enterprise Management or BHO3437 Destination Planning and Development

Content This subject aims to develop the ability to critically evaluate data and information from a wide range of secondary sources relating to specific trends and issues relevant to international tourism. To interpret the implications that these issues and trends have for the tourism industry in the future. This subject is an advanced reading and research subject that will provide an overview of current and future trends and issues relating to international tourism. The approach could have a sectoral and/or functional focus. Topics will change over time, reflecting their relative importance to international tourism. Comparisons will be made between Australia and international experience.

Required Reading As advised by the lecturer.

Recommended Reading A comprehensive list of relevant academic and industry sources that are relevant to this subject will be handed out by the lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.

Assessment Progressive assessment, 100%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* only non-programmable handheld calculators may be used in examinations.

BHO3437 DESTINATION PLANNING AND DEVELOPMENT

Campus Footscray Park.

Prerequisite(s) BHO1190 Introduction to Tourism; BHO2255 Tourism Enterprise Management

Content This subject aims to demonstrate the need to integrate various planning approaches in the development of tourism. To examine the planning and development of tourism for different types of destinations. It also examines tourism planning in relation to the impacts of tourism development and sustainable tourism. Particular emphasis is given to economic/market, physical/environmental, community and integrated approaches to

tourism planning. Planning and development issues at national, regional and local levels, and for urban and rural destinations are also examined.

Required Reading Kelly, I. And Nankervis, A. 2001, *Visitor Destinations* John Wiley and Sons, Australia, Ltd. Milton.

Recommended Reading Swarbrooke, J. 1999, *Sustainable Tourism Management*, CAB International, Wallingford. Hall, C.M., Jenkins, J.M. and Kearsley, G. (eds) 1997, *Tourism Planning and Policy in Australia and New Zealand*, McGraw-Hill, Roseville. Gunn, C. 1994, *Tourism Planning: Basics, Concepts, Cases*. Taylor and Francis, Washington.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject is equal to 15 credit points.

Assessment Assessment, 60%; examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available. *Note:* only non-programmable hand-held calculators may be used in examinations.

BHO3438 TOURISM IN THE ASIA-PACIFIC REGION

Campus Footscray Park, Kuala Lumpur

Prerequisite(s) BHO1190 Introduction to Tourism.

Content This subject aims to develop an understanding of the role, significance and impacts of tourism in the Asia-Pacific region. To provide students with knowledge of the institutional framework for tourism in the region; and analyse the implications for the development of tourism in the Asia-Pacific. The subject examines the concept of regionalisation and how this influences tourism structures and relationships in the Asia-Pacific region. Issues addressed include the economic, social, cultural, political and environment dimensions of tourism in the region, transport and infrastructure development, and the need for a co-operative approach to tourism development.

Required Reading Pookong, K and King, B. (eds) 1999, *Asia-Pacific Tourism: Regional Co-operation, Planning and Development*, Hospitality Press, Melbourne.

Recommended Reading Hall, C.M. and Page, S. (eds) 2000, *Tourism in South and South East Asia: Issues and Cases*. Butterworth-Heinemann, Oxford. Hall, C.M. 1998, *Tourism in the Pacific Rim*. Longman, South Melbourne. Oppermann, M. (ed). 1997 *Pacific Rim Tourism*. CAB International, Wallingford.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assessment, 60%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3440 HOSPITALITY ENVIRONMENTAL PLANNING AND CONTROL

Campus Footscray Park

Prerequisite(s) Nil

Content The emphasis of this subject is towards developing an awareness of environmental systems within which Hospitality Operations function. The factors which contribute towards the achievement of a safe, hygienic and ergonomically desirable environment will be discussed. In particular, the HACCP System for the management of hygiene and safety, together with the principles of ergonomics and work study will be applied to the selection of materials and equipment and to the planning of facilities and work patterns within Hospitality Operations.

Required Reading Kirk, D., 1996, *Environmental Management for*

Hotels: a Student's Handbook, Butterworth-Heinemann, Oxford. Johns, N., Second Edition, 1995, *Managing Food Hygiene*, Macmillan, Basingstoke.

Recommended Reading A comprehensive list of references will be provided. Indicative texts include: International Hotels Environment Initiative, 1993, *Environmental Management for Hotels: the industry guide to best practice*, Butterworth-Heinemann, Boston. Mortimore, S. and Wallace C. Second Edition, 1998 *HACCP: a practical approach*, Chapman and Hall, London.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3473 HUMAN RELATIONS

Campus Footscray Park.

Prerequisite(s) Nil.

Content Tuning in to one's experience; communication skills; forming relationships; assertion and personal rights; influence and persuasion; dealing with emotions; personal presentation skills.

Required Reading De Vito, J. 1991, *Human Communication: The Basic Course*, 5th edn, Harper & Row, New York. Johnson, D.W. 1997, *Reaching Out*, 6th edn. Allyn & Bacon, Boston. Nelson-Jones, R. 1991, *Human Relationship Skills*, 2nd edn, Holt Rinehart & Winston, Sydney.

Recommended Reading Adler, R.B., Rosenfeld, L.B. and Towne, M. 1995, *Interplay: The Process of Interpersonal Communication*, 6th edn. Harcourt Brace, Sydney. Pearce, W.B. 1994, *Interpersonal Communication: Making Social Worlds*, Harper, New York. Weiten, W. and Lloyd, M. 1994, *Psychology Applied to Modern Life*, 4th edn, Brooks/Cole, Pacific Grove.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, tests, and reflective journals, 100%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3478 OCCUPATIONAL PSYCHOLOGY

Campus Footscray Park.

Prerequisite(s) Nil.

Content Psychological determinants of work and leisure; human abilities and their measurement; application to managerial decision-making; the job and work environment; vocational choice theory.

Required Reading To be advised by lecturer.

Recommended Reading Anastasia, A. 1988, *Psychological Testing*, 6th edn, Collier MacMillan, London. Blacker, F. and Shimmin, S. 1985, *Applying Psychology in Organisations*, Methuen, London. Cataldo, M.F. and Coates, T.J. 1985, *Health and Industry*, Wiley, NY. Dunnette, M.D. (ed.) 1986, *Handbook of Industrial and Organisational Psychology*, 2nd edn, Wiley, NY. Landy, F.J. (ed.) 1986, *Readings in Industrial and Organizational Psychology*, The Dorsey Press, Chicago (ISBN 0-256-0316507). Howell, W. 1986, *Essentials of Industrial and Organisational Psychology*, The Dorsey Press, Ill. Lokan, J. and Taylor, K. (ed.) 1987, *Holland in Australia. A Vocational Choice Theory in Research and Practice*, ACER, Melbourne. Saunders, M.S. and McCormick, E.J. 1987, *Human Factors in Engineering and Design*, McGraw-Hill, NY. Shelley, D. and Cohen, D. 1986, *Testing Psychological Tests*, St.Martins, NY. Toplis, J. Dulewicz, V. and Fletcher, C. 1987, *Psychological Testing: A Practical Guide*, IPM, London.

Class Contact Three hours per week. Normally to be delivered as

two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, presentation, tests and participation, 100%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3492 DESTINATION PLANNING AND DEVELOPMENT

Campus Footscray Park

Prerequisite(s) BHO1190 Introduction to Tourism

Content This subject examines issues of tourism planning in relation to the impacts of tourism development and sustainable tourism. Particular emphasis is given to economic/market, physical/environmental, community and integrated approaches to tourism planning. Planning and development issues for urban and rural destinations are also examined.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tests and assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3494 MEETINGS, CONVENTIONS AND EVENTS

Campus Footscray Park.

Prerequisite(s) Nil.

Content The rationale for staging conferences and conventions; establishing an organisational structure; planning the meeting, convention or event; staging the meeting, convention or event; event evaluation.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test and assignment, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3496 TOURISM RESEARCH PROJECT

Campus Footscray Park, Werribee

Prerequisite(s) BHO1190 Introduction to Tourism, BHO3492 Tourism Planning and Development

Content This subject operates as a graduating seminar. Students are introduced to project research methodology incorporating research techniques to evaluate tourism strategies and case studies. The tourism audit; identification and development of a tourism management research topic of strategic significance; undertaking a literature search and the collection and analysis of data, formulation of conclusions and recommendations and presentation of the main implications for management. Emerging issues.

Required Reading To be advised by the lecturer.

Recommended Reading An extensive bibliography is included in the course guide.

Class Contact Equivalent to two hours of lectures and one one-hour tutorial per week for one semester. Subject equal to 15 credit point.

Assessment Assignment, test and presentation, 80%; final test, 20%. Students must satisfactorily complete each component of the

assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3497 FIELD RESEARCH PROJECT

Campus Footscray Park

Prerequisite(s) BHO1190 Introduction to Tourism

Content This subject enables students to observe tourism in action in the field. The subject is offered as a Summer School elective after the completion of the semester 2 examination period. Previous destinations have included Queensland, Vanuatu, Bali, Western Samoa, Vietnam and Fiji. Prior to travel students receive a briefing on the problem to be investigated. The trip involves a series of site visits and presentations from relevant tourism-related personnel. Students complete a diary during the course of the trip and write this up as an assignment on their return.

Required Reading To be advised by the lecturer.

Class Contact Equivalent to three hours per week. Normally to be delivered as a combination of lectures, tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Project assignment, 100%. Supplementary assessment will not be available. *Note:* An additional charge applies for this subject.

BHO3500 HOSPITALITY AND TOURISM INDUSTRY PROJECT

Campus Footscray Park, Kuala Lumpur.

Prerequisite(s) BBB3333 Co-operative Education.

Content To introduce students to industry representatives and industry based project methodologies incorporating investigation techniques to better understand the issues confronting hospitality and tourism industry managers. Topics covered: Negotiating with industry representatives to identify and develop a hospitality or tourism industry project. Execution of the project which includes; undertaking a literature search and the collection and analysis of data; formulation of conclusions and recommendations; presentation of the main implications for management.

Required Reading: Robson, C., 1993, *Real World Research*, Blackwell, London.

Recommended Reading: To be advised.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Progressive assessment, 50%; Final project report, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3501 HOSPITALITY FACILITIES PLANNING AND DEVELOPMENT

Campus Footscray Park.

Prerequisite(s) BHO2282 Accommodation Management.

Content To introduce students to the process of planning developing and evaluating hospitality facilities via systematic market demand analysis and feasibility study. Topic include: The development process: conceptualisation, planning and initiation, market demand analysis and feasibility studies. The management and operational phase: performance evaluation, decision making strategy development and implementation.

Required Reading: Rutes, Walter A., Penner, Richard H., Adams Lawrence, 2001, *Hotel Design Planning and Development*, Architectural Press, Oxford, England.

Recommended Reading: To be advised by lecturer.

Class Contact Equivalent to three hours per week. Normally to be

delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Progressive assessment, 60%; Final examination, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3502 FOOD CHOICE FOR HEALTHY MENUS

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject examines recent food trends and the factors affecting consumer food choice with particular reference to nutritional issues. The nutritional needs and wants of different groups of consumers will be interpreted and applied to the development of dishes and to the planning of healthy menus.

Required Reading: Drummond, K.E., 1996, *Nutrition for the Foodservice Professional*, Van Nostrand Reinhold, New York, USA.

Recommended Reading: Khan, M.A., 1998, *Nutrition for Foodservice Managers: Concepts, Applications and Management*, John Wiley and Sons, New York, USA.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Progressive assessment, 50%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO3503 NATIONAL CULTURES AND CUISINES

Campus Footscray Park.

Prerequisite(s) BHO1121 Food and Beverage Management I
BHO1122 Food and Beverage Management II.

Content To introduce students to the factors which shape the nature and structure of the hospitality industry and cuisines in different cultures. Topics covered: the impact of climate and geography on food types and food production methods; the impact of climate, geography and culture on food and the culture's foodservice industry; a comparative analysis of the cuisine and foodservice industry of two different cultures; sensory evaluation of different cuisines.

Required Reading: Bell, D., 1997, *Consuming Geographies: we are where we eat*, Routledge, London.

Recommended Reading: To be advised.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Progressive assessment, 60%; Final assessment, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO4400 HONOURS RESEARCH THESIS (FULL-TIME)

BHO4401 HONOURS RESEARCH THESIS (PART-TIME)

Campus City Flinders

Prerequisite(s) BHO4742 Business Research Methods.

Content Students are required to complete a research thesis of 10,000 – 12,500 words based on the proposal developed in the subject BHO4742 Business Research Methods. As part of the assessment, students are required to present one one-hour seminar on their research work.

Class Contact 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. The balance of contact hours is to be agreed with research supervisor. Subject equal to 60 credit points.

Assessment Seminar presentation, 15%; written thesis, 85%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO4573 MARKETING COMMUNICATIONS AND INFORMATION SYSTEMS

Campus City Flinders

Prerequisite(s) Nil.

Content The subject is aimed at developing managerial decision making skills in the aspects of promotional elements and marketing information systems. Topics covered would include: strategy development and implementation in advertising, personal selling, publicity, public relations, direct response marketing and customer service; strategies for determining system requirements, decision analysis, process specifications, system modelling, developing system proposal and selecting appropriate database model and data storage structure. Information needs with respect to marketing decision making and implementation; data analysis, interpretation and dissemination.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments and class presentations, 60%; final examination, 40%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO4667 MANAGERIAL MARKETING

Campus City Flinders

Prerequisite(s) Nil

Content The subject is aimed at graduate students with prior knowledge of marketing discipline. The aim of the subject is to provide participants with a strong marketing framework on which to base managerial decisions effecting the marketing processes within an organisation. The subject further seeks to develop analytical skills and capabilities in students when dealing with or confronted with managerial marketing problems whose response decisions have implications within the organisation and in the marketplace. Topics to be covered include: marketing in the organisation; market planning, decision making and control; marketing information for decision making; markets and segmentation; market measurement and forecasting; marketing mix decisions and strategies; strategic moves for competitive edge marketing in domestic, export and global markets.

Required Reading Dickson, Peter R., 1997, *Marketing Management*, 2nd edn, The Dryden Press, United States.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class presentations, 50%; research proposal, 50%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BHO4742 BUSINESS RESEARCH METHODS

Campus City Flinders

Prerequisite(s) Nil

Content The subject 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.

Required Reading Zikmund, William G. 1997, *Business Research Methods*, 5th edn, Fort Worth, TX: The Dryden Press.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class presentations, 50%; research proposal, 50%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB1101 AUSTRALIAN LEGAL SYSTEM IN CONTEXT

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject aims to introduce students to the nature, structure and development of the Australian legal system. It will provide students with an overview of the Australian legal system, its origins, sources, hierarchy and processes. This subject also aims to provide a contextual frame of reference for undergraduate first year law students before they proceed with other, more specific, law subjects. Topics include: the role of law in society; the formal structures of Australian Law; origins and sources of Australian Law; the global context of the Australian legal system; judicial review and the Common Law method.

Required Reading: Bottomley, S. Gunningham, N. and Parker, S., 2nd edn., 1997, *Law in Context*, Federation Press, Sydney, Australia. Kercher, B., 1996, *An Unruly Child: A History of Law in Australia*, Allen and Unwin, Sydney, Australia.

Recommended Reading: Derham, D. Maher, K.F. and Waller, L., 7th edn., 1997, *An Introduction To Law*, LBC Information Services, Sydney, Australia. Hunter, R. and Johnson, R., 1995, *Thinking About Law: Perspectives on the history, philosophy and sociology of law*, Allen and Unwin, Sydney, Australia. Kercher, B., 1996, *Debt, Seduction and other disasters: The Birth of Civil Law in Convict New South Wales*, Federation Press, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment (3000 words), 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB1102 CONTRACTS 1

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject aims to introduce students to the fundamentals of contract law to enable them to understand the principles and applications of contracts in Australian law. The subject will also examine some of the theoretical and historical debates in this area. Topics include: the principles and theories of contract law and their evolution and application in the common law of England and Australia will be studied; the elements of a valid legal contract, formalities associated with contract formation; legal capacity to contract; and factors which may vitiate a contract.

Required Reading: Carter, J. and Harland, D. 3rd edn, 1996, *Contract Law in Australia*, Butterworths, Sydney, Australia. and further readings as advised.

Recommended Reading: Carter, J. and Harland, D. 1998, *Cases and Materials on Contract Law in Australia*, 3rd edn, Butterworths, Seddon, N. and Ellinghaus, M. 1997, *Cheshire and Fifoot's Law of Contracts*, 7th edn, Butterworths, Sydney, Australia and further readings as advised.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment (3000 words), 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB1113 AUSTRALIAN ADMINISTRATIVE LAW

Campus Footscray Park.

Prerequisite(s) Nil.

Content This subject will cover both common law and statutory administrative law rules with particular reference to Commonwealth administrative law legislation and processes relating to such matters as judicial review, administrative review on the merits, freedom of information legislation and the role of the Ombudsman.

Required Reading: Douglas, R. and Jones, M., 3rd edn., 1999, *Administrative Law: Commentary and Materials*, Federation Press, Sydney, Australia.

Recommended Reading: Allars, M., 1997, *Administrative Law: Cases and Commentary*, Butterworths, Sydney, Australia. Aronson, M. and Dye, B., (most recent edition), *Judicial Review of Administrative Action*, LBC, Sydney, Australia. Katzen, H. and Douglas, R., 1999, *Administrative Law*, Butterworths, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment (3000 words), 40%; Moot court, 20%; Final examination, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB1114 LEGAL RESEARCH METHODS

Campus Footscray Park.

Prerequisite(s) Nil.

Content Students will be introduced to primary and secondary legal sources of legal research materials and the means of researching them using both paper based and electronic resources. Students will learn to apply and evaluate appropriate research strategies and techniques and methods of citation.

Required Reading: As advised by lecturer.

Recommended Reading: Dayal, S., 2000, *E-law Research: Your Guide to Electronic Legal Research*, Butterworths, Sydney, Australia. Nemes, I. and Coss, G., 1998, *Effective Legal Research*, Butterworths, Sydney, Australia. Campbell, E. Lee P-H. and Tooher, J., 4th edn., 1996, *Legal Research Materials and Methods*, LBC, Sydney, Australia. McGregor-Lowndes, M. and Davidson, A., 1997, *The Internet for Lawyers*, LBC, Sydney, Australia. Watt, R., 3rd edn., 1997, *Concise Legal Research*, Federation Press, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment 1 (1500 words), 20%; Assignment 2 (1500 words), 20%; Final examination, 60%. Students are expected

to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB1115 TORTS

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The subject will examine the principles of negligence and its role in allocating liability for personal injuries and economic loss. Defences, remedies and the assessment of damages for negligence will also be examined. The subject will also consider the appropriate context within which alternative compensation schemes might operate. Other torts will also be considered during the subject including areas such as trespass, defamation and nuisance.

Required Reading: Conaghan, J. and Mansell, W. 1999, *The Writings of Tort*, 2nd edn, Pluto Press, London.

Recommended Reading: McGlone, F and Gardiner, D.1998, *Outline of Torts*, 2nd edn, Butterworths, Sydney.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Written research assignment (2500 words), 30%; Moot court exercise/Clients interviewing, 20%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB1116 LAW DISCRIMINATION AND SOCIETY

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject will examine the theory and application of concepts of equality. Students will then consider the various forms and instances of discrimination encountered in our society. Finally, they will examine Federal and State Anti-Discrimination legislation concerning discrimination on the grounds of sex, race, disability and religions.

Required Reading: Thornton, M., 1990, *The Liberal Promise: Anti-Discrimination Legislation in Australia*, Oxford University Press, Melbourne, Australia

Recommended Reading: Ronalds, C. 1998, *Discrimination Law and Practice*, Federation Press, Sydney.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment (2500 words), 30%; Practical exercise/Moot court, 20%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB1117 CONTRACTS 2

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context BLB1102 Contracts 1.

Content The subject will build on the areas of contract law and principles analysed in Contracts 1. It will also introduce new materials relating to government contracts, relational contracts and consumer contracts.

Required Reading: Seddon, N., 1995, *Government Contracts: federal, state and local*, Federation Press, Sydney, Australia. Seddon, N. and Ellinghaus, M., 7th edn., 1997, *Cheshire and Fifoot's Law of Contract*, Butterworths, Sydney, Australia.

Recommended Reading: Carter, J. and Harland, D., 3rd edn.,

1998, *Cases and Materials on Contract Law in Australia*, Butterworths, Sydney, Australia. Carter, J. and Harland, D., 3rd edn., 1995, *Contract Law in Australia*, Butterworths, Sydney, Australia. Cusumano, S. Wiseman, L. and Christensen, S., 2nd edn., 1999, *Contracts: Butterworths Tutorial Series*, Butterworths, Sydney, Australia. and further readings as advised.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment (4-5,000 words), 50%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB1118 CONSTITUTIONAL LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content An examination of basic principles upon which a constitution can be based, such as positivist and natural law theories. A consideration of unitary and federal systems, written and unwritten constitutions, and the effect each of these can have on parliamentary sovereignty and the separation of legislative, executive and judicial powers. The subject will also consider the ideas of writers such as Hobbes and Dicey and their impact on the development of constitutional law, and the refinement of the federalist concept by North American and other writers.

Required Reading: Blackshield, T. and Williams, G. 1998, *Australian Constitutional Law and Theory*, 2nd edn, Federation Press.

Recommended Reading: De Smith, S.A., 1998, *Constitutional and Administrative Law*, Penguin, London. Hanks, P., 2nd edn., 1996, *Constitutional Law in Australia*, Butterworths, Sydney, Australia. Zines, L., 2nd edn., 1996, *The High Court and the Constitution*, Butterworths, Sydney, Australia. Lindsay, K., 1999, *The Australian Constitution in Context*, LBC Information Services, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Major assignment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB2119 CORPORATIONS LAW 1

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject will provide a basic overview of Australian Corporations Law. It will examine the historical development of this area of law, its key principles and policies, and the institutional arrangements supporting its application. Particular attention will be given to areas such as corporate personality, company formation, corporate governance, distribution of powers, membership, meetings, duties of officers, shares and capital raising, auditing and accounts and the structure of corporate regulation. The subject will also introduce students to laws affecting other forms of business association, particularly the law of partnerships.

Required Reading: Tomasic, R. and Bottomley, S., and McQueen, R. 2nd edn., 2001, *Corporations Law in Australia*, Federation Press, Sydney, Australia.

Recommended Reading: Baxt, R. Fletcher, K. and Fridman, S., 8th edn., 1999, *Cases and Materials on Corporations and Associations*, Butterworths, Sydney, Australia. Ford, HAJ. Austin, R.P. and Ramsay, I.M., 9th edn., 1999, *Ford's Principles of Corporate Law*, Butterworths, Sydney, Australia. Tomasic, R. Jackson, J. and Woellner, R., 4th edn., 2000, *Corporations Law: Principles, Policies and*

Process, Butterworths, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 30%; Moot court presentation, 20%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB2120 LEGAL WRITING AND DRAFTING

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The aim of this subject is to develop an understanding of the principles of good legal writing, including plain legal language, and logical presentation, and aims to enhance and refine drafting skills. The subject consists of the following: an introduction to plain English guidelines and the principles of drafting, the function and operation of a document, stages in the preparation of a document, taking instructions, researching the law, the first draft, books of precedents, style and appearance, amendment, final draft, interpretation and enforcement.

Required Reading: Asprey, M., 2nd edn., 1996, *Plain Language for Lawyers*, Federation Press, North Ryde, Australia. Piesse, E.L., 8th edn., 1991, *The Elements of Drafting*, LBC Information Services, Sydney, Australia. Twining, W. and Miers, D., 1999, *How To Do Things With Rules*, London, UK.

Recommended Reading: Dickerson, R., 1986, *Fundamentals of Legal Drafting*, Little Brown & Co, Boston, USA. Melville, L.W., 1985, *The Draftsman's Handbook*, Oyez Longman, London, UK. Young, P., 1997, *Rose's Pleadings Without Tears in Australia: a guide to legal drafting*, Federation Press, North Ryde, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Practical exercises, 40%; Group exercise, 30%; Assignment, 30%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB2121 LEGAL THEORY

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject will introduce students to several theoretical frameworks which, amongst others, may include legal positivism and its critics, theories of justice, sociological theories of law and economic theories of law. These theories will also be examined in the context of some fundamental issues, such as the obligation to obey the law and the nature of authority.

Required Reading: Cotterell, R., 2nd edn., 1997, *The Sociology of Law: An Introduction*, Butterworths, London, UK. Freeman, M.D.A., 6th edn., 1994, *Lloyd's Introduction to Jurisprudence*, Sweet and Maxwell, London, UK.

Recommended Reading: Fuller, L., (revisited) 1969, *The Morality of Law*, Yale University Press, New Haven. Harris, J., 2nd edn., 1997, *Legal Philosophies*, Butterworths, London, UK. Posner, R.A., 4th edn., 1992, *Economic Analysis of Law*, Little Brown, Boston, USA.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 50%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment

will not be available.

BLB2122 ADVOCACY AND COMMUNICATION

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The aim of this subject is to develop an understanding of the practical aspects of legal work as a member of the legal profession. An introductory examination of the practical aspects of court presentations and contextualisation of the advocacy skills in the presentation of cases; including opening and closing cases, examination in chief, re-examination and cross examinations. An exploration of the basics of interviewing, drafting, briefing, negotiating and risk management techniques.

Required Reading: Perry, M.C., 1990, *Hampel on Advocacy: A Handbook for Legal Practitioners*, Leo Cussen Institute, Melbourne, Australia.

Recommended Reading: Dwyer, J., 1993, *The Business Communication Handbook*, Prentice Hall, Sydney, Australia. Law Institute of Victoria, (Student Edition), 2000, *Law Institute Members Handbook*, LIV, Melbourne, Australia. Nash, G., 1994, *Victorian Courts*, Law Book Company, Melbourne, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; Oral presentations/Moot court, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB2123 TRADE PRACTICES LAW AND POLICY

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The subject will examine aspects of competition law with emphasis on the Trade Practices Act. Issues examined will include price-fixing, boycotts, misuse of market power, anti-competitive exclusive dealing, resale price maintenance and anti-competitive mergers. In addition, the subject will examine the new Access and Telecommunication Regimes set out in the Trade Practices Act and conclude with a consideration of the various penalties and remedies under the Act.

Required Reading: Corones, S., 2nd edn., 1999, *Competition Law in Australia*, LBC Information Services, Sydney, Australia. Duns, J. and Davison, M., 1994, *Trade Practices and Consumer Protection: Cases and Materials*, Butterworths, Sydney, Aust. Miller, R., current edn, *Annotated Trade Practices Act*, LBC Information Services, Sydney, Aust.

Recommended Reading: Clarke, P. and Corones, S., 1999, *Competition Law and Policy: Cases and Materials*, Oxford University Press, Melbourne, Australia. Steinwall, R., current edn, *Annotated Trade Practices Act*, Butterworths, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Major assignment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB2124 CORPORATIONS LAW 2

Campus Footscray Park.

Prerequisite(s) BLB2119 Corporations Law 1.

Content The aim of this subject is to introduce students to the key principles, policies and rules governing takeovers and corporate reconstruction and arrangements in Australia. This involves a close examination of chapter 6 of the Corporations Law and the

Australian Securities and Investment Commission policy statements and practice notes governing this area. This subject will provide students with an in depth knowledge of Corporations Law rules regarding takeovers and corporate reorganisation in Australia.

Required Reading: Little, P., 1997, *Law of Company Takeovers*, LBC Information Services, Sydney, Australia.

Recommended Reading: Coffee, J.C. et al. (edns.), 1988, *Knights Raiders & Targets: The Impact of Hostile Takeovers*, Oxford University Press, New York, USA. Farrar, J., 1993, *Takeovers, Institutional Investors and the Modernization of Corporate Laws*, Oxford University, Auckland, NZ. Rennard, I. and Santamaria, J.G., *Takeovers and Reconstructions in Australia (loose leaf service)*, Butterworths.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; Examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB2125 REAL PROPERTY LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The concept and characteristics of property rights: their creation, ownership, acquisition and disposal. Consideration and analysis of the historical development and content of interests in real property from general law, native title, tenure estates, possessory interests, easements and restrictive covenants to the Torrens title registration system. The creation of equitable proprietary rights and leasehold interests. Consideration of priority issues and security interests in land.

Required Reading: Bradbrook, A.J. MacCullum, S.V. and Moore, A.P., 2nd edn., 1997, *Australia Real Property Law*, LBC Information Services, Sydney, Australia. Neave, M. Sackville, R. Rossiter, C.J. and Stone, M.A., 6th edn., 1998, *Sackville & Neave Casebook on Property Law*, Butterworths, Sydney, Australia.

Recommended Reading: Printed Materials as provided.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research paper, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB2126 FEDERAL CONSTITUTIONAL LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The subject will examine key concepts in Australia constitutional law including techniques and principles of constitutional interpretation. Principal Commonwealth and State legislative powers. Examination of the extent of the major powers granted to the Commonwealth. Limitations on governmental power including express and implied constitutional guarantees of rights and freedoms. Concept of separation of powers.

Required Reading: Blackshield, T. and Williams, G., 2nd edn., 1998, *Australia Constitutional Law and Theory*, Federation Press The Commonwealth Constitution.

Recommended Reading: Lane, P., 2nd edn., 1997, *Lane's Commentary on the Australian Constitution*, LBC Information Services, Sydney, Australia. Sawyer, G., 2nd edn., 1988, *Australian Constitution*, AGPS, Canberra, Australia. Winterton, G. et al, 1999, *Australian Federal Constitutional Law, Cases and Materials*, LBC Information Services, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Major assignment, 50%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB3127 DISPUTE RESOLUTION AND CIVIL PROCEDURE

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The subject consists of two parts. (1) An introduction to dispute resolution methods; the identification of disputes and their management and resolution; an alternative dispute resolution methods concentrating on mediation. (2) Civil procedure including parties, pleadings, discovery and exchange of information. An appreciation of Supreme Court Rules and their part in facilitating a speedy, just, and accurate resolution of disputes; jurisdiction; delay and costs; conflict of laws; and appeals.

Required Reading: Boule, L., 1996, *Mediation: Principles, Process, Practice*, Butterworths, Sydney, Australia. Colbran S. et.al, 1998, *Civil Procedure, Commentary and Materials*, Butterworths, Sydney, Australia.

Recommended Reading: Craig, Y., 1998, *Advocacy, Counselling and Mediation*, Kingsley Publishers. Newman, P., 1999, *Alternative Dispute Resolution*, CLT Publishing. Raft, G., 1999, *Cases for Mediation*, LBC Information Services, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Simulation exercises, 50%; Research paper, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB3128 CRIMINAL LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject shall provide an introductory examination of the form and content of criminal law and some of the key procedural and evidentiary aspects of criminal trials. It will also include an exploration of the various competing theories as to the bases of criminal behaviour. Finally, the subject will examine key issues in respect to sentencing policy in criminal cases.

Required Reading: Waller, L. and Williams, C.R., 9th edn., 2000, *Brett, Waller and Williams Criminal Law - Text and Cases*, Butterworths, Sydney, Australia.

Recommended Reading: Bourke, J.P., 1981, *Bourke's Criminal Law Victoria*, Butterworth, Melbourne, Australia. Fox, R.G., 1992, *Victorian Criminal Procedure*, Monash Law Co-Op, Melbourne, Australia. Storey, H. et.al, 1982, *Paul's Police Offences*, Law Book Company, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 25%; Oral presentation/Moot court, 25%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB3129 INTELLECTUAL PROPERTY LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The following areas will be examined: copyright and neighbouring rights (including performers' rights and databases); registered designs and the protection of industrial designs; trade secrets and confidential information; patents; and trademarks, including the law of passing off. Competition and trade practices law will also be considered.

Required Reading: McKeough J. and Stewart, A., 2nd edn., 1997, *Intellectual Property in Australia*, Butterworth, Sydney, Australia.

Recommended Reading: Ricketson, S. and Richardson, M., 2nd edn., 1998, *Intellectual Property: Cases, Materials and Commentary*, Butterworths, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB3130 INTERVIEWING AND NEGOTIATION SKILLS

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject comprises two related components: client interviewing and negotiation skills. Client interviewing outlines the legal and ethical framework within the interview process and techniques for ascertaining relevant information from the clients. The negotiation skills component is through role-plays and cues studies, concentrating on the dynamics of the negotiation process, the variety of strategies available, and the appropriate framing of negotiations.

Required Reading Mulholland, J., 1994, *The Language of Negotiation*, Routledge, London. Chay, A.J. and Smith J.A. 1996, *Legal Interviewing in Practice*, LBC Information Services, Sydney.

Recommended Reading Lewis G.D and Kyrou E.J. 1993, *Handy Hints on Legal Practice*, 2nd edn, LBC Information Services, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Practical exercise 1, 30%; Practical exercise 2, 30%; Case study assignment, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB3131 LAWYERS AND LEGAL ETHICS

Campus Footscray Park

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject shall commence with an examination of the origins and the development of the legal profession within the Australian context and the professional divisions within the legal profession. This will be followed by an examination of the general ethical responsibilities of the lawyer; the duties owed by the legal professional to the law, the court and the client; the various types legal services provided by the profession; the role of non-lawyers within the system; the role of the judge; and finally, an examination of the future of the legal profession, including an examination of the ethical implications of the possible future acceptance of MDP's.

Required Reading: Dal Pont, G.E., 1996, *Lawyers' Professional Responsibility in Australia and New Zealand*, LBC Information Services, Sydney, Australia.

Recommended Reading: Disney, J., 2nd edn., 1986, *Lawyers*, LBC Information Services, Sydney, Australia. Law Institute of Victoria, 2000, *Law Institute Members Handbook, Student Edition*, LIV,

Melbourne, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 20%; Oral presentation/Moot court, 20%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB3132 SECURITIES LAW

Campus Footscray Park

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject aims to examine key areas of securities law such as securities regulation, the role of stock exchanges, the rules regarding insider trading and stock market manipulation, disclosure regulation, the regulation of prospectuses and the conduct of securities market professionals such as brokers and investment advisers. Other topics include: to introduce students to the basic principles of Australian securities law; to examine the institutional structure and legal rules affecting the regulation of securities markets; to discuss a number of key themes in securities law; and to provide a comparative and historical insight into the development of securities law principles.

Required Reading: Walker, G. Fisse, B. and Ramsay, I., 2nd edn., 1999, *Securities Regulation in Australia and New Zealand* LBC, Sydney, Australia.

Recommended Reading: Baxt, R. Ford, H.A.J. and Black, A.J., (latest edition), *Securities Industry Law*, Butterworths, Sydney, Australia. Goldwasser, V., 1999, *Stockmarket Manipulation and Short Selling*, CCH and University of Melbourne, Sydney, Australia. Tomasic, R., 1991, *Casino Capitalism: Insider Trading in Australia*, Australia Institute of Criminology, Canberra, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment 1, 50%; Assignment 2, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB3133 COMPARATIVE COMMERCIAL LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject will examine one or more areas of commercial law from a comparative perspective. The subject will provide an introduction to the field of comparative law and do this by examining one or more commercial law subjects. It is expected that areas which would be suitable for comparative analysis would include the corporate laws of a number of different countries, the insolvency law of different countries as well as the contract laws of different countries.

Required Reading: Tomasic, R., 1999, *Company Laws in East Asia*, Ashgate/Dartmouth Press, England.

Recommended Reading: Blumberg, P., 1993, *The Multinational Challenge to Corporation Law*, Oxford University Press, New York, USA. Mo, J., 2nd edn., 2000, *International Commercial Law*, Butterworths, Sydney, Australia. Tomasic, R. and Little, P., 1997, *Insolvency Law and Practice in Asia*, FT Law & Tax, Hong Kong.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the

assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB3134 TAXATION LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content An introduction to basic policy concepts in the operation of Australian income tax laws. Relevance of residency. The major principles of income including the taxation of income, capital gains, fringe benefits and goods and services. The major principles of deductibility, statutory modifications and timing rules. The mechanisms by which revenue is collected from citizens and the limits on that process. An examination of anti-avoidance provisions. The basic principles of tax planning.

Required Reading: Woellner, R. Barkoczy, S. and Murphy, P, 10th edn., 2000, *Australian Taxation Law*, CCH, Sydney, Australia.

Recommended Reading: Barkoczy, S., 4th edn., 1999, *Australian Tax Casebook*, CCH, Sydney, Australia. Cassidy, J., 1997, *Manual of Income Tax Law*, Federation Press, Sydney, Australia. Kobetsky, M. and Dirkis, M., 2nd edn., 1999, *Income Tax Text, Materials and Essential Cases*, Federation Press, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB4135 AUSTRALIAN EMPLOYMENT LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject will introduce students to core concepts in employment law. Common Law tests for employment relationship. Modification of common law relationship by legislative provisions. Setting of terms and conditions of employment both at common law and pursuant to statute. Consideration of the powers of the States, in particular Victoria, and the Commonwealth with particular emphasis on s51 of the Commonwealth Constitution. Consideration of industrial action torts and modification of these by statute. Limitations on the right to hire and fire. Discrimination and equal opportunity in the workplace.

Required Reading: Creighton, B. and Stewart, A., 2nd edn., 2000, *Labour Law: An Introduction*, Federation Press, Sydney, Australia. Macken, J. O'Grady, P. and Sappideen, C., 4th edn., 1997, *The Law of Employment*, LBC Information Services.

Recommended Reading: Pittard, M. Naughton, R., 4th edn., 1994, *Australian Labour Law - Cases and Materials*, Butterworths. Wallace-Bruce, N., 2nd edn., 1999, *Outline of the Law of Employment*, Butterworths, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 25%; Practical exercise, 25%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB4136 EQUITY AND TRUSTS

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context BLB2125 Real Property Law.

Content This subject aims to familiarise the student with the important doctrinal and remedial developments arising from the

exercise of equitable jurisdiction by courts. Topics include: Outline of the historical development and content of equity and its principles; the concept of a trust: creation of express trusts; the nature and development of implied, resulting and constructive trusts. The concept of fiduciary obligations with special reference to commercial settings and trustee's duties. Equity's supervision and control of trust powers and discretionary powers generally. The nature and significance of equitable remedies including the distinction between remedies of a personal and proprietary nature.

Required Reading: Heydon, J.D. and Loughlin, P.L., 5th edn., 1997, *Cases & Materials on Equity & Trusts*, Butterworths, Sydney, Australia. Meagher, R.P. Gummow, W.W.C. and Lehane, J.R.F., 3rd edn., 1992, *Equity: Doctrines and Principles*, Butterworths, Sydney, Australia. **Recommended Reading:** Evans, M., 3rd edn., 1996, *Outline of Equity & Trusts*, Butterworths, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research paper, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB4137 ASIAN LEGAL SYSTEMS

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject will introduce students to the sources of Asian law, the principles of Asian legal systems such as the separation of powers. Depending on the interests of the lecturer and the students the content of this subject may vary. Initially, this subject will be primarily focused on the legal systems of Greater China including PRC, Hong Kong and Taiwan.

Required Reading: Jian Fu Chen, 1999, *Chinese Law: Towards An Understanding of Chinese Law, Its Nature and Development*, KluwerLaw International, The Hague. Poh-Ling Tan, 1997, *Asian Legal Systems: Law, Society and Pluralism in East Asia*, Butterworths, Sydney, Australia.

Recommended Reading: Taylor, V., 1997, *Asian Laws through Australian Eyes*, LBC, Sydney, Australia. Wang, C. and Zhang, X., 1997, *Introduction to Chinese Law*, Sweet & Maxwell Asia, Hong Kong.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research paper 1, 50%; Research paper 2, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB4138 CONFLICT OF LAWS

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject aims to give students an understanding of the methods by which all conflict disputes are resolved as well as an appreciation of the impact of the federal nature of our Constitution on the resolution of these disputes. Topics covered: Courts in one jurisdiction sometimes have to deal with cases involving a foreign law element, which arises from the law of another Australian State or Territory or that of another country. Conflict of Laws or Private International Law, as it is sometimes called, Examines the principles (including the constitutional principles) in relation to four main issues: the court's jurisdiction over the parties; the choice of law; the recognition and enforcement of foreign judgments (including those of other Australian courts); and the resolution of conflicts between different national laws. The law in relation to choice of law decisions is studied in the context of specific areas of law (eg. contracts, torts,

property, succession and matrimonial causes).

Required Reading: Davies, M. Staniforth, R. and Geoffrey, L., 1997, *Conflict of Laws: Commentary and Materials*, Butterworths, Sydney, Australia.

Recommended Reading: Collins, L. QC (Ed.), 13th edn., 1999, *Dicey and Morris on the Conflict of Laws*, Sweet and Maxwell, London, UK. Nygh, P., 6th edn., 1995, *Conflict of Laws in Australia*, Butterworths, Sydney, Australia. Sykes, E. and Pryles, M., 3rd edn., 1988, *Conflict of Laws Commentary and Materials*, Law Book Co. Ltd, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment (2500 words), 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB4139 EVIDENCE

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject includes the following components: The rules of evidence; the participants (the judge, jury, accused, witnesses and lawyers); adducing evidence; the course of evidence (examination-in-chief, cross-examination and re-examination); exclusionary rules (eg. hearsay, privilege and immunity); (vi) inclusionary rules (e.g. res gestae); exceptions to both these rules; and the development of students' skills in presenting both oral and written argument.

Required Reading: Aaronson, M. and Tanner, E., 6th edn., 1998, *Evidence and Procedure*, Butterworths, Sydney, Australia. Waight, P.K. and Williams, C.R., 5th edn., 1998, *Evidence: Commentary and Materials*, LBC Information Services, Sydney, Australia.

Recommended Reading: Brown, R., 2nd edn., 1996, *Documentary Evidence in Australia*, LBC Information Services, Sydney, Australia. Odgers, S., 2nd edn., 1997, *Uniform Evidence Law*, Federation Press, Sydney, Australia. Byrne, D. and Hayden, J.D., 5th edn., 1996, *Cross on Evidence*, Butterworths, Sydney, Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Practical exercise, 25%; Moot court, 25%; Final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB4140 PRIVACY AND MEDIA LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content The aim of this subject is to provide students with an overview of the laws that affect broadcasting and print media in Australia. Principle topics in privacy law will include clarification of concepts; the legal profile of privacy; territorial privacy or intrusion; information privacy; the Privacy Act 1988 (Cth) and its sectoral applications; databases and identifiers; comparison between Australian and overseas regimes; industry codes and regulation; common law actions indirectly protecting privacy interests; and current issues. Topics in media law will include freedom of speech in Australia and elsewhere; civil defamation law; court reporting; contempt of court; reporting political events; contempt of Parliament; the Press Council; illegal publications.

Required Reading: Walker, S., 2000, *Media Law: Commentary and Materials*, LBC Information Services, Sydney, Australia.

Recommended Reading: Chadwick, P. and Mullaly, J., 1997, *Privacy and the Media*, Communications Law Centre, Sydney,

Australia.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB4141 INTERNATIONAL TRADE LAW

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context.

Content This subject contains two parts: the first part is a general introduction to the sources of international law, the nature of international trade law and the scope of international trade law; the second part covers a number of topics focusing on the GATT and the WTO, including the functions and process of the WTO, a detailed analyses of principles in the agreements of the Uruguay Round, the international trade dispute resolution regime, and trade related aspects such as services, intellectual property, agricultural products. This second part also discusses the functions of the IMF and the World Bank.

Required Reading: Pryles, M. Waincymer, J. and Davies, M., 1999, *International Trade Law: Commentary and Materials*, LBC.

Recommended Reading: Trebilcock, M.J. and Howse, R., 1999, *The Regulation of International Trade*. Arup, C. 2000, *The New World Trade Organisation Agreements: Globalising Law Through Services and Intellectual Property*, Cambridge University Press, Sydney.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; Final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLB4142 ADVANCED LEGAL RESEARCH DISSERTATION

Campus Footscray Park.

Prerequisite(s) BLB1101 Australian Legal System in Context BLB1114 Legal Research Methods.

Content The subject involves advanced legal research and writing on a topic of the student's choice. In consultation with the subject co-ordinator, students select their own research topics and formulate their research program. The topic should not duplicate a topic undertaken by a student in respect of coursework subjects for which a significant paper was written and submitted. The research and writing must be completed during one semester under the supervision of a member of staff and will involve the writing of a research paper of between 5000 and 8000 words.

Required Reading: To be advised.

Recommended Reading: To be advised.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignment (5000–8000 words), 100%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO1105 BUSINESS LAW

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur, Hong

Kong.

Prerequisite(s) Nil.

Content This subject aims to provide students with an understanding and awareness of the basic principles of Contract Law, a familiarity with relevant case law and an introduction to the statutory provisions pertinent to the course. The instructional methodology is also aimed at providing students with a format from which they may develop an understanding of legal reasoning as it applies to the analysis of contractual relationships. Topics include: an introduction to the Australian legal system; definition of contract; offer and acceptance; termination of offer; consideration; intention to be legally bound; express terms; statutory and common law implied terms; certainty; mistake; misrepresentation; duress, undue influence and unconscionable conduct; legality of purpose; discharge of contract; remedies for breach of contract.

Required Reading Graw, S. 1999, *An Introduction to the Law of Contract*, 3rd edn., Law Book Company.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tutorial participation, 10%; assignment, 30%; final examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO1452 TOURISM LAW

Campus Footscray Park, Werribee.

Prerequisite(s) BLO1105 Business Law.

Content This subject aims to provide supplementary legal knowledge concerning business practices and fields of law especially relevant to the tourism industry. Topics will include: forms of potential business organisations – partnership, company, trust. Trade practice and consumer protection legislation affecting the tourism industry, legal status of persons, nationality and citizenship, domestic restrictions and international conventions on the passage of persons and goods, taxation matters affecting the tourism industry, agency status and liability, negotiable instruments and the international transfer of funds.

Required Reading Latimer, P. 1990, *Australian Business Law*, CCH.

Recommended Reading Cordato, A. 1988, *Australian Travel and Tourism Handbook*, Butterworths. Vermeesch, R.B. and Lindgren, K.E., *Business Law of Australia* current edn, Butterworths. Various Acts of Parliament to be advise.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class test, 20%; assignment, 20%; final examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2158 INTRODUCTION TO LAW

(This subject will not be offered in 2002)

Campus Footscray Park.

Prerequisite(s) Nil.

Content Sources of law, the Australian Constitution, the Parliamentary process, contract law and contracts of employment, natural justice and civil rights, arbitration and conciliation. To introduce the sources and role of law as it applies to workers and to trade union members. To develop an awareness of the functions of law with regard to the rights of workers and an understanding of those rights. To show the link between the rights of workers and rights of people in the broader community.

Required Reading Eaglebook, *Jobs and the Law*, CCH.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class tests and assignments. Supplementary assessment will not be available.

BLO2205 CORPORATE LAW

Campus Footscray Park, Werribee, Kuala Lumpur.

Prerequisite(s) BLO1105 Business Law.

Content This subject aims to provide students with a sound appreciation of the principles relating to different business organisations. Students will consider non-corporate business forms including associations, sole trader, partnerships, trusts and joint ventures. More particularly, the subject aims to provide students with a sound understanding of the principles of company law and to develop their ability to apply those principles to situations they may encounter in their professional lives. Topics covered include: types of companies; registration of a company; corporate personality; corporate veil and lifting the corporate veil; company constitution; contracts made by the company; prospectus provisions; share capital; loan capital and security; directors and officers, directors duties; fraud on the minority and oppression of minority shareholders. It is hoped that the subject will also encourage and equip students to proceed to advanced study in the subject.

Required Reading Lipton, L.P. and Herzberg, A., *Understanding Company Law*, Law Book Co. Corporation Law current student edn, CCH.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 30%; final examination and test(s), 70%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2206 TAXATION LAW AND PRACTICE

Campus Footscray Park, Werribee, Kuala Lumpur.

Prerequisite(s) BLO1105 Business Law.

Content This subject aims to give students a sound understanding of the principles of taxation in relation to income tax. While the provisions of the Income Tax Assessment Act will be studied, more emphasis will be given to the questions of assessable income and allowable deductions, both generally and in consequence of special statutory provisions. An overview of capital gains and fringe benefit taxes, taxation of trusts, companies and partnerships will also be undertaken.

Required Reading *Australian Income Tax Legislation*, Butterworths. *Australian Tax Handbook* latest edn, Butterworths. *Taxation Law and Practice Worknotes* latest edn. Khoury, D., *Butterworth's Student Companion (Taxation)* (latest edn).

Recommended Reading Lehmann and Coleman, *Taxation Law in Australia*, Butterworths (latest edition). Woellner, Vella, Le Burn and Chippindale, *Australian Taxation Law*, C.C.H. (latest edition).

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment One assignment, 30%; one three-hour final examination, 70%. Supplementary assessment will not be available. *Note:* Any hand-held calculator may be used in examinations.

BLO2207 EMPLOYMENT LAW

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) BLO1105 Business Law.

Content The subject will address the need for informing and challenging students to develop knowledge and skills in the area of Employment Law. Topics include: an introduction to Australian labour law; the sources of Australian employment law; the nature of the employment relationship; the content of the contract of employment, express terms, implied terms; recruitment and limits of managerial control over hiring; termination and remedies at common law; statutory remedies for arbitrary termination; preventative legislation; discrimination in employment; occupational health and safety issues; reforming the system.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments and class work, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2233 HEALTH AND SAFETY LAW

Campus Footscray Park, Werribee.

Prerequisite(s) BLO1105 Business Law.

Content The subject will address the need for informing and challenging students to develop knowledge and skills in the area of Health and Safety. The subject covers introduction to: historical limits of government intervention in health and safety; emerging common law constraints; implied responsibilities and duty of care for employers and employees; the impact of legislation on the duty of care; the constitutional powers of the federal government to effect health and safety in the private sector; corporate and trans national issues in health and safety; compensation issues; possible reforms.

Required Reading To be advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 20%; final examination and tests, 80%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2253 TAXATION B

Campus Footscray Park, Werribee.

Prerequisite(s) BLO2206 Taxation Law and Practice.

Content The aim of the subject is to make students aware, at an advanced level, of the principles of taxation studied in BLO2206 Taxation Law and Practice. The subject covers: taxation administration, tax avoidance, current problems in taxation an introduction to international taxation and double tax treaties, tax structures and tax planning.

Required Reading Woellner, Vella and Burns, *Australian Taxation Law* latest edn, CCH.

Recommended Reading Baxt, Gelski, Gorbich, Marks and Pose, *Courses and Materials on Taxation*, latest edn, LBC. *LBC Weekly Tax Bulletin*. Lehmann and Coleman, *Taxation Law in Australia* latest edn, LBC. Mannix and Mannix, *Leading Cases in Australian Income Tax* latest edn, LBC. Ryan, K.W. *Manual of the Law of Income Tax in Australia*, 6th edn, Law Book Co. *Taxation: Income Tax Assessment Act and Related Legislation*, CCH or LBC. Other references, case material and tutorial sheets will be distributed during the subject.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment One assignment, 30%; final examination, 70%.

Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2300 COMMERCIAL LAW

Campus Footscray Park, Werribee.

Prerequisite(s) BLO1105 Business Law.

Content To extend the student's knowledge and understanding of the law of contracts by a study of particular kinds of contracts, and other areas of special interest to commerce, industry and consumers. Topics which will be covered include the law of Implied Terms in relation to Goods, title to Goods, the Trade Practices Act in relation to consumer and business protection, Negligence, Manufacturers' Liability, Agency Law and Banking Law.

Required Reading Latimer, P. *Australian Business Law*, current edn. CCH.

Recommended Reading Goldring, Maher and McKeough, *Consumer Protection Law*, current edn, Federation Press. Greig and Gunningham, *Commercial Law*, 3rd edn, Butterworths. Healey, D., *Australian Trade Practices Law*, CCHP. Yorston, Fortescue and Turner, *Australian Commercial Law* current edn, Law Book Co. Other reading as advised by lecturer. Gillies, P., *Business Law*, current edn., The Federation Press. Vermeesch, R.B. and Lindgren, K.E. *Business Law of Australia* current edn, Butterworths.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment One assignment, 30%; one three-hour examination, 70%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2401 MUSIC INDUSTRY LAW

Campus Footscray Park

Prerequisite(s) BEO2400 Music Industry Economics

Content. This subject explains the application of a wide spectrum of laws applicable to the recording and publishing industries, including the law of contract, intellectual property, fair trading, defamation and censorship. At the completion of the subject students should be able to explain the main legislative provisions giving copyright protection, copyright implications in various music products including broadcasts, sampling and new digital technologies. Students will also be expected to explain the role of a music publisher and a record company, options in recording and publishing contracts and relevant international perspectives.

Required Reading Simpson, S. and Seegar, C.1994, *Music Business: Making Music Work*, Warner Chappell; Masterton, R. (ed.) 1997, *Boomerang Overview of the Australian Music Industry, (Forthcoming)*, Warner Chappell; *Music Business International*, Spotlight Publications, monthly; Tripp, P.1994, *Australian Music Industry Directory*, Immedial, Sydney.

Recommended Reading Shemel, S., Krasilovsky, W. 1989, *More About this Business of Music*, Billboard, New York. Billboard, BPI Communications, Weekly; Commonwealth of Australia, 1990, *Inquiry into Sound Recordings*, Prices Surveillance Authority; Shemel, S., Krasilovsky, W. 1985, *A Practical Guide to the Music Industry for Publishers, Writers Record Companies, Producers and Artist*, Billboard Publications, New York; Sly, L. 1993, *The Power and the Passion*, Warner Chappell; *Perfect Beat, the Journal of the Research into Contemporary Music and Popular Culture*, 1993, Macquarie University, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equivalent to 15 credit points.

Assessment End of semester examination, 50%; presentation, 10%; two assignments, 20% each. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2406 CYBER LAW

Campus Footscray Park, Hong Kong.

Prerequisite(s) BLO1105 Business Law

Content To develop a knowledge, and an understanding in the legal and intellectual property issues that arise in the utilisation of electronic commerce practices within the wider business community; an understanding of the legal consequences and practices that arises from the production, implementation and execution of electronic commerce applications. Topics covered: An introduction to the Internet and Cyberlaw: definition of the internet and electronic commerce; identification of relevant areas of law; identification of current issues; commerce infrastructure issues. Copyright, Trade Mark and Patents Issues in Cyberspace: the status of computer programs and stored electronic data under copyright and patents legislation; fair uses; special statutory protections for electronic database contents; licensing and assignment of rights; Contract: formation of contracts in cyberspace; electronic signatures and their authentication; enforcement of contracts and conflict of laws. Privacy, Anonymity and Censorship: cryptography; criminal law regulation (eg. Fraud, communications decency, pornography, etc); Governance: trade practices issues (Trade Practices Act 1974 (Cth)); liability for security breaches; specialised regulatory schemes e.g. data protection legislation.

Required Reading McKeough, J.P. 1994, *Butterworths' Student Companions: Intellectual Property*, 2nd edn., Butterworths, Melbourne.

Recommended Reading Akindemowo, O. 1999, *Information Technology Law in Australia*, Law Book Company. Loughlan, P., 1998, *Intellectual Property: Creating and Marketing Rights*, LBC Information Services.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tutorial seminar presentation, 10% (approx. 15 minutes); research assignment, 40% (approx. 4000 words); examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2500 ENVIRONMENT LAW

Campus Footscray Park

Prerequisite(s) BLO1105 Business Law.

Content This course aims to provide students with the means to recognise the nature and sources of environmental law and its role in enforcing the public interest in the maintenance of environmental quality. At the completion of the subject students should be able to have a critical understanding of the international and domestic laws which seek to protect the environment and to contemplate environmental issues and the strategies needed to address them in a multi-dimensional way.

Required Reading Bates, G.M., 1995, *Environmental Law in Australia*, 4th ed, Butterworths.

Recommended Reading Bates, G. ed, 1997, *Environmental Management and Law Dictionary*, Butterworths. Boer, B., Fowler, R., and Gunningham, N. eds, 1996, *Environmental Outlook No 2 Law and Policy*, The Federation Press. Fisher, D.E., 1993, *Environmental Law Text and Materials*, The Law book Company Limited. Ramsay, R., and Rowe, G.C., 1995, *Environmental Law and Policy in Australia Text and Materials*, Butterworths. Van De Meene, A., 1993, *Notes from Rio, Highlights of the United Nations Conference on Environment and Development and the Global Forum, June 1992*, Office of the Environment, School of Conservation and Natural Resources,

Victoria. Leadbeter, P. Gunningham, N. and Boer, B. eds, 1999, *Environmental Outlook No 3 Law and Policy*, The Federation Press.

Class Contact 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 Assignment 40%, examination 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2501 LAND LAW

Campus Footscray Park

Prerequisite BLO1105 Business Law.

Content This subject aims to provide students with an understanding of how different cultures place different values on property ownership in general and land ownership in particular; the historical development under the English legal system of the right to land usage and ownership; the significance of land to the Australian Aboriginal; to evaluate recent developments in recognition of Native Title in the Aboriginal communities; to understand the factors which shaped current Native Title rights and possible future developments.

Required Reading Reynolds, H., 1992, *The Law of the Land*, Penguin, 2nd edn., Extracts from both the Mabo and Wik decisions. Other material to be advised.

Recommended Reading To be advised.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%, examination, 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2502 TRANSPORT LAW

Campus Footscray Park, Werribee.

Prerequisite(s) BLO1105 Business Law

Content The subject examines the body of law governing the international and domestic carriage of passengers and goods by air, sea, road and rail. Emphasis is given to the regulatory framework of international civil aviation; the liability of air carriers in the carriage of passengers, baggage and cargo; the international regulatory aspects of shipping and liability in sea transport; and the regulation of road and rail transport. The subject reviews the main international transport conventions and their implementation in Australia, where relevant. Specific areas covered include: the legal status of airspace under the Chicago Convention on International Civil Aviation 1944; international conventions for the carriage of passengers and goods including air carriers' liability under the Warsaw Convention 1929 as amended. Reform of the system – the Montreal Protocols and Inter-carrier Agreements; the United Nations Convention on the Law of the Sea (UNCLOS) 1982 (establishing rules governing the various uses of the oceans); the London Convention on the Limitation of Liability for Marine Claims 1976 and the Limitation of Liability for Marine Claims Act 1989(Cth.) the International Maritime Organisation (IMO) Liner Conventions primarily concerning cargo; the Berne Convention on International Railway Transport (COTIF) 1980, domestic railway operations governed by Commonwealth and State legislation, including liability regimes, private operator access to Australian railways; the Geneva Convention on the Contract for the International Carriage of Passengers and Luggage by Road 1973 and Protocol 1978; Road Transport: regulation and liability within Australia, liability for dangerous goods; occupational health and safety, privatisation through toll roads; carriage of goods by land under the Carriers and Innkeepers Act 1958 (Vic); implications of

the Trade Practices Act 1974(Cth) on carrier liability; border controls, regulatory (Customs and Quarantine) aspects of carriage of goods and persons.

Required Reading Glass, D.A. and Cashmore, C. 1989, *Introduction to the Law of Carriage of Goods*, Sweet and Maxwell. Supplementary materials to be provided by the lecturer.

Recommended Reading Atherton, T.C., & Atherton, T.A., 1998, *Tourism, Travel and Hospitality Law*, LBC. Clarke, M.A., 1997, *International Carriage of Goods by Road: CMR*, 3rd edn., Sweet and Maxwell. Cordato, A.J., 1999, *Australian Travel and Tourism Law*, 3rd edn., Butterworths. Davies, M. & Dickey, A. 1990, *Shipping Law*, LBC.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO2503 MARKETING LAW

Campus Footscray Park.

Prerequisite(s) BLO1105 Business Law.

Content The subject primarily examines the legal rights and obligations arising as between suppliers of goods and services and their competitors and between suppliers and customers. It covers a range of topics and issues including: sales techniques and marketing abuses; disclosure of information, misrepresentation and misleading advertising under Commonwealth and State legislation; laws governing product standards, occupational licensing and liability for products and services; distribution arrangement including franchising agreements; marketers and intellectual property law; marketers and international trade law; electronic marketing; and legal risk management.

Required Reading: Eugene, C., 2000, *Marketers and the Law*, LBC, Sydney.

Recommended Reading: Clarke, B. and Sweeney, B., 1997, *Marketing and the Law*, Butterworths, Sydney. Corones, S and Clarke, P., 1997, *Consumer Protection and Product Liability Law Commentary and Materials*, LBC, Sydney. Goldring, J, Maher, L. McKeough, J and Pearson, G., 1998, *Consumer Protection Law*, Federation Law, Sydney.

Class Contact Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment (2500 words), 30%; Open Book Examination, 70%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3250 LAW OF INSOLVENCY

Campus Footscray Park.

Prerequisite(s) BLO2205 Corporate Law.

Content The aim of the subject is to provide students with the knowledge of the law relating to personal and corporate insolvency in a practical setting.

Required Reading Tomasic, R. and Whitford, K. 1997, *Australian Insolvency & Bankruptcy Law*, 2nd edn., Butterworths.

Recommended Reading Keay, A., *Insolvency: Personal and Corporate Law and Practice*, 2nd edn, Longman Professional.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; class participation, 10%; three-hour final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3305 ADVANCED CORPORATE LAW

Campus Footscray Park.

Prerequisite(s) BLO2205 Corporate Law.

Content This subject aims to build on the knowledge students have gained in Corporate Law concerning the law relating to business structures and companies. Topics include: The role of the Australian Securities and Investment Commission and the Australian Stock Exchange, takeovers, shareholder rights, corporate groups, effect of privatisation and corporatisation of publicly owned enterprises such as Telstra and the SEC, impact of CLERP and other current issues.

Required Reading Ford, H.A.J. Austin, R.P. and Ramsay, I. *Ford's Principles of Corporate Law*, current edn., Butterworths.

Recommended Reading Tomasic, R. Jackson, J. and Woellner, R. *Corporations Law: Principles, Policies and Process*, current edn., Butterworths. Tomasic, R. and Bottomley, S. *Corporations Law in Australia*, current edn., Federation Press. Lipton, P. and Herzberg, A. *Understanding Company Law*, current edn., Law Book Co. Other reading as advised by lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class presentation, 15%; assignment/essay, 25%; final examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3313 ADVANCED TAXATION LAW AND PRACTICE

Campus Footscray Park, Werribee.

Prerequisite(s) BLO2206 Taxation Law and Practice.

Content The aim of the subject is to make students aware, at an advanced level, of the principles of taxation studied in BLO2206 Taxation Law and Practice. The subject covers: taxation administration, tax avoidance, current problems in taxation an introduction to international taxation and double tax treaties, tax structures and tax planning.

Required Reading Woellner, Vella and Burns, *Australian Taxation Law* latest edn, CCH.

Recommended Reading Baxt, Gelski, Gorbich, Marks and Pose, *Courses and Materials on Taxation* latest edn, LBC. LBC *Weekly Tax Bulletin*. Lehmann and Coleman, *Taxation Law in Australia* latest edn, LBC. Mannix and Mannix, *Leading Cases in Australian Income Tax* latest edn, LBC. Ryan, K.W., *Manual of the Law of Income Tax in Australia*, 6th edn, Law Book Co. *Taxation: Income Tax Assessment Act and Related Legislation*, CCH or LBC. Other references, case material and tutorial sheets will be distributed during the subject.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment One assignment, 30%; final examination, 70%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3332 ADMINISTRATIVE LAW

Campus Footscray Park.

Prerequisite(s) BLO1105 Business Law.

Content The subject will address the need for informing and challenging students to develop knowledge and skills in the area of Constitutional and Administrative law. Topics include: challenging a by-law; introduction to decision-making; appeal procedure and the Federal and Victorian Administrative Appeals Tribunal; ombudsman; ultra vires, reason for decisions, consultation and notice; freedom of information; natural justice; privative clauses;

remedies; constitutional/administrative law overlap.

Required Reading Katzen, H. and Douglas, R. 1999, *Administrative Law*, tutorial series, Butterworths. Douglas, R. and Jones, M. 1999, *Administrative Law, Cases & Materials*, 3rd edn., Federation Press.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 40%; class participation, 10%; three-hour final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3351 LEGAL TOPICS A

Campus Footscray Park.

Prerequisite(s) BLO2205 Corporate Law.

Content This subject is designed to assist students in their future careers by enlarging their understanding of certain areas of law, which are of particular relevance in a business context. The topic selection varies but past topics have included the law relating to: intellectual property, securities industry, consumer protection, insurance, employment, bailments and liens, privacy and censorship. Special legal topics have been introduced as required.

Required Reading To be advised by lecturer.

Recommended Reading Baxt, R., Maxwell, C. and Bajada, S. 1988, *Stock Markets and the Securities Industry Law and Practice*, 3rd edn, Butterworths. Blakeney, M.L. and McKeough, J. 1987, *Intellectual Property: Commentary and Materials*, Law Book Co. Ford, H.A.J. 1990, *Principles of Company Law*, 5th edn, and supplement, 1991, Butterworths. Healey, D. 1988, *Australian Trade Practices Law*, CCH. Latimer, P., *Australian Business Law*, CCH (current edn). Macken, J., McCarry, G.J. and Sappideen, C. 1989, *The Law of Employment*, 3rd edn, Law Book Co. Ricketson, S. 1984, *The Law of Intellectual Property*, Law Book Co. Sykes, E.I. 1980, Sykes and Yerbury *Labour Law in Australia, Individual Aspects Vol. 1*, Butterworths. Tarr, A.A. 1987, *Australian Insurance Law*, Law Book Co. Vermeesch, R.B. and Lindgren, K.E., *Business Law of Australia*, 6th edn, Butterworths. References to other materials, including Acts of Parliament, will be provided in the subject guide.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment A three-hour final examination, or a research paper, 50%; a one-and-a-half hour final examination, 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3352 LEGAL TOPICS B

Campus Footscray Park.

Prerequisite(s) BLO1105 Business Law.

Content This subject is intended to increase students' knowledge of certain areas of the law, and thereby assist them as participants in the business community. The selection of topics may vary, but includes: alternative dispute resolution; administrative law; the law relating to wills, probate and administration; special legislation which will include an examination of the resolution of disputes under the *Family Law Act 1975*.

Required Reading Latimer, P., *Australian Business Law*, CCH or Vermeesch, R.B. and Lindgren, K.E., *Business Law of Australia* current edn, Butterworths.

Recommended Reading CCH, *Guidebook to Australian Family Law*, 8th edn, Hardingham. Finlay, Bailey-Harris, Otlowski *Family Law in Australia*, 5th edn, Butterworths. Hardingham, Neave and Ford 1989, *Wills and Intestacy in Australia and New Zealand*, Law Book Co.

Hotop 1995, *Cases on Review of Administrative Action*, Law Book Co. Tomasic and Fleming 1991, *Australian Administrative Law*, Law Book Co. Wood and Certoma 1990, *Hutley, Woodman and Wood: Commentary and Materials on Succession*, Law Book Co. Turner 1997, *Australian Commercial Law*, Law Book Co. Further references, including Acts of Parliament, will be provided in the subject guide.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment A three-hour final examination, 70%; a research paper on a selected topic, 30%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3405 LAW OF FINANCIAL INSTITUTIONS AND SECURITIES

Campus Footscray Park.

Prerequisite(s) BLO2205 Corporate Law.

Content The subject aims to provide a knowledge of the legal framework within which bank and non-bank financial institutions (NBFIs) operate, including their regulation under legislation, the general law and the Code of Banking Practice; the assessment and operation of securities accepted by them, and the legal consequences of a borrower's insolvency. On completion of the subject, students should be able to recognise the importance and forms of legal regulation, analyse the legal principles which govern the relationship between financial institutions and their customers, identify potential areas of liability to customers and third parties, and demonstrate their understanding of the legal rules governing negotiable instruments, securities and insolvency. Topics include: the legal setting of the Australian banking system, nature of the banker customer relationship, the conduct of financial institutions and their responsibilities to customers, cheques, negotiable instruments, securities, credit cards and electronic banking services, and insolvency.

Required Reading Weerasoria, W.S. 2000, *Banking Law and the Financial System in Australia*, 5th edn., Butterworths.

Recommended Reading Burton, G.M. 1991, *Australian Financial Transactions Law*, Butterworths. Edwards, R. and Tucker, G. 1992, *Understanding Cheques and Payment Orders*, Serendip. Everett, D. and McCrackens, S. 1992, *Banking and Financial Institutions Law*, 3rd edn, Serendip. Latimer, P. 1994, *Australian Business Law*, CCH, Sykes, E.I. and Walker, S. 1994, *The Law of Securities*, 5th edn, Law Book Co. Tyree, A.L. 1990, *Banking Law in Australia*, Butterworths. Weerasoria, W. 1988, *Banking Law and the Financial System*, 2nd edn, Butterworths.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Internal assessment and final examination. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3451 CATERING AND HOTEL LAW

Campus Footscray Park.

Prerequisite(s) BLO1105 Business Law.

Content The aim of the subject is not to impact a rigorous legal training but to produce intelligent lay persons informed of the legal obligations, rights and privileges attaching to their future professions. Particular areas of the law to be looked at include various aspects of business law and consumer protection law, liquor control, innkeepers, gaming and food law. This subject covers the interpretation, comprehension and application of the body of law affecting the hospitality industry. Although the subject does not

pretend to be exhaustive, it is hoped that it will provide the student with a working knowledge of where relevant law is to be found, what such law consists of, and how it is practically applied.

Required Reading. Either: Vermeesch, R.B. and Lindgren, K.E., *Business Law of Australia*, CCH.

Recommended Reading. Bourke's, *Liquor Laws of Victoria*, Butterworths. Various other references and Acts of Parliament to be advised.

Class Contact. Equivalent to three hours per week for one semester comprising two one-hour lectures and one one-hour tutorial. Subject equal to 15 credit points.

Assessment Tests, assignments and examinations. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO3500 COMPARATIVE LAW

Campus Footscray Park

Prerequisite(s) BLO1105 Business Law and 3 other law units

Content This course aims to provide students to recognise the importance of history and culture in the evolution of legal systems generally and in the region in particular and to understand the extent to which legal systems in the region differ from each other and from the Australian legal system, and the extent to which these difference impact upon the successful establishment of relationships with, and the transaction of business with, residents of the region. To enhance their understanding of the variations of culture, society and in the region and beyond.

Required Reading Tan, P.L. ed, 1997, *Asian Legal Systems: Law, Society and Pluralism in East Asia*, Butterworths.

Recommended Reading Taylor, V. ed. 1997, *Asian Laws Through Australian eyes*, Law Book Company. Sanders, C. & Hassall, G. eds, 1996, *Asia-Pacific Constitutional Yearbook*, The Centre for Comparative Constitutional Studies, University of Melbourne. Fitzgerald, S., 1997, *Is Australia an Asian Country?*, Allen & Unwin. Port, K.L., 1996, *Comparative Law: Law and the Legal Process in Japan*, Carolina Academic Press, Durham. Wu, M.A., 1994, *The Malaysian Legal System*, Longman, Singapore. Forbes et al, ed, 1991, *Doi Moi – Vietnam's Renovation Policy and Performance*, Australian National University.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment 40%, examination 60%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO4511 BUSINESS LAW AND STRUCTURE (ENGINEERING AND SCIENCE SERVICE SUBJECT)

Subject details appear in Postgraduate Subject details.

BLO9211 SPORT, LAW & THE ATHLETE (FOR HUMAN DEVELOPMENT STUDENTS ONLY)

Campus Sunbury.

Prerequisite(s) BLO1105 Business Law

Content This subject will commence with an introduction to the Australian legal system. It will then proceed to give an overview of the law of contract, which is fundamental to understanding much sports law. The students will then be introduced to those laws that have direct and practical application to every day sports administration, particularly as they apply to the athlete. Topics that will be covered include matters relating to the employment of the athlete including employment law, restraint of trade and equal

opportunity and anti-discrimination law. The students will also consider issues of injury and compensation and the potential rights and liabilities that may arise for participants as well as sport and recreation administrators. This will involve consideration of the law of assault, negligence, and related matters. The issues of drugs in sport, challenging the decisions of sporting disputes tribunals and alternative dispute resolution will be considered. Finally students will look at how the athlete may protect their reputation through the law of defamation.

Required Reading Healey, D. 1996, *Sport and the Law*, 2nd edn., New South Wales University Press, Sydney, Australia.

Recommended Reading Gibson, A. and Gee-Clough, D. 1999, *Australian Sports Law*, CCH Australia Limited, Sydney. Fewell, M. 1995, *Sports Law: A Practical Guide*, Law Book Company, Sydney. Buckley, E. 1998, *Sportslaw Vol 1; Name and Image*, National Publishing Group.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignment, 25%; Class presentation, 10%; Class participation, 5%; Examination, 60%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BLO9311 SPORT, COMMERCE & THE LAW (FOR HUMAN DEVELOPMENT STUDENTS ONLY)

Campus Sunbury.

Prerequisite(s) BLO9211 Sport, Law & the Athlete

Content This subject builds upon some of the fundamental legal principles dealt with in Sport, Law & the Athlete. Students will be given a short review of those principles before moving on to cover areas including legal structures of sporting organisations, risk management and insurance, intellectual property including trademarks, copyright etc. passing off and misleading and deceptive conduct, legal issues involved in marketing an event, sponsorship and combating ambush marketing, media law as it applies to sport, liquor licensing and gaming, and taxation issues for athletes and sports organisations. Current issues such as matters arising out of the Sydney Olympics may also be dealt with.

Required Reading To be advised.

Recommended Reading Gibson, A. and Gee-Clough, D. 1999, *Australian Sports Law*, CCH Australia Limited, Sydney. Fewell, M. 1995, *Sports Law: A Practical Guide*, Law Book Company, Sydney. Buckley, E. 1998, *Sportslaw Vol 1; Name and Image*, National Publishing Group.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignment, 30%; Class presentation, 15%; Class participation, 5%; Examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO1102 MANAGEMENT AND ORGANISATION BEHAVIOUR

Campus Footscray Park, Sunbury, Werribee, Kuala Lumpur Hong Kong.

Prerequisite(s) Nil.

Content The aims of this subject are to provide students with an understanding of organisational behaviour and management theory; to assess critically the underlying values of these theories; to assess critically the utility and application of the management practices informed by these theories in the Australian context; and to analyse critically the values of Australian managers concerning

behaviour in organisations and to evaluate the effectiveness of these assumptions. This subject includes the following topics: overview of the development of organisation/management theory; analysis of scientific management, human relations theory; individual behaviour/perception, personality, learning, motivation; group behaviour: group dynamics, conflict resolution, leadership, concentrating on Australian case studies and incorporating a consideration of issues of gender, ethnicity and age; applications of management/organisation theory in Australia; communication processes, and quality of working life.

Required Reading To be advised.

Recommended Reading To be advised.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class presentation, 15%; major assignment, 25%; tests, 20%; final examination, 40%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO1110 MANAGING KNOWLEDGE

Campus Footscray Park, Sunbury.

Prerequisite(s) Nil.

Content This subject aims to provide students with an understanding of the significance of knowledge within organisations. The topics included are: information and knowledge, sources and forms of knowledge, organisational memory and learning, developing knowledge systems, documenting knowledge, documents in electronic environments, knowledge management tools, aligning knowledge management and business strategy, knowledge enabled customer relationship management and using knowledge for competitive advantage.

Required Reading Davenport, T.H. and Prusak, L. 2000, *Working Knowledge: how organisations manage what they know*, McGraw-Hill, New York.

Recommended Reading Pfeffer, J. and Sutton, R.I., 1999, *The Knowing-Doing Gap: How Smart Companies Turn Knowledge into Action*, Harvard Business School Publishing, USA. Tiwana, A. 2001, *The Essential Guide to Knowledge Management: E-Business and CRM Applications* Prentice Hall, New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignments 50%; final examination 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO1192 BUSINESS COMMUNICATION

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) Nil

Content The aims of this subject 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 subject 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; business research and analysis skills; oral presentations and speeches, improving listening skills, copy editing; referencing and footnoting; non-verbal communication; the formal and human sides to decision making in meetings; cross-cultural communication.

Required Reading Windschuttle K. & Elliott E. 1994. *Writing Research, Communicating: Communication Skills for the Information Age*, 2nd edn, McGraw Hill, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Presentations 10%; mid-semester test 15%; reports 20%; folio 5%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2165 FACILITY MANAGEMENT

Campus Footscray Park, Sunbury.

Prerequisite(s) Nil

Content This subject aims to provide an understanding of the process of planning, designing and managing office space and building services. Topics covered may include: the nature of facilities and the role of the facility manager; the effect of environment on office productivity; facility management and corporate strategy; space planning and management; furniture selection and asset control; heating, ventilation and air conditioning systems; office occupational health and safety; managing churn; alternative approaches to space usage; space management software; and assessment of facility quality and building performance.

Recommended Reading To be advised by the lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignment, 20%; project/case study, 30%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2181 OPERATIONS MANAGEMENT

Campus Footscray Park

Prerequisite(s) Nil.

Content The aim of this subject is to enable business graduates to co-ordinate the operations functions effectively. This requires an understanding of both the activities involved in the operations function and the decision making techniques needed to control it. This subject includes the following topics: definition of operations function in manufacturing and service industries; the planning and control of the operations process; application of analytical methods and techniques to production.

Required Reading Gaither, N. 1998, *Production and Operations Management*, 8th edn, Duxbury Press, USA.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Group presentation, 10%; computer workshop assignment, 20%; research assignment, 20%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2182 ENTREPRENEURIAL BUSINESS MANAGEMENT

Campus Footscray Park

Prerequisite(s) BAO2100 Introduction to Small Enterprise.

Content This subject considers the application of management studies to the small enterprise sector. Topics include comparative

business structures; characteristics of small business owner managers; employee relations and training issues in small firms; business planning; and technology and small enterprise management.

Required Reading To be advised by the lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 50%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2183 ENTREPRENEURIAL BUSINESS ISSUES

Campus Footscray Park

Prerequisite(s) BAO2100 Introduction to Small Enterprise; BMO2182 Entrepreneurial Business Management.

Content This subject aims to introduce students to a deeper understanding of a range of issues important to the success of small enterprise ventures. Topics include financial management; marketing; legal issues; strategic planning; technology and business networking.

Required Reading To be advised by the lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignment, 50%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2184 OPERATIONS SUPPORT SYSTEMS

Campus Footscray Park

Prerequisite(s) Preferably BMO2181 Operations Management

Content The aim of this subject is to acquaint students with the application of computer based support systems of operations management. This subject includes the following topics: introduction to management information systems for operations; examination of the operation of business systems; planning and implementation tools and techniques for support systems; introduction to production planning and control using information systems including Materials Requirements Planning (MRP) and MRPII; introduction to service requirement systems.

Required Reading Vollmann, T.E., Berry, W.L. and Whybark, D.C. 1997, *Manufacturing Planning and Control Systems*, 4th edn, McGraw-Hill, Boston. Hastings, N.A.J. 1992, *Manufacturing Management Systems*, Monash University Calyton. Childe, S.J. 1997, *An Introduction to Computer Aided Production Management*, Chapman & Hall, London.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class topic presentation, 10%; computer workshop assignments, 10%; research assignment, 30%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2271 ORGANISATIONS

Campus Footscray Park, Werribee.

Prerequisite(s) BMO1102 Management and Organisation Behaviour.

Content This subject examines the practices and functioning of organisations at micro levels, with an emphasis on how the individual interacts and impinges on such organisational settings. It is designed specifically to provide students with practical skills and a

better understanding of themselves as people which will enable them to be more effective managers. The topics covered in this subject include: personality, social perception, group dynamics, motivation and the management of personal behaviour such as stress management, conflict negotiation and career management strategies.

Required Reading Shermerhorn, J.R., Hunt, J.G. & Osborn, R.N., 1994, *Managing Organisational Behaviour*, 6th edn, Wiley, New York.

Recommended Reading Bateman, T.S. & Zeithaml, C.P., 1993, *Management: Function and Strategy*, 2nd edn, Irwin, Homewood. Ivancevich, J., Olekalns, M. & Matteson, M. 1997, *Organisational Behaviour and Management*, (Australasian edn,) Irwin, Sydney. Hellriegel, D., Slocum, J.W. & Woodman, R.W. 1995, *Organizational Behaviour*, 7th edn, West Publishing, Minneapolis/St Paul. Moorhead, G. & Griffin, R.W. 1995, *Organizational Behaviour: Managing People and Organizations* 4th edn, Houghton Mifflin, Boston. Nelson-Jones, R. 1996, *Human Relationship Skills*, 3rd edn, Harcourt Brace, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Major assignment, 35%; presentation, 15%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2283 MATERIALS MANAGEMENT AND DISTRIBUTION

Campus Footscray Park.

Prerequisite(s) Nil.

Content The aims of this subject are to bring business graduates to an understanding of the trade-offs required in materials management and distribution whereby combinations of supplier/customer relations, forecasting, inventory control and transport are used to create effective logistic operations, and to enable graduates to manage the inbound functions of materials management and the outbound functions of physical distribution in Australian companies. This subject includes the following topics: logistic systems as a means of creating flows of materials from point of supply to conversion into finished goods and distribution to customers; the materials management functions of purchasing, transport, inventory control and materials handling, logistics, information systems; the aims and parameters of the physical distribution function of order processing, inventory control, packaging, distribution centres, transport and customer service; the measurement of customer service from manufacture via distribution channels.

Required Reading Coyle, J.J., Bardi, E.J. and Langley, C.J. 1996, *The Management of Business Logistics*, 6th edn, West Minneapolis.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Distribution centre assignment, 20%; logistics problems and simulation, 20%; case study evaluation, 20%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2300 CAREER PLANNING AND DEVELOPMENT

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) Nil.

Content This subject provides students with essential background knowledge in order to inform their career development. It takes a dual focus, examining at the individual level career development

theory in the context of the career choices people make, and their involvement in work, while at the social level it examines the way work has developed and will change in the future. Students will identify their current interests, values and abilities and identify strategies they need to develop their life and work goals. This will equip them with mechanisms to effectively deal with entry into the Graduate labour market. Topics include: history and sociology of work; forecast future trends in the nature of work; career development theory; self awareness; understanding change in the context of transition to work; organisational versus professional loyalty; career decision making; career strategic planning; politics, culture and legislation of work and advanced job seeking skills.

Required Reading Sharf, R., 1996, *Applying Career Development Theory to Counselling*, Wadsworth Pub Co.

Recommended Reading Beder, S., 2000, *Selling the Work Ethic: From Puritan Pulpit to Corporate PR*, Scribe Publications, Australia. Stevens, P., 1998, *The Australian resume guide: making your job application work including websites for job seekers*, Centre for Worklife Counselling. Handy, C., 1997, *The hungry spirit: beyond capitalism: a quest for purpose in the modern world*, Hutchinson, London.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Group presentations, 30%; project, 40%; Career Strategic Plan and sample job application, 30%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2354 CONFERENCES AND MEETINGS MANAGEMENT

Campus Footscray Park, Sunbury.

Prerequisite(s) BMO1102 Management and Organisation Behaviour or equivalent subject.

Content The aims of the subject are: to develop understanding and competencies related to the principles and processes required to effectively plan, manage and evaluate meetings, conferences and special events. This subject includes the following topics: principles and practices of planning processes; planning, conducting, managing and evaluating special events, ie. seminars, conferences and conventions; planning, conducting, managing and evaluating meetings.

Recommended Reading Montgomery, R.J. Strick, S.K. 1995, *Meetings, Conventions, and Expositions: An Introduction to the Industry*, Van Nostrand Reinhold, New York. Renton, N.E. 1994, *Guide for Meetings*, 6th edn, Law Book Company Ltd., Sydney. Weissinger, S.S. 1992, *A Guide to Successful Meeting Planning*, John Wiley & Sons Inc., New York.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignment, 20%; syndicate conference project, 40%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2402 MUSIC INDUSTRY MANAGEMENT

Campus Footscray Park

Prerequisite(s) Nil

Content The subject provides students with an introduction to the basic concepts and processes needed to be an effective business oriented manager in the music industry and to develop appropriate analytical and evaluative skills. At the completion of the subject students should be able to demonstrate the competencies and skills required in various sectors of the music industry.

Required Reading Simpson, S. and Seegar, C. 1994, *Music Business: Making Music Work*, Warner Chappell; Masterton, R. edn. 1997, *Boomerang: Overview of the Australian Music Industry*, (Forthcoming), Warner Chappell; *Music Business International*, Spotlight Publications, monthly; Tripp, P. 1994, *Australian Music Industry Directory, Immediat*, Sydney.

Recommended Reading Coupe, S. and Baker, G. 1983, *The New Rock 'n' Roll*, Omnibus, Sydney; Frascogna, X.M., Hetherington, H.I. 1990, *Successful Artist Management*, Billboard Books, New York; *Billboard*, BPI Communications, weekly.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equivalent to 15 credit points.

Assessment Examination, 50%; two assignments, 25% each. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO2403 MANAGEMENT STRATEGY FOR ELECTRONIC COMMERCE

Campus Werribee, Hong Kong.

Prerequisite(s) BMO1102 Management and Organisation Behaviour.

Content To study theories and models of organisational strategy, policy and decision making relating to electronic commerce and to assess critically their value to an organisation and its stakeholders and to develop knowledge, personal skills and competencies in the development of relationships between organisations utilising electronic commerce. Topics include: the nature of strategic management: major elements, history, models; information technology and competitive advantage: the classic arguments, problems with the classic arguments; strategic planning and IT: competitive strategy analysis, value chain analysis; aligning IS strategies with business strategies: planning frameworks, cost/benefit analyses, making the investment decision; strategy implementation: managing change; the development of network firms: developing trust and collaborative practices; management of issues for electronic commerce: risk analysis, contingency planning, codes of practice, employee training and the development of standards; global trends and future directions in the management of electronic commerce.

Required Reading Robson, W. 1994, *Strategic Management and Information Systems, An Integrated Approach*, Pitman, London.

Recommended Reading Aaker, D.A., 1988, *Developing Business Strategies*, (2nd edn.) John Wiley, New York. Albrecht, K. & Albrecht, S., 1988, *The Creative Corporation*, Dow Jones-Irwin, Homewood, Illinois. Currie, W., 1995, *Management Strategy for I.T.*, Pitman, London. Lipnack, J. & Stamps, J., 1994, *The Age of the Network*, Wiley, New York.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Research assignment 1, 25% (approx. 2500 words); research assignment 2, 25% (approx. 2500 words) examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3177 ORGANISATION BEHAVIOUR

Campus Footscray Park.

Prerequisite(s) Nil.

Content An introduction to organisation behaviour; the processes underlying behaviour and its consequences within organisation; practical behavioural skills which contribute to the formulation,

implementation and evaluation of effective work practices; the methods and the need of investigation in behavioural studies, the nature of the person, the various capacities of people and some approaches in the study of a person, the relationship between the person and the organisation, identifying various managerial roles such as leadership and power, their use and misuse.

Required Reading Greenberg, J. and Baron, R. 1997, *Behaviour in Organizations: Understanding and Managing the Human Side of Work*, 6th edn, Prentice Hall, New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Tutorial presentation and report, 20%; participation, 10%; multiple choice test No. 1, 20%; multiple choice test No. 2, 20%; major assignment, 30%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3220 HUMAN RESOURCE MANAGEMENT

Campus Footscray Park Sunbury.

Prerequisite(s) BMO1102 Management and Organisation Behaviour.

Content The aim of this subject is to introduce the principal components of the human resource management function; and to examine the links between the effective utilisation of human resources and overall organisational effectiveness. This subject includes the following topics: overview of personnel and human resource management; influences on HRM function, recruitment, selection, orientation, equal employment opportunity and affirmative action, motivation, job design, performance appraisal and training and career development; total remuneration, employment relations, OHS and developments and research in Human Resource Management.

Required Reading To be advised by lecturer.

Recommended Reading Stone R.J. 1998 *Human Resource Management*, 3rd edn, John Wiley & Sons, Brisbane, Kramar R., McGraw, P. & Schuler, R. 1997, *Human Resource Management in Australia*, Longman, Sydney

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Group case study and report 35%; individual presentation 10%; mid-semester test 15%; final examination 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3264 BUSINESS COMMUNICATIONS TECHNOLOGIES

Campus Footscray Park, Sunbury.

Prerequisite(s) BCO1101 Computer Applications.

Content This subject aims to provide an understanding of the operation and use of a variety of business communications technologies, particularly as used to support administrative office functions, within the context of Australian and world telecommunications infrastructures. Topics covered may include: principles of transmission; the components and operation of local-area and wide-area computer networks; the public switched telephone network; business telephone systems; business communications applications, including electronic messaging systems, facsimile, conferencing, and mobile communications; the Internet and other business information services; and the implications for business of convergence, regulation and competition in the telecommunications industry.

Recommended Reading Vargo, J.E. and Hunt, R. 1996, *Telecommunications in Business: Strategy and Application*, Irwin, Chicago

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class assignment, 20%; project, 30%; final examination, 50%. Students must satisfactorily complete each component of the assessment to attain a pass in the subject. Supplementary assessment will not be available.

BMO3292 BUSINESS ETHICS

Campus Sunbury, Werribee, Footscray Park

Prerequisite(s) All core subjects. This subject is normally taken in the final year.

Content The overall aim of the subject is to promote ethical awareness in business decision making processes, so that students are sensitised to ethical issues embedded in the complexity of business activities. The subject helps to foster an environment where business situations with potentially unethical dimensions can be openly discussed. The subject covers ethics theory and its relevance to practical decision making processes. The main parts of the subject will have a practical orientation, using the theory and an ethical decision making model as a guide. The following topics will be discussed: why are ethics necessary?; defining ethics in business, setting a tone at the top of the organisation, leadership and communication in the form of codes of conduct within an organisation; the process of making ethical decisions, ethical issues in business activities; environmental influences, the individual, law and regulations, values and culture; the decision making process, information acquisition, ethical criteria, procedural maxims and caveats and the model of ethical decision making process; dealing with yourself and others, stress, organisational constraints and practices, the question of maintaining relationships; ethical dilemmas in an organisation; corporate culture and a normative model of codes of conduct, empirical evidence on corporate culture; the concept and practice of accountability, ie. to shareholders, employees, customers, employers and society; fraudulent activities types, cases, causes, actions taken, different roles within an organisation; laws and regulations of fraudulent activities; whistleblowing, professional attitudes, a review of different codes of conduct from various professions/groups, perceptions of the unions, and employees' perspectives; international business and ethics, multinational corporations and international dimensions of business practices, regulations and culture.

Required Reading Solomon, R.C.1994, *Above the Bottom Line: An introduction to Business Ethics*, 2nd edn, Harcourt Brace, Florida.

Recommended Reading Articles and case studies materials will be given as an integral part of the subject.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment The subject will be 100% continuously assessed through oral presentations, case reviews, personal diaries, reports and seminar participation. Students must complete each component of the assessment satisfactorily to pass. Supplementary assessment will not be available.

BMO3319 ASIAN BUSINESS ENVIRONMENT

Campus Footscray Park, Sunbury, Werribee.

Prerequisite(s) BMO1102 Management and Organisation Behaviour.

Content This subject aims to provide an introduction to the study of the differences in management styles and strategies encountered when doing business in Southeast Asia and Northeast Asia or in dealing with managers of firms based in these regions. The subject draws particular attention to regulatory regimes and relations

between business and government in countries to Australia's north. These themes have become the subject of numerous reports by Australian government Schools, by consultants and international banks and organisations. Familiarity with the issues emerging in this literature will be valuable to graduates employed in either a business or a governmental context. The subject aims to add to students' ability to anticipate and adapt to changes in Australia's international economic environment. Themes include: country profiles; management styles; working with governments; investors and lenders; multinational in the region; industrial relations; customers and clients; suppliers and distributors; international rules, regulations and organisations; community groups and environmental concerns; values and ethics and Asian management – Confucian, Buddhist, Islamic and other cultural influences; public and private sector relations.

Required Reading Corbett, D.C., *Managing in Australia's Region*, draft VUT.

Recommended Reading McIntyre, Andrew 1994, *Business and Government in Industrialising Asia*, Allen & Unwin, Sydney. World Bank, *The East-Asian Miracle – A World Bank Policy Research Report*, Oxford University Press, New York.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Test, 20%; assignment, 30%; examination, 50%. Students must complete each component of the assessment satisfactorily to pass. Supplementary assessment will not be available.

BMO3320 INTERPERSONAL AND ORGANISATION NEGOTIATION

Campus Footscray Park, Sunbury

Prerequisite(s) BMO1102 Management and Organisation Behaviour.

Content The aims of this subject 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 subject 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.

Required Reading To be advised by the lecturer.

Recommended Reading Lewicki, R.J. et al. 1994, *Negotiation*, 2nd edn, Irwin Inc, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules; or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Seminar presentation, 20%; group assignment, 30%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3323 EMPLOYEE RELATIONS MANAGEMENT

Campus Footscray Park, Sunbury.

Prerequisite(s) BMO1102 Management and Organisation Behaviour

Content Employee Relations Management – the nature and meaning of Australian employee relations and an analysis of the components of the systems. Conflict – the nature and function of conflict in a work situation. Parties in Employee Relations – employer associations and trade unions, their history, rules and objectives, current issues and

challenges. The role and functions of governments in employee relations. Dispute Settlement Techniques – conciliation, arbitration and wages bargaining; An evaluation of the techniques. The changing nature of dispute settlement. Industrial Tribunals – their role in the settlement of industrial conflict and history of wage determination. The structure and operation of Federal and State tribunals.

Required Reading To be advised by lecturer.

Recommended Reading Deery, S., Plowman, D. & Walsh, J., and Brown, M. 2001, *Industrial Relations A Contemporary Analysis*, 2nd edn, McGraw Hill, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class role play exercise, including 300 word reflective piece, 15%; tutorial workbook and class exercises, 10%; essay (1500–2000 words), 25%; final examination, 50%. Students must satisfactorily complete each part of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3324 CONSULTING AND COUNSELLING

Campus Footscray Park, Sunbury.

Prerequisite(s) BMO3220 Human Resource Management.

Content The aims of this subject are to enhance students' understanding of workplace interpersonal relationships and communication skills; to provide students with an understanding of the theory and practice of interviewing especially their interview types, purposes and aims; to enable a student to develop knowledge and skills with regard to the interviewing and counselling processes at the individual, group and organisational level; and to assess critically the role of consulting, interviewing and counselling activities in organisations. This subject includes the following topics: the importance of interviewing for human resource managers; consulting and counselling as specific forms of interviewing; interview interpersonal and assetiveness skills; coaching and team building; the counselling and consulting roles of the human resource manager.

Recommended Reading Robbins, S.P. & Hunsaker, P.L. 1996, *Training in Interpersonal Skills: Tips for Managing People at Work*, 2nd edn, Prentice-Hall, Sydney. Putnis, P. and Petelin, R. 1999, *Professional Communication: Principles and Applications*, 2nd edn., Prentice Hall, Sydney, Australia.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class presentation, 20%; journal, 20%; video role play, 20%; final examination, 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3325 HUMAN RESOURCE MANAGEMENT EVALUATION

Campus Footscray Park, Sunbury.

Prerequisite(s) BMO3476 Training and Development.

Content The aims of this subject are to enhance students' understanding of the influences that shape the strategic provision of training; to enable students to evaluate critically training systems; to develop students' abilities to match training and development techniques methods with learning styles; and to enable students to determine and evaluate the output of training and development activities so as to demonstrate their usefulness to an organisation. This subject includes the following topics: the strategic planning approach to training within organisations; designing training for effective learning; instructional theory and behavioural considerations; objectives in adult learning and types of learning goals; evaluation of training systems; and evaluation of the training

function.

Required Reading To be advised by lecturer.

Recommended Reading Phillips, J. 1996, *Accountability in Human Resource Management*, Gulf, London. Robinson, D. & Robinson, J. 1996, *Performance Consulting Moving Beyond Training*, Bennett-Koehler Publishing, San Francisco.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Written report, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3326 PUBLIC ADMINISTRATION

Campus Footscray Park, Sunbury.

Prerequisite(s) BMO1102 Management and Organisation Behaviour.

Content The aims of this subject are to provide an introduction to public sector management and an understanding of the theory and practice of public administration in Australia and to explore the complexities facing a public sector manager. The subject includes the following topics: the Westminster system; Australia's three levels of government, federal, state and local government; public policy; political parties and pressure groups; framework for managing in the public sector; change, efficiency, effectiveness and accountability in the public sector within the context of contemporary issues.

Required Reading To be advised by lecturer

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class presentation, 15%; research assignment, 35%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3327 ORGANISATION CHANGE AND DEVELOPMENT

Campus Footscray Park, Sunbury.

Prerequisite(s) BMO1102 Management and Organisation Behaviour or equivalent subject.

Content The aims of this subject are to develop a sound knowledge of organisations, their design, development and change; implementing change strategies and evaluating change. This subject includes the following topics: an introduction to organisation development and change; levels of organisational change – individual, group, intergroup and organisation level; managing continuous versus discontinuous change; the learning environment; managing resistance to change.

Required Reading To be advised by Lecturer.

Recommended Reading Cummings, T.G. and Worley, C.G. 1997, *Organisation Development and Change*, 6th edn, South-Western College Publishing, Cincinnati, Ohio. French, W. and Bell, C. 1995, *Organisation Development: Behavioural Science Intervention for Organisational Improvement*, Prentice Hall International Inc., New Jersey. Harvey, Donald, F. and Brown, R. 1996, *An Experiential Approach to Organisation Development*, 5th edn, Prentice Hall International Inc., New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Class presentation, 20%; research assignment, 30%;

final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3328 HEALTH AND SAFETY MANAGEMENT

Campus Sunbury, Footscray Park

Prerequisite(s) BMO1102 Management and Organisation Behaviour.

Content The subject aims to develop students' understanding of the nature of health and safety at work, and management strategies to minimise injury and disease in the workplace. The role of management, government and trade unions in addressing health and safety is also critically assessed. Topics include the incidence and nature of occupational illness; interdisciplinary perspectives on occupational health and safety; theories of injury causational; occupational stress; working hours, precarious employment and emerging OHS issues; regulation and trade unions in OHS; management systems and employee empowerment; preventive strategies; workers' compensation and rehabilitation practices.

Required Reading Quinlan, M. & Bohle, P. 2000, *Managing Occupational Health and Safety: A Multidisciplinary Approach*, 2nd edn, Macmillan, Melbourne.

Recommended Reading Mayhew, C. and Peterson, C.L. 1999, *Occupational Health and Safety in Australia: Industry, Public Sector and Small Business*, eds, Allen and Unwin, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case study analysis, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3350 ASIAN EMPLOYMENT RELATIONS

Campus Footscray Park

Prerequisite(s) Nil.

Content This subject aims to develop student knowledge on the formation and nature of employment relations in the following Asian countries; Japan, South Korea, Hong Kong, China, Taiwan, Singapore, Philippines, Thailand, Malaysia and India. The subject will be introduced by a discussion of the nature of employment relations. This will be followed by the development of a theoretical framework for analysis of the formation of employment relations in the context of industrialisation. The analysis will include assessment of theories purporting to explain the development of employment relations such as convergence theories, dependency theories, cultural theories and institutionalist theories. The theoretical framework will then be applied to the above mentioned countries.

Required Reading Deery, S. 1992, *Labour Law and Industrial Relations in Asia*, Longman Cheshire, Melbourne. Whitley, R. 1992, *Business Systems in East Asia: Firms Markets and Hierarchies*, Sage, London.

Recommended Reading Frenkel, S. 1993, *Organised Labour in the Asia-Pacific Region*, ILR Press New York. Frenkel, S. and Harrod, J. 1995, *Industrialisation and Labour Relations* Cornell University Press, New York. Verma, A, Kochan T. and Lansbury R. 1995, *Employment Relations in the Growing Asian Countries*, Routledge, London.

Class Contact 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 Research essay (3000 words), 50%; examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment

will not be available.

BMO3351 WORKPLACE INDUSTRIAL RELATIONS

Campus Footscray Park, Sunbury.

Prerequisite(s) BMO1102 Management & Organisation Behaviour or equivalent.

Content The aims of this subject is for students to develop a critical understanding of the interaction between management, employees and unions at the workplace. Topics include the changing nature of employment and the implications of trends in precariousness employment for the future of work; redefining employment relations in the knowledge economy, strategic employee relations policies and practices; the role of workplace unionism and workplace bargaining; non-union workplaces; workplace consultative processes and grievance handling; women workers and affirmative action and managing diversity.

Required Reading A collection of current readings will be compiled for students to purchase.

Recommended Reading ACIRRP, 1999, *Australia at Work: Just Managing?* Prentice Hall, Sydney.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Written assignment 30%; Class presentations 20%; Final Examination 50%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3352 INTERNATIONAL MANAGEMENT

Campus Footscray Park.

Prerequisite(s) BMO1102 Management & Organisational Behaviour or equivalent.

Content The aim of this subject is to develop an understanding of the critical factors impacting upon the management of resources in the international business environment. Topics to be covered include: understanding the international business environment: national trade and labour policies; legal and political factors in international management; role of culture in international management; social responsibility and ethical behaviour in the international context. Managing resources in the international context: international strategic management; international strategic alliances and joint ventures; organisation design for international business. Managing human resources in the international context: managing people in the international context; the repatriation process; multinational performance management; developing international staff and managing diversity; international compensation policies; employment relations and multinationals.

Required Reading Mead, R., 1998, *International Management*, 2nd edn. Blackwell Business, Oxford.

Recommended Reading Dowling, P.J., Welch, D.E. & Schuler, R.S., 1998, *International Human Resource Management: Managing People in a Multinational Context*, 3rd edn, South-Western College Publishing, Cincinnati. Mahoney, D., Trigg, M.M., Griffin, R. and Pustay, M. 1998, *International Business: A Managerial Perspective*, Longman, Melbourne

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Essay 20%; case study 30%; examination 50%. Students must successfully complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3381 MANUFACTURING DECISION ANALYSIS

Campus Footscray Park

Prerequisite(s) BMO2181 Operations Management.

Content This subject provides an array of techniques to analyse the major decisions faced by operations managers; a comprehensive understanding of stochastic simulation modelling and specialised techniques and their application in a variety of manufacturing and service industries; an understanding of the extent to which quantitative techniques can provide advice on operational decisions. This subject includes the following topics: operations systems and decision processes, product and process decisions; facility location and layout; the use of stochastic simulation to investigate complex operating situations involving flow processes and queuing; network models and soft systems analysis; quality control and assurance; and advances in manufacturing technology.

Required Reading Chase, R.B. & Aquilano, N.J. 1998, *Production and Operations Management*, Irwin, USA.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Simulation assignment 10%; problems 10%; industrial project 30%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3405 LIVE PERFORMANCE MANAGEMENT

Campus Footscray Park

Prerequisite(s) Nil

Content This subject introduces students to the organisational and management responsibilities of developing and presenting an act for small and larger scale live productions. At the completion of the subject students should be able to explain the processes involved in creating and building a live performance act, the technological requirements for small, medium and large scale productions, the logistical requirements for touring and key issues involved in international touring.

Required Reading To be advised by the lecturer.

Recommended Reading Simpson, S. and Seegar, C.1994, *Music Business: Making Music Work*, Warner Chappell. Masterton, R. edn. 1997, *Boomerang Overview of the Australian Music Industry*, (Forthcoming), Warner Chappell; *Music Business International*, Spotlight Publications, monthly.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equivalent to 15 credit points.

Assessment Examination, 40%; two assignments, 30% each. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3420 HUMAN RESOURCE INFORMATION SYSTEMS

Campus Footscray Park, Sunbury

Prerequisite(s) BCO1101 Computer Applications; BMO3220 Human Resource Management.

Content The aims of this subject are to study and critically evaluate the principles and methodologies involved in the management of information about human resources; and to develop the knowledge and skills to effectively use and manage human resource information systems (HRIS). The subject includes the following topics: information technology; human resource management information requirements; features and users of HRIS's; analysis, development, implementation and management of HRIS's; practical use of the HR

module as an example of HRIS software that students are likely to encounter in a typical business organisation; and issues in the development of HRISs for strategic purposes

Recommended Reading Rampton, G.M., Thurnbull, I.J. and Doran, J.A. 1999, *Human Resource Management Systems: A Practical Approach*, 2nd edn, Carswell, Canada.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Assignments, 60%; Final Examination 40%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3421 MANAGING THE SERVICE ORGANISATION

Campus Footscray Park.

Prerequisite(s) BMO1102 Management and Organisation Behaviour, or equivalent subject.

Content Introduction to management in service organisations; service sector changes in organisation structure; service management; management of conflict and creativity; organisational and individual development.

Required Reading To be advised by lecturer.

Recommended Reading Glyn W.J. & Barnes J.G. 1995, *Understanding Services Management*, Wiley, Chichester; Go F., Monachello M & Baum, T. 1996, *Human Resource Management in the Hospitality Industry*, Wiley, New York; Lovelock C.H. 1992, *Managing Services Marketing, Operations and Human Resources*, 2nd edn, Prentice Hall, New Jersey.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Individual report 15%; Presentation 10%; Group survey assignment 25%; Final Examination 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3422 STRATEGIC MANAGEMENT

Campus Footscray Park, Sunbury, Werribee

Prerequisite(s) BMO1102 Management and Organisation Behaviour or equivalent subject.

Content The aims of this subject are to study normative theories and models of organisation strategy, policy and decision making, to assess critically their value to an organisation and its shareholders; and to develop knowledge, personal skills and competencies in the application of the above approaches. This subject includes the following topics: the nature of strategic management; analyse the environment; planning direction; planning strategy; implementing strategy; global strategic management and future directions.

Required Reading To be advised by the lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Industry analysis, 20%; group case study, 30%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3476 TRAINING AND DEVELOPMENT

Campus Footscray Park, Sunbury.

Prerequisite(s) BMO3220 Human Resource Management

Content The aims of this subject are to provide students with an understanding of the theory and practice of training and

development; to assess critically the effectiveness of adult learning principles and training and development techniques; to enable students to develop knowledge and skills with regard to the design, management and evaluation of training and development; and to enable students to analyse the training needs of individuals and to design an appropriate development program. This subject includes the following topics: the importance of training for organisational effectiveness and individual career development; training productivity and quality of worklife; training needs analysis and skills audit and job analysis; computer assisted and managed learning; selling, training and development programs within an organisation.

Required Reading Tovey, M.D. 1997 *Training in Australia – Design, Delivery, Evaluation, Management*, Prentice-Hall, Sydney.

Recommended Reading An extensive reading list is handed to students at the beginning of the semester.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Group presentations 20%; syndicate group project 30%; final examination 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO3522 ENGINEERS AS MANAGERS (ENGINEERING SERVICE SUBJECT)

Campus Footscray Park.

Prerequisite(s) Nil.

Content Developing process models, analysing process purpose; measuring process purpose; measuring process performance; feedback and corrective action; responding to external changes; motivating for process improvement; alternative approaches to process improvement, total quality management. The role of the engineer from both the customer/systems perspective and the innovation/improvement perspective.

Required Reading Class Notes: Engineers and Process Management, Engineers and Organisational Systems.

Class Contact Subject equal to 15 credit points.

Recommended Reading Imai, M. 1986, *Kaizen: The Key to Japan's Competitive Success*, McGraw-Hill. Gitlow, H. et al. 1989, *Tools and Methods for Quality Improvement*, Irwin.

Class Contact 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 Assignments, 60%; tests and oral presentations, 40%. Students are expected to complete each component of the assessment to gain a pass in the subject.

BMO4400 HONOURS RESEARCH THESIS (FULL-TIME)

BMO4401 HONOURS RESEARCH THESIS (PART-TIME)

Campus Footscray Park, City Flinders.

Prerequisite(s) BMO4430 Research Methods.

Content Students are required to complete a research thesis of 10,000–12,500 words based on the proposal developed in the subject BMO4430 Business Research Methods. As part of the assessment, students are required to present one one-hour seminar on their research work.

Class Contact Equivalent to one two-hour workshop/seminar per week for one semester. The balance of contact hours is to be agreed with research supervisor. Subject equal to 60 credit points.

Assessment Seminar presentation, 15%; written thesis, 85%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment

will not be available.

BMO4420 ORGANISATION BEHAVIOUR AND ANALYSIS

Campus Footscray Park, City Flinders.

Prerequisite(s) Nil.

Content The aims of this subject are: to offer methods of analysing organisations and understanding the managerial issues that they present; to focus directly on both management and leadership while providing a clear synthesis and integration of current thought on organisation theory; to develop students' investigative and interpretative skills as they relate to the analysis of organisations; and to further develop the managerial skills and competencies. The subject considers the following themes: overview of organisational analysis and managerial effectiveness; criteria used for effective diagnosis of organisations; impact between organisations and organisational behaviour. The seminar program will also elaborate selected themes in manufacturing management, administrative management, public sector management and human resource management with students reviewing current literature and developing critical appraisals.

Required Reading To be advised by lecturer.

Recommended Reading Bolman, Lee G. and Deal, Terrence E. 1991, *Reframing Organizations*, Jossey-Bass, San Francisco. Morgan, G. 1997, *Images of Organizations*, 2nd edn, Sage Publications, Newbury Park. Tsoukas, H. 1994, *New Thinking in Organisational Behaviour*, Butterworth Heinemann, Oxford.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Literature review and report 25%; case study 25%; research project and presentation 50%. Students must complete each part of the assessment satisfactorily to gain a pass in the subject. Supplementary assessment will not be available.

BMO4422 INNOVATION AND ENTREPRENEURSHIP

Campus Footscray Park, Sunbury, City Flinders

Prerequisite(s) Nil.

Co-requisite(s) BMO4420 Organisation Behaviour and Analysis or the equivalent.

Content 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 subject are: to provide an in-depth study of the concepts of innovation, entrepreneurship and an appreciation of the environment in which they are practiced and to study and appraise the theory and practice of resource acquisition and utilisation. This subject includes the following topics: opportunity recognition; the innovation, 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.

Required Reading To be advised by lecturer.

Recommended Reading Carnegie, R. et al. 1993, *Managing the Innovative Enterprise: Australian Companies Competing With the World's Best*, Business Council of Australia, Melbourne. Timmons, J.A. 1994, *New Venture Creation: Entrepreneurship for the 21st Century*, 4th edn, Irwin, Boston.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Individual assignment, 20%; business plan and

presentation, 50%; sighted examination, 30%. Students must complete each part of the assessment satisfactorily to gain a pass in the subject. Supplementary assessment will not be available.

BMO4423 STRATEGIC ANALYSIS

Campus Footscray Park, City Flinders.

Prerequisite(s) Nil.

Co-requisite(s) BMO4420 Organisation Behaviour and Analysis, or an equivalent subject.

Content All managers are involved in the strategic management process. It is therefore important that their knowledge and skills in this area be developed. The objective is to highlight and explore the principal elements in the external and internal environments impacting on organisations and to apply strategic analysis, knowledge and skills. This subject is designed to develop each participant's knowledge, skills and competencies in identifying organisational strengths, weaknesses, opportunities and threats in the national and international context. This subject includes the following topics: the strategic management process; environmental analyses; recognising and analysing trends; formulation of strategy; strategic choice; implementation and evaluation; and contingency planning.

Required Reading To be advised by the lecturer.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Case study, 20%; strategic plan and presentation, 50%; literature review and report, 30%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO4430 RESEARCH METHODS

Campus Footscray Park, City Flinders.

Prerequisite(s) Nil.

Content The aims of this subject are to: introduce students to the processes and principles used in planning, conducting, reviewing and reporting the results of research; enhance students' knowledge, skills and competencies in conducting research; and provide guidance in completing a thesis. This subject includes the following topics: the process and principles involved in planning and executing a research project; research ethics; conceptualisation of a research problem and its contextualisation within a body of theory, operationalisation of concepts to test theoretical conceptualisation; the development and selection of appropriate measurement instruments for data collection and analysis of data; report and thesis writing; and dissemination of findings.

Required Reading To be advised by lecturer.

Recommended Reading Babbie, E. 1992, *The Practice of Social Research*, 6th edn, Wadsworth, Belmont. Sekaran, U. 1992, *Research Methods for Business: A Skills Building Approach*, 2nd edn, Wiley, Nework.

Class Contact Three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules: or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 15 credit points.

Assessment Literature search and review, 30%; presentation of research proposal, 20%; final research proposal, 50%. Students must complete each part of the assessment satisfactorily to gain a pass in the subject. Supplementary assessment will not be available.

BMO4512 LABOUR RELATIONS (ENGINEERING AND SCIENCE SERVICE SUBJECT)

Campus Footscray Park.

Prerequisite(s) Nil.

Content The aim of this subject is to develop an awareness of

employee relations at the macro and workplace level. This subject examines the role of the major institutions of industrial relations as well as the nature of workplace relations. Issues covered include the causes, functions and resolution processes of industrial conflict; changing management strategies in industrial relations; the role of equal employment opportunity and affirmative action policies; the nature of union involvement at the workplace; and current issues concerning labour relations.

Required Reading To be advised by lecturer.

Class Contact Equivalent to three hours per week comprising one two-hour lecture and one one-hour tutorial for one semester.

Assessment Written assignment, 30%; class presentations, 20%; final examination, 50%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO4522 INDUSTRY ECONOMICS (ENGINEERING AND SCIENCE SERVICE SUBJECT)

Campus Footscray Park

Prerequisite(s) Nil.

Content This subject will examine how competitive and non-competitive market structures affect the pricing and output decisions of Australian firms. Topics include: market structure, conduct, and performance; market failure; and regulation.

Required Reading To be advised by lecturer.

Recommended Reading Devine, P.J., Lee, N., Jones, R.M & Tyson, W.J. 1979, *An Introduction to Industrial Economics*, Allen & Unwin. Hamilton, F.E.I. & Linge, G.J.R. 1981, *Spatial Analysis, Industry and the Industrial Environment*, Wiley.

Class Contact 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 Semester assignments, 50%; final examination, 50%. Students must satisfactorily complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

BMO4551 HUMAN AND INDUSTRIAL RELATIONS (ENGINEERING AND SCIENCE SERVICE SUBJECT)

Campus Footscray Park.

Prerequisite(s) Nil.

Content Overview of personnel and human resource management; managing and influencing people; motivation; use of power; management styles; facilitating teams; effective team communication and development; developing and using procedural and operational guidelines; current trends in people management. Major institutions in Australian industrial relations. Nature of workplace relations. The causes, functions and resolution processes of industrial conflict; changing management strategies in industrial relations.

Required Reading To be advised by lecturer.

Recommended Reading Alexander, R. and Lewer, J. 1998, *Understanding Australian Industrial Relations* 5th edn, Harcourt Brace, Sydney. Stone, R.J. 1999, *Human Resource Management*, 3rd edn, John Wiley, Brisbane.

Class Contact 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 Major assignment, 30%; final examination, 70%. Students are expected to complete each component of the assessment to gain a pass in the subject. Supplementary assessment will not be available.

Courses at Victoria University in 2002

This section lists all the courses offered by Victoria University in higher education and TAFE.

Note: All courses are offered subject to confirmation of PETE funding and authority to conduct, and minimum enrolment levels. List correct as at October 2000.

Undergraduate Courses and Programs

Campus codes:

B = Sunbury	J=City King
C = City Flinders	M=Melton
D= China	O=Off campus
E = Echuca	P=Singapore
F = Footscray Park	S=St Albans
H= Hong Kong	T=Thailand
W=Werribee	V=Vietnam
I = Internet	3=Bangladesh

Faculty of Human Development

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
School of Education			
Bachelor of Arts			
– Computer Mediated Art	S	Y	Y
– Computer Mediated Art & Multimedia	S	Y	Y
– Early Childhood Education	M	n/a	Y
– Youth Studies	F	Y	Y
Bachelor of Education			
– Four-Year Pre-Service Program P-12	F,M	Y	n/a
– Post-Registration (Year 4)	F,M	Y	Y
Bachelor of Education (Nyerna Studies)	E	Y	Y
<i>incorporating</i>			
– Bachelor of Education (Nyerna Studies)			
– Bachelor of Arts (Nyerna Studies)			
– Diploma of Community Services – Youth Work			
– Associate Diploma of Arts – Recreation/Fitness Leadership			
– Certificate in Occupational Studies – Social and Community Services			
School of Health Sciences			
Non-Award Courses			
First Aid in the Workplace Certificate: Level 1 & 2^	C	Y	Y
Certificate of Advanced Airway Management (Pre-hospital)^	C,O	Y	Y
Certificate in Advanced Airway Management^	C,O	Y	Y
Certificate in Emergency Intravenous Therapy (Pre-hospital)^	C,O	Y	Y
Certificate in Venipuncture and Venous Cannulation^	C,O	Y	Y
Certificate in Emergency Intravenous Therapy^	C,O	Y	Y
Certificate in Advanced Life Support (Pre-hospital)^			
<i>incorporating</i>			
Certificate in Advanced Life Support^	C,O	Y	Y
Certificate in Semi Automatic External Defibrillation^	C	Y	Y
Award Courses			
Bachelor of Health Science			
– Clinical Dermal Therapies	J	n/a	Y
– Natural Medicine	S,I	Y	Y
– Paramedic (3-Year Pre-service)	S,I	Y	Y
– Paramedic (1-Year Conversion)	I	Y	Y

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
– Chinese Medicine (Acupuncture)/(Chinese Herbal Medicine)	S	Y	n/a
Bachelor of Science			
– Clinical Sciences	C	Y	n/a

School of Human Movement, Recreation and Performance

Non-Award Courses

Fitness Instructor Module ^	F	n/a	Y
Aerobic Module^	F	n/a	Y
Core Unit (Vic Fit)^	F	n/a	Y
Aqua Module^	F	n/a	Y
Personal Trainers Module^	F	n/a	Y
Children and Adolescent Exercise Module^	F	n/a	Y
Exercise to Music^	F	n/a	Y

Award Courses

Bachelor of Applied Science			
– Human Movement	F	Y	Y
– Human Movement/Bachelor of Psychology	F	Y	Y
– Physical Education (Secondary)	F	Y	Y
– Physical Education and Physics#	F	Y	Y
Bachelor of Arts			
– Performance Studies	F	Y	n/a
– Performance and Multimedia	F	Y	n/a
– Fitness Leadership*	M	Y	Y
– Recreation Leadership	M,F	Y	Y
– Recreation Management	F	Y	n/a
– Recreation Management/Bachelor of Business – Tourism Management	F	Y	Y
– Sports Administration	B	Y	Y
– Sports Administration/Bachelor of Business – Management	B	Y	Y
– Sports Administration/Bachelor of Business – Marketing	B	Y	Y
Bachelor of Applied Science (Honours)			
– Human Movement	F	Y	n/a
Bachelor of Arts (Honours)			
– Performance Studies	F	Y	Y
– Recreation Management	F	Y	Y

School of Nursing

Award Courses

Bachelor of Nursing (Pre-Registration)	S	Y	Y
Bachelor of Health Science			
– Nursing (Post-Registration)	S	Y	Y
– Nursing (Honours)	S	Y	Y
Bachelor of Midwifery#	S	Y	n/a

^Continuing Education Courses

*Offered to continuing students only

#Subject to final accreditation

Note: The details of the programs, courses and subjects set out in this *Handbook* might change after the date of publication. To ensure that information about Faculty of Human Development courses is still accurate, contact the Faculty of Human Development Executive Officer on (03) 9688 4164.

Faculty of Arts

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
Generalist Degree Programs			
Bachelor of Arts – Footscray	F	Y	Y
Bachelor of Arts – St Albans	S	Y	Y
Specialist Degree Programs			
Bachelor of Arts (Advocacy & Mediation)	F	Y	Y
Bachelor of Arts (Asian Studies)	F	Y	Y
Bachelor of Arts (Community Development)			
– Asia-Pacific Stream	S	Y	Y

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
– Australian Stream (3rd year only)	S	Y	Y
Bachelor of Arts (Computer Mediated Art)	S	Y	Y
Bachelor of Arts (Globalisation Studies)	F	Y	Y
Bachelor of Arts (Human Services)	S	Y	Y
Bachelor of Arts (Legal Studies)	F	Y	Y
Bachelor of Arts (Multimedia)	S	Y	Y
Bachelor of Communication (Public Relations)	S	Y	Y
Bachelor of Psychology	W	Y	Y
Bachelor of Psychology (Interpersonal & Organisational)	S	Y	Y
Bachelor of Social Work (Preliminary Year)	S	Y	Y
Bachelor of Social Work	S	Y	Y
Bachelor of Science(Psychology)	S	Y	Y
Combined Degree Programs			
Bachelor of Arts/Bachelor of Business (Information Systems)	S	Y	Y
Bachelor of Business (Tourism Management)/ Bachelor of Arts (Asian Studies)	F	Y	Y
Bachelor of Arts (Asian Studies)/ Bachelor of Business (International Trade)	F	Y	Y
Bachelor of Arts (Psychology)/ Bachelor of Business (Human Resource Management)	S	Y	Y
Bachelor of Business (Electronic Commerce)/ Bachelor of Arts	F	Y	Y
Bachelor of Arts/Diploma of Liberal Arts	F	Y	Y
Bachelor of Laws/Bachelor of Arts	F	Y	Y
Bachelor of Business (Marketing)/Bachelor of Psychology	F	Y	Y
Honours Programs			
Bachelor of Arts (Honours)	S,F	Y	Y
Bachelor of Arts (Honours) Computer Mediated Art and Multimedia	S	Y	Y
Bachelor of Arts (Honours – Psychology)	S	Y	Y
Bachelor of Psychology (Honours)	S	Y	Y
Bachelor of Science (Honours – Psychology)	S	Y	Y

Note: The details of the programs, courses and subjects set out in this Handbook might change after publication. To ensure that the information about Faculty of Arts courses is still accurate, contact the Faculty of Arts Executive Officer on (03) 9365 2369.

Faculty of Business and Law

School of Accounting and Finance

Bachelor of Business

– Accounting	F,W,K	Y	Y
– Banking and Finance	F,K	Y	Y
– Strategic and Financial Management	F	Y	Y
– Accounting/Financial Management	F	Y	Y
– Accounting/Financial Management	W	Y	Y
– Accounting/Banking and Finance	F	Y	Y
– Accounting/Information Systems	F	Y	Y
– Accounting/Electronic Commerce	W	Y	Y
– Accounting/Small Enterprise Management	F	Y	Y
– Accounting/Hospitality Management	F	Y	Y
– Accounting/Commercial Law	F	Y	Y
– Accounting/Transport and Logistics	W	Y	Y
– Banking and Finance/International Trade	F	Y	Y
– Tourism Management/ – Small Enterprise Management	F	Y	Y

Bachelor of Business Combined Degrees

– Bachelor of Laws/Bachelor of Business Accounting	F	Y	Y
– Bachelor of Business Accounting/Certificate IV in – Information Technology (Dual Award)	W	Y	Y

School of Applied Economics

Bachelor of Business

– Retail Management	F	Y	Y
– International Trade	F,K	Y	Y
– Transport and Logistics	W	Y	Y
– Applied Economics	F	Y	Y

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
- Financial Risk Management	F	Y	Y
- Music Industry	F	Y	Y
- Applied Economics/International Trade	F	Y	Y
- Banking and Finance/International Trade	F	Y	Y
- Financial Risk Management/International Trade	F	Y	Y
- Financial Risk Management/Electronic Commerce	F	Y	Y
- International Trade/Retail Management	F	Y	Y
- International Trade/Electronic Commerce	F	Y	Y
- Marketing/Applied Economics	F	Y	Y
- Marketing/International Trade	F,K	Y	Y
- Music Industry/Marketing	F	Y	Y
- Music Industry/Electronic Commerce	F	Y	Y
- Retail Management/Marketing	F	Y	Y
- Retail Management/Electronic Commerce	F	Y	Y
- Transport and Logistics/Accounting	W	Y	Y
- Transport and Logistics/Electronic Commerce	W	Y	Y
- Bachelor of Business (Honours) International Trade	F,C	Y	Y
- Bachelor of Business (Honours) Applied Economics	F,C	Y	Y
- Bachelor of Business (Honours) Retail Management	F,C	Y	Y
<i>Bachelor of Business Combined Degrees</i>			
Bachelor of Laws/Bachelor of Business Applied Economics	F	Y	Y
BA Asian Studies/B Bus International Trade	F	Y	Y
Bachelor of Laws/Bachelor of Business Music Industry	F	Y	Y
Bachelor of Laws/Bachelor of Business International Trade	F	Y	Y
School of Hospitality, Tourism and Marketing			
<i>Bachelor of Business</i>			
- Hospitality Management	F	Y	Y
- Tourism Management	F	Y	Y
- Marketing	F,B,K	Y	Y
- Marketing/International Tourism	K	Y	Y
- Accounting/Hospitality Management	F	Y	Y
- Hospitality/Tourism Management	F	Y	Y
- Hospitality Management/Human Resource Management	F	Y	Y
- Marketing/Hospitality Management	F	Y	Y
- Marketing/Tourism Management	F	Y	Y
- Regional Tourism Management	F	Y	Y
- Tourism/Small Enterprise Management	F	Y	Y
- Marketing/Applied Economics	F	Y	Y
- Marketing/International Trade	F,K	Y	Y
- Retail Management/Marketing	F	Y	Y
- Marketing/Electronic Commerce	F	Y	Y
- Marketing/Music Industry	F	Y	Y
- Hotel, Restaurant and Catering Management	F	Y	Y
- Management/Marketing	B	Y	Y
- Tourism Management/Information Systems	F	Y	Y
- Bachelor of Business (Honours) - Marketing	F,C	Y	Y
<i>Bachelor of Business Combined Degrees</i>			
Bachelor of Laws/Bachelor of Business Marketing	F	Y	Y
BA Asian Studies/BBus Tourism Management	F	Y	Y
BA Recreation Management/BBus Tourism Management	F	Y	Y
BA Sports Administration/BBus Marketing	B	Y	Y
Bachelor of Business Marketing/Bachelor of Psychology	F	Y	Y
Bachelor of Business Marketing/Advanced Diploma of Hospitality (Management)	B	Y	Y
School of Information Systems			
<i>Bachelor of Business</i>			
- Information Systems	F	Y	Y
- Computer Systems Support	W,H	Y	Y
- Electronic Commerce	W	Y	Y
- Electronic Commerce/Transport and Logistics	W	Y	Y
- Accounting/Information Systems	F	Y	Y
- Tourism Management/Information Systems	F	Y	Y
- Electronic Commerce/Marketing	F	Y	Y
- Electronic Commerce/Music Industry	F	Y	Y

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
– Electronic Commerce/International Trade	F	Y	Y
– Electronic Commerce/Retail Management	F	Y	Y
– Accounting/Electronic Commerce	W	Y	Y
– Bachelor of Business (Honours) Information Systems	F,C	Y	Y
Bachelor of Business Combined Degrees			
Bachelor of Art/BBus Information Systems	S	Y	Y
BA Multimedia/BBus Electronic Commerce	F	Y	Y
Bachelor of Laws/BBus Electronic Commerce	F	Y	Y
School of Law			
<i>Bachelor of Laws</i>			
– Law	F	Y	Y
– Graduate Entry	F,Q	Y	Y
<i>Bachelor of Business</i>			
– Commercial Law	F	Y	Y
– Accounting/Commercial Law	F	Y	Y
<i>Bachelor of Business Combined Degrees</i>			
Bachelor of Laws/Bachelor of Arts	F,Q		
Bachelor of Laws/BBus Accounting	F	Y	Y
Bachelor of Laws/BBus Applied Economics	F	Y	Y
Bachelor of Laws/BBus Electronic Commerce	F	Y	Y
Bachelor of Laws/BBus International Trade	F	Y	Y
Bachelor of Laws/BBus Music Industry	F	Y	Y
Bachelor of Laws/BBus Marketing	F	Y	Y
Bachelor of Laws/BBus Tourism Management	F,Q	Y	Y
Bachelor of Laws/Bachelor of Science	F,S,W,Q	Y	Y
School of Management			
<i>Bachelor of Business</i>			
– Management	F,B	Y	Y
– Human Resource Management	F	Y	Y
– Service and Operations Management	F	Y	Y
– Strategic and Financial Management	F	Y	Y
– Hospitality Management/Human Resource Management	F	Y	Y
– Management/Marketing	B	Y	Y
– Bachelor of Business (Honours) Management	F,C	Y	Y
<i>Bachelor of Business Combined Degrees</i>			
Bachelor of Laws/BBus Management	F	Y	Y
BA Psychology/BBus Human Resource Management	F	Y	Y
BA Sports Administration/BBus Management	B	Y	Y

Note: The details of the programs, courses and subjects set out in this Handbook might change after publication. To ensure that the information about Faculty of Business and Law courses is still accurate, contact the Faculty of Business and Law Executive Officer on (03) 9688 4471.

Faculty of Engineering and Science

Certificate in Foundation Studies	F,S	Y	Y
Bachelor of Engineering/Bachelor of Science	F,S,W	Y	N
Bachelor of Engineering/Bachelor of Laws	F,S,W	Y	N
Bachelor of Science/Bachelor of Laws	F,S,W	Y	N

School of the Built Environment

Bachelor of Engineering			
– Architectural Engineering	F	Y	Y
– Building Engineering	F	Y	Y
– Building Surveying	F	Y	Y
– Civil Engineering	F	Y	Y
– Mechanical Engineering	F	Y	Y
Bachelor of Science			
– Engineering and Business	F	Y	Y
– Environmental Engineering	F	Y	Y

School of Communications and Informatics

Bachelor of Engineering			
– Computer Engineering	F	Y	Y
– Electrical and Electronic Engineering	F	Y	Y

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
– Multimedia Telecommunications	F	Y	Y
Bachelor of Science			
– Applied Physics and Computing	F	Y	Y
– Computer Science	F	Y	Y
– Computer and Mathematical Sciences	F	Y	Y
– Mathematical Sciences	F	Y	Y
– Computer Science and Aviation	F	Y	Y
– Computer Technology	F	Y	Y
– Optoelectronics	F	Y	Y
Bachelor of Science (Honours)			
– Computer Technology	F	Y	n/a
– Physics	F	Y	n/a
– Computer and Mathematical Sciences	F	Y	n/a
– Computer Science	F	Y	n/a

School of Life Sciences and Technology

Bachelor of Applied Science			
– Chemistry	F	n/a	Y
Bachelor of Science			
– Biomedical Sciences	F,S	Y	Y
– Medical and Environmental Biotechnology	S	Y	Y
– Medical, Forensic and Analytical Chemistry	F,W	Y	Y
– Medical, Forensic and Analytical Chemistry	F	Y	Y
– Nutrition and Food Science	W	Y	Y
– Occupational Health and Safety	F	Y	Y
Bachelor of Science (Honours)			
– Biology (Biotechnology)	W	Y	n/a
– Conservation Biology and Environmental Management	S	Y	n/a
– Nutrition and Food Science	W	Y	n/a
– Biomedical Sciences	F,S	Y	Y
– Chemical and Environmental Sciences	F	Y	n/a
Diploma of Meat Management			

Part-time study may be approved at any stage of a course since progress is by individual subjects rather than by years. However, it is unrealistic to expect to complete a degree course entirely on a part-time basis.

Note: The details of the programs, courses and subjects set out in this *Handbook* might change after publication. To ensure that the information about Faculty of Engineering and Science courses is still accurate, contact the Faculty of Engineering and Science Executive Officer on (03) 9688 4191.

For further information about Engineering and Science courses:

Telephone: (03)9688 4191 Facsimile: (03)9688 4513

Email: BobRitchens@vu.edu.au

Internet: <http://koala.vu.edu.au/academic>.

Postgraduate Courses

Faculty of Human Development

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
Faculty Courses			
Graduate Diploma in Dementia Care and Service	C,O	Y	Y
Graduate Program in Aged Services Management <i>incorporating</i>			
– Graduate Diploma in Aged Services Management	C,O	Y	Y
– Master of Health Science – Aged Services Management	C	Y	Y
School of Education			
Graduate Certificate in Teaching Studies of Asia	F	Y	Y
Graduate Diploma in Secondary Education	F	Y	Y
Graduate Program in Education for Professional Development <i>incorporating</i>			
– Graduate Certificate in Education for Professional Development	F	n/a	Y
– Graduate Diploma in Education for Professional Development	F	n/a	Y
Graduate Program in Education and Training <i>incorporating</i>			
– Graduate Certificate in Education and Training	F	n/a	Y
– Graduate Diploma in Education and Training	F	Y	Y
– Master of Education – Education and Training	F	Y	Y
Graduate Program in TESOL & Literacy <i>incorporating</i>			
– Graduate Certificate in TESOL	F	Y	Y
– Graduate Certificate in Literacy	F	Y	Y
– Graduate Diploma in TESOL	F,V	Y	Y
– Graduate Diploma in TESOL and Literacy	F	Y	Y
– Master of TESOL	F,V	Y	Y
– Master of TESOL and Literacy	F	Y	Y
Graduate Program in Tertiary Education <i>incorporating</i>			
– Graduate Certificate in Tertiary Education	F	n/a	Y
– Graduate Diploma in Tertiary Education	F	Y	Y
Graduate Program in Experiential Learning & Development <i>incorporating</i>			
– Graduate Certificate in Experiential Learning and Development	F	Y	Y
– Graduate Diploma in Experiential Learning and Development	F	Y	Y
– Master of Education – Experiential Learning and Development	F	Y	Y
Master of Education (by Research)	F,M	Y	Y
Doctor of Education	F	Y	Y
Doctor of Philosophy	F	Y	Y
School of Health Sciences			
Graduate Diploma in Clinical Chinese Medicine	S	Y	Y
Graduate Diploma in Complementary Therapies	S	Y	Y
Graduate Diploma in Prepared Chinese Medicine	C,S	Y	Y
Graduate Diploma in Western Herbal Medicine	C	Y	Y
Graduate Program in Paramedicine and Pre Hospital Care <i>incorporating</i>			
– Graduate Certificate in Aeromedical Care	I	Y	Y
– Graduate Certificate in Aeromedical Rescue & Retrieval	I	Y	Y
– Graduate Certificate in Emergency Service Education#	I	Y	Y

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
– Graduate Certificate in Emergency Service Management#	I	Y	Y
– Graduate Certificate in Hyperbaric Medicine	I	Y	Y
– Graduate Certificate in Intensive Care Paramedic	I	Y	Y
– Graduate Certificate in Paediatric Emergencies#	I	Y	Y
– Graduate Certificate in Paramedic Practitioner	I	Y	Y
– Graduate Certificate in Pre-Hospital Care	I	Y	Y
– Graduate Diploma in Paramedics	I	Y	Y
– Graduate Diploma in Pre-Hospital Care	I	Y	Y
Master of Health Science			
– Osteopathy	C	Y	n/a
– Osteopathy (for medical practitioners)	C	n/a	Y
– (by Coursework)	S	Y	Y
– (by Research)	S	Y	Y
Doctor of Philosophy	S	Y	Y

School of Human Movement, Recreation and Performance

Graduate Diploma in Exercise and Sport Sciences	F	Y	Y
Graduate Program in Ageing, Disability and Recreation Management <i>incorporating</i>			
– Graduate Certificate in Ageing, Disability and Leisure	F	Y	Y
– Graduate Certificate in Ageing, Disability and Recreation Management	F	Y	Y
– Graduate Diploma in Ageing, Disability and Recreation Management	F	Y	Y
– Master of Arts – Ageing, Disability and Recreation Management	F	Y	Y
Graduate Program in Loss and Grief <i>incorporating</i>			
– Graduate Certificate in Loss and Grief Education	C	Y	Y
– Graduate Certificate in Loss and Grief Counselling	C*	Y	Y
– Graduate Diploma in Loss and Grief Counselling	C*	Y	Y
Graduate Program in Sport and Recreation Management <i>incorporating</i>			
– Graduate Certificate in Sport & Recreation Management	F	Y	Y
– Graduate Certificate in Sport & Recreation Management/Operations	F	Y	Y
– Graduate Diploma in Sport & Recreation Management	F	Y	Y
– Master of Arts – Sport & Recreation Management (by coursework)	F	Y	Y
Graduate Program in Sport Business <i>incorporating</i>			
– Graduate Diploma in Sport Business	C	Y	Y
– Master of Sport Business	C	n/a	Y
Graduate Program in Exercise Rehabilitation <i>incorporating</i>			
Graduate Diploma in Exercise for Rehabilitation	F	Y	Y
Master of Applied Science – Exercise Rehabilitation	F	Y	Y
Master of Applied Science			
– Human Performance (by coursework)	F	Y	Y
– (by Research)	C,F	Y	Y
Master of Arts (by Research)	F	Y	Y
Doctor of Philosophy	C,F	Y	Y

*Two subjects will be taught at the St Albans Campus.

School of Nursing

Graduate Diploma in Substance Abuse Studies	S	Y	Y
Master of Nursing <i>incorporating</i>			
– Graduate Certificate in Cardiothoracic Nursing	S	Y	Y
– Graduate Certificate in Cancer Nursing	S	Y	Y
– Graduate Certificate in Emergency Nursing	S	Y	Y
– Graduate Certificate in Geriatric Nursing#	S	Y	Y
– Graduate Certificate in Neuroscience Nursing	S	Y	Y
– Graduate Certificate in Orthopaedic Nursing	S	Y	Y

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
– Graduate Certificate in Paediatric Nursing	S	Y	Y
– Graduate Certificate in Palliative Care Nursing	S	Y	Y
– Graduate Diploma in Cardiothoracic Nursing	S	Y	Y
– Graduate Diploma in Cancer Nursing	S	Y	Y
– Graduate Diploma in Emergency Nursing	S	Y	Y
– Graduate Diploma in Gerontic Nursing#	S	Y	Y
– Graduate Diploma in Neuroscience Nursing	S	Y	Y
– Graduate Diploma in Orthopaedic Nursing	S	Y	Y
– Graduate Diploma in Paediatric Nursing	S	Y	Y
– Graduate Diploma in Palliative Care Nursing	S	Y	Y

Master of Midwifery

incorporating

– Graduate Diploma in Midwifery S Y Y

Master of Nursing (by Research) S Y Y

Doctor of Philosophy S Y Y

#Subject to final accreditation

Note: The details of the programs, courses and subjects set out in this Handbook might change after the date of publication. To ensure that information about Faculty of Human Development courses is still accurate, contact the Faculty of Human Development Executive Officer on (03) 9688 4164.

Faculty of Arts

Higher Degrees by Research

Master of Arts by Research	S,F	Y	Y
Doctor of Philosophy by Research	S,F	Y	Y
Master of Social Work by Research	S	Y	Y

Postgraduate Programs by Coursework

Graduate Certificate in Asian and Pacific Studies (General Stream)	F	Y	Y
Graduate Certificate in Asian and Pacific Studies (Community Development Stream)	S	Y	Y
Graduate Certificate in Communication	C	Y	Y
Graduate Certificate in Women's Studies	C	N	Y
Graduate Diploma in Applied Psychology	S	Y	Y
Graduate Diploma in Asian and Pacific Studies (General Stream)	F	Y	Y
Graduate Diploma in Asian and Pacific Studies (Community Development Stream)	S	Y	Y
Graduate Diploma in Communication	C	Y	Y
Graduate Diploma in Counselling	S	N	Y
Graduate Diploma in Modern Languages			
Graduate Diploma in Psychological Studies	S	N	Y
Graduate Diploma in Women's Studies	C	N	Y
Master in Counselling	S	N	Y
Master of Arts in Asian and Pacific Studies (General Stream)	F	N	Y
Master of Arts in Asian and Pacific Studies (Community Development Stream)	S	N	Y
Master of Arts in Communication	C	Y	Y
Master of Arts in Women's Studies	C	N	Y
Master of Applied Psychology			
– Community Psychology Stream	S	Y	Y
– Sport Psychology Stream	F	Y	Y
– Health Psychology Stream	S	Y	Y
Master of Psychoanalysis	S	N	Y
Master of Psychology			
– Clinical Psychology Stream	S	Y	Y
– Clinical Neuropsychology Stream	S	Y	Y
Doctor of Psychology			
– Clinical Psychology Stream	S	Y	Y
– Clinical Neuropsychology Stream	S	Y	Y

Note: The details of the programs, courses and subjects set out in this *Handbook* might change after publication. To ensure that the information about Faculty of Arts courses is still accurate, contact the Faculty of Arts Executive Officer on (03) 9365 2369.

Faculty of Business and Law

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
Victoria Graduate School of Business			
- Master of Executive Studies (Offshore)			
- Master of Business Administration	C,P,K,D,3	Y	Y
- Master of Business Administration (International)	C		
- Doctor of Business Administration	C	Y	Y
- Master of Business by Research	C	Y	Y
- Doctor of Philosophy	C	Y	Y
School of Accounting and Finance			
- Graduate Certificate in Accounting	C,H,P,K	Y	Y
- Master of Business in Accounting	C	Y	Y
- Master of Business in Finance	C	Y	Y
- Master of Business in Professional Accounting	C,H,P,K	Y	Y
- Master of Business by Research	C	Y	Y
- Doctor of Philosophy	C	Y	Y
School of Applied Economics			
- Master of Business in Business Economics	C	Y	Y
- Master of Business in International Trade	C	Y	Y
- Master of Business in International Music and Entertainment Business	C	Y	Y
- Graduate Certificate in Statistics	C	Y	Y
- Graduate Certificate in Retail Management (Offshore)			
- Graduate Diploma in Retail Management (Offshore)			
- Master of Business in Retail Management (Offshore)			
- Master of Business by Research	C	Y	Y
- Doctor of Philosophy	C	Y	Y
School of Hospitality, Tourism and Marketing			
- Master of Business in Hospitality Management	C	Y	Y
- Master of Business in Hospitality Management (Professional Practice)	C	Y	Y
- Master of Business in Marketing	C	Y	Y
- Master of Business in Tourism Management	C	Y	Y
- Master of Business in Hospitality and Tourism Marketing	C	Y	Y
- Master of Business Electronic Commerce/Marketing	C	Y	Y
- Master of Business in Hospitality and Tourism Education	C	Y	Y
- Master of Business in Sports Tourism	C	Y	Y
- Master of Business by Research	F,C	Y	Y
- Doctor of Philosophy	F,C	Y	Y
School of Information Systems			
- Graduate Certificate in Enterprise Resource Planning Systems	C	Y	Y
- Master of Business, Enterprise Resource Planning Systems	C	Y	Y
- Graduate Diploma in Business Computing	C,R	Y	Y
- Master of Business in Information Systems	C,R	Y	Y
- Master of Business E-Commerce/Marketing	C	Y	Y
- Master of Business by Research	C	Y	Y
- Doctor of Philosophy	C	Y	Y
School of Law			
- Graduate Certificate in Australian Immigration Law	C	Y	Y
- Graduate Diploma of International Commercial Law	D,K,P,H	Y	Y
- Masters in Comparative Commercial Law	C	Y	Y
- Masters of Laws	C	Y	Y
- Masters of International Commercial Law	D,K,P,H	Y	Y
- Master of Business by Research	C	Y	Y
- Doctor of Juridical Science	C,Q	Y	Y
- Doctor of Philosophy	C	Y	Y
School of Management			
- Master of Business in Management Practice	C	Y	Y
- Master of Business in Event Management	C	Y	Y
- Master of Business in Industrial Relations/Human Resource Management	C	Y	Y
- Resource Management	C	Y	Y
- Master of Business by Research	C	Y	Y
- Doctor of Philosophy	C	Y	Y

Note: The details of the programs, courses and subjects set out in this *Handbook* might change after publication. To ensure that the information about Faculty of Business and Law courses is still accurate, contact the Faculty of Business and Law Executive Officer on (03) 9688 4471.

Faculty of Engineering and Science

	<i>Campus</i>	<i>Full-time</i>	<i>Part-time</i>
Centre for Environmental Safety and Risk Engineering			
Doctor of Philosophy	W	Y	Y
Graduate Certificate			
– Performance-based Building and Fire Codes	W	n/a	Y
Graduate Diploma			
– Building Fire Safety and Risk Engineering	W	n/a	Y
Master of Engineering (Coursework)			
– Building Fire Safety and Risk Engineering	W	n/a	Y
Master of Engineering (Research)	W	Y	Y
Master of Science in Occupational Safety and Health	W	n/a	Y
Master of Science in Occupational Hygiene	W	n/a	Y
Centre for Packaging, Transportation and Storage			
Doctor of Philosophy	W	Y	Y
Master of Engineering (Research)	W	Y	Y
Graduate Certificate			
– Intermodal Freight Systems	W	n/a	Y
School of Communications and Informatics			
Master of Engineering (Research)	F	Y	Y
Master of Science (Research)	F	Y	Y
Doctor of Philosophy	F	Y	Y
Graduate Diploma			
– Communication Systems	F	Y	Y
– Computer Science	F	Y	Y
– Computer and Mathematical Sciences	F	Y	Y
– Multimedia Information Networking	F	Y	Y
– Software Engineering	F	Y	Y
Master of Engineering Science (Coursework)			
– Computer Systems Engineering	F	Y	Y
Master of Engineering			
– Microelectronic Engineering	F	N	Y
– Electrical and Electronic Engineering			
Master of Engineering Science (Coursework)			
– Telecommunication Engineering	F	Y	Y
Master of Science			
– Computer Science (coursework)	F	Y	Y
– Computer and Mathematical Sciences (coursework)	F	Y	Y
– Software Engineering	F	Y	Y
School of Life Sciences and Technology			
Doctor of Philosophy	F,S,W	Y	Y
Graduate Diploma			
– Environmental Management	F	Y	Y
Master of Science (Coursework)			
– Environmental Management	F	Y	Y
– Food Science and Technology	W	Y	Y
Master of Science (Research)	F,S,W	Y	Y
School of the Built Environment			
Doctor of Philosophy	F	Y	Y
Master of Engineering (Research)	F	Y	Y
Graduate Certificate			
– Project Management	F	Y	Y
Graduate Diploma			
– Project Management	F	Y	Y
Master of Engineering (Coursework)			
– Project Management	F	Y	Y

Note: The details of the programs, courses and subjects set out in this *Handbook* might change after publication. To ensure that the information about Faculty of Engineering and Science courses is still accurate, contact the Faculty of Engineering and Science Executive Officer on (03) 9688 4191.

For further information about Engineering and Science courses:

Telephone: (03)9688 4191

Email: BobRitchens@vu.edu.au

Facsimile: (03)9688 4513

Internet: <http://koala.vu.edu.au/academic>.

Victoria University TAFE Courses 2002

This section lists all the courses offered by Victoria University in TAFE and higher education.

All courses are offered subject to confirmation of PETE funding and authority to conduct, and minimum enrolment levels. List correct as at October 2001.

Note: Each course name is followed by its course code. If the course also includes a name in square brackets [], this is the 'local' course title used by Victoria University.

School of Building, Electrical and Information Technology

Building and Construction Department

Certificate I in Boatbuilding15562VIC [Pre-Apprenticeship]
Certificate II in Boatbuilding15563VIC [Traineeship]
Certificate III in Boatbuilding15564VIC [Apprenticeship]
Certificate I in ConstructionBCG10198
Certificate II in General ConstructionBCG20198B [Bricklaying – Pre-Apprenticeship]
Certificate III in General Construction (Bricklaying/Blocklaying)BCG30698 [Apprenticeship]
Certificate II in General ConstructionBCG20198 [Carpentry – Pre-Apprenticeship]
Certificate III in General Construction (Carpentry – Framework/Formwork/Finishing)BCG30798 [Apprenticeship]
Carpentry and Joinery (Joinery/Stairbuilding/Shopfitting)3211CBB [Pre-Apprenticeship]
Apprenticeship Certificate in Joinery/Stairbuilding/Shopfitting20083VIC
Certificate II in Furnishing (Furniture Manufacturing Pre-Apprenticeship)2202ACC [Cabinet Making]
Certificate III in Furnishing (Cabinet Making)2302ABC [Apprenticeship]
Diploma of Building Design and DraftingSA3474
Certificate IV in Building DraftingSA3476
Diploma of BuildingSA3475
Certificate IV in BuildingSA3477
Diploma of the Built EnvironmentSA3472
Diploma of Building SurveyingSA3473

Building Services and Special Trades Department

Apprenticeship Certificate in Plumbing and Gasfitting20085VIC
Certificate I in Building and Construction (Plumbing)2102ABC
Certificate IV in Plumbing (Services Design)2402ADC
Certificate II in General Construction BCG20198P [Painting and Decorating – Pre-Apprenticeship]
Certificate III in General Construction (Painting & Decorating)BCG30498 [Apprenticeship]
Apprenticeship Certificate in Sign Industry20088VIC
Certificate II in Sign Industry20087VIC
Certificate IV in Sign Technology21000VIC

Electrotechnology Department

Certificate I in Electrical (Pre-Apprenticeship)14935VIC
Certificate III in Electrotechnology Systems ElectricianUTE31199 [Streams in Control, Energy Supply, Fire Protection, Installation and Servicing, Maritime Installation, Mining, Plant Servicing and Process]
Certificate IV in Electrical2406ANC [Motor Control Stream]
Diploma of Computer (Internetworking) Systems2506AJC
Certificate IV in Computer [Internetworking] Systems2406APC
Certificate II in Computer [Internetworking] Systems2206AJC
Certificate I in Computer [Internetworking] Systems2106AHC
Certificate III in Electrotechnology Entertainment and ServicingUTE30799 [Streams in Audio – Analogue, Audio – Digital, Electronic Appliances, and Video]
Certificate III in Electrotechnology Computer SystemsUTE30599 [Streams in Business Equipment, Control, Data Capture, Networks]
Certificate III in Electrotechnology CommunicationsUTE30499 [Streams in Broadcast, Microwave and Satellite]
Advanced Diploma in Electronics Engineering Analogue and Digital (Streams in Analogue and Digital, Communications and Medical Equipment)UTE60399
Advanced Diploma in Computer Systems EngineeringUTE60199

Information Technology Department

Certificate II in Information Technology (Computer Applications)2209ABC
 Certificate III in Information Technology (Software Applications)ICA30199 [Web Pages]
 Certificate IV in Information TechnologyICA20199
 Certificate IV in Multimedia14933VIC
 Diploma of Information Technology (Software Development)ICA50299
 Diploma of Multimedia14934VIC
 Diploma of Information Technology21104VIC [Specialising in Network and Internet Technologies]

School of Business

Administrative and Legal Studies Department

Certificate IV in Electronic Publishing2403AFC incorporating Certificate II in Desktop Publishing2203AFC
 Certificate III in Business (Legal Administration)BSA30200
 Certificate IV in Business (Legal Services)BSA40200
 Advanced Diploma of Business (Legal Practice)20055VIC
 Diploma of Business (Administration)BSA50197
 Certificate IV in Business (Administration)BSA40197
 Certificate III in Business (Office Administration)BSA30197
 Certificate II in Business (Office Administration)BSA20197

Management and Marketing Department

Diploma of Frontline ManagementQLD7042
 Certificate IV in Frontline ManagementQLD7041
 Certificate III in Frontline ManagementQLD7040
 Certificate IV in Business (Human Resource Administration)20051VICB
 Diploma of Business (Human Resource Operations)20053VICB
 Advanced Diploma of Business (Human Resource Management)20055VICB
 Advanced Diploma of Management14246ACT
 Diploma of Management14247ACT
 Certificate IV in Management14248ACT
 Certificate III in Management14249ACT
 Advanced Diploma of Business (Operations Management)20055VICC
 Diploma of Business (Operations Management)20053VICC
 Certificate IV in Business (Operations Management)20051VICC
 Certificate IV in Business (Advertising)20051VICA
 Diploma of Business (Advertising)20053VICA
 Advanced Diploma of Business (Advertising)20055VICA
 Advanced Diploma of Business (Marketing)20055VICF
 Diploma of Business (Marketing)20053VICF
 Certificate IV in Business (Sales and Marketing)20051VICF
 Advanced Diploma of Business (International Business)20055VICE
 Diploma of Business (International Trade)20053VICE
 Certificate IV in Business (International Trade)20051VICE
 Advanced Diploma of Business (Public Relations)20055VIC-D

Financial Services Department

Certificate III in Financial ServicesFNB30199
 Advanced Diploma in AccountingFNB60299
 Diploma in AccountingFNB50299
 Diploma of Business (Banking and Finance)90025NSW
 Course in Real Estate for Agents' Representatives2004AAA
 Certificate IV in Business (Estate Agency Practice)2404ADA
 Course in Introduction to Call Centre Operations BBI07
 Certificate II in Telecommunications (Call Centres)ICT20499
 Certificate III in Telecommunications (Call Centres)ICT30599
 Certificate IV in Telecommunications (Call Centres)ICT40599
 Diploma in Customer Contact Management3113BBCCM0 *[contact Department for details]*

Western Business Enterprise Centre

Certificate II in Security (Guarding)PRS20198
 Certificate III in Security (Guarding)PRS30198
 Certificate III in Small Business Management2304ACC
 Certificate IV in Small Business Management15703SA
 Diploma of Small Business Management15702SA
 Certificate IV in Business Facilitation3113WSB57

School of Engineering, Science and Industrial Skills

Automotive and Fabrication Department

Certificate I in EngineeringMEM10198F
 Certificate II in Engineering (Production)MEM20198F
 Certificate II in Engineering (Production Technology)MEM20298F
 Certificate III in Engineering (Production Systems)MEM30198F
 Certificate III in Engineering (Fabrication Trade)MEM30398 [Light and Heavy]
 Certificate IV in Engineering Technology20018VICF [Fabrication]
 Advanced Diploma of Engineering Technology20020VICF [Fabrication]
 Diploma of Engineering Technology20019VICF [Fabrication]
 Certificate I in AutomotiveAUR10199
 Certificate II in Automotive Administration (Clerical)AUR20199
 Certificate II in Automotive Mechanical (Driveline)AUR20999
 Certificate II in Automotive Mechanical (Exhaust Fitting and Repair)AUR21099
 Certificate II in Automotive Mechanical (Radiator Repairs)AUR21299
 Certificate II in Automotive Mechanical (Steering and Suspension)AUR21399
 Certificate II in Automotive Mechanical (Tyre Fitting and Repair Light)AUR21599
 Certificate II in Automotive Mechanical (Underbody)AUR21699
 Certificate II in Automotive Mechanical (Vehicle Servicing)AUR21799
 Certificate II in Automotive Technology21110VIC
 Certificate III in Automotive – Repair, Services and Retail2306AGB [Streams in Light Vehicle Mechanic, Panel Beating, Vehicle Painting]
 Certificate III in Automotive Mechanical (Automotive Transmission)AUR30299
 Certificate III in Automotive Mechanical (Brakes)AUR30399
 Certificate III in Automotive Mechanical (Diesel Fuel Specialist)AUR30599
 Certificate III in Automotive Mechanical (Driveline)AUR30699
 Certificate III in Automotive Mechanical (Light Vehicle)AUR31099
 Certificate III in Automotive Mechanical (Motor Cycle)AUR31199
 Certificate II in Automotive Sales (Automotive Aftermarket)AUR21999
 Certificate II in Automotive Sales (Replacement Parts and Accessories)AUR22099
 Certificate II in Automotive Sales (Vehicle)AUR22299
 Certificate II in Automotive Sales (Warehousing)AUR22399
 Certificate III in Automotive Sales (Parts Interpretation)AUR31399
 Certificate II in Automotive Vehicle Body (Accessory Fitting - Mechanical)AUR22499
 Certificate II in Automotive Vehicle Body (Detailing)AUR22599
 Certificate II in Automotive Vehicle Body (Dismantling)AUR22699
 Certificate II in Automotive Vehicle Body (Paint/Panel Preparation)AUR22899
 Certificate II in Automotive Vehicle Body (Window Tinting)AUR22999
 Certificate III in Automotive Vehicle Body (Panel Beating)AUR31699
 Certificate III in Automotive Vehicle Body (Vehicle Painting)AUR31899
 Certificate IV in AutomotiveAUR40199
 Certificate II in Bicycles (Services)AUR23099
 Certificate III in Bicycles (Mechanics)AUR31999
 Certificate III in Bicycles (Sales)AUR32099
 Certificate II in Marine (Sales)AUR23199
 Certificate II in Marine (Services)AUR23299
 Certificate III in Marine (Installation)AUR32199
 Certificate III in Marine (Mechanics)AUR32299
 Certificate III in Marine (Sales)AUR32399
 Certificate II in Outdoor Power Equipment (Services)AUR23399
 Certificate III in Outdoor Power Equipment (Mechanics)AUR32499
 Certificate III in Outdoor Power Equipment (Sales)AUR32599

Industrial Skills Training Centre

Course in Cranes *[contact Department for details]*
 Course in Rigging – Basic *[contact Department for details]*
 Course in Rigging – Intermediate *[contact Department for details]*
 Course in Rigging – Advanced *[contact Department for details]*
 Course in Safe Lifting (Load Slinging)*[contact Department for details]*
 Course in Scaffolding – Basic *[contact Department for details]*
 Course in Scaffolding – Limited Height *[contact Department for details]*
 Course in Scaffolding – Intermediate *[contact Department for details]*
 Course in Scaffolding – Advanced *[contact Department for details]*
 Course in Dogging *[contact Department for details]*

Course in Earthmoving *[contact Department for details]*
 Course in Trench Shoring and Safety *[contact Department for details]*
 Course in Forklift Operating *[contact Department for details]*
 Course in Elevating Platform Vehicle Operators *[contact Department for details]*
 Driver Training *[contact Department for details]*
 Driver Education *[contact Department for details]*
 Certificate III in Civil Construction (Plant)BCC30198
 Certificate III in General Construction BCG31398
 Certificate I in Transport and Distribution (Warehousing)TDT10197
 Certificate II in Transport and Distribution (Warehousing)TDT20197
 Certificate III in Transport and Distribution (Warehousing)TDT30197
 Certificate I in Transport and Distribution (Road Transport)TDT10297
 Certificate III in Transport and Distribution (Road Transport)TDT30297
 Certificate II in Transport and Distribution (Road Transport)TDT20297
 Certificate III in Transport and Distribution (Mobile Crane Operations)TDT30998
 Certificate IV in Transport and Distribution (Mobile Crane Operations)TDT40998
 Certificate III in Road Transport (Motor Vehicle Driving Instruction)2311AEA
 Course in Dangerous Goods2011ADC

Mechanical Manufacturing and Civil Engineering Department

Certificate I in Engineering Technology2106AIC
 Certificate I in EngineeringMEM10198
 Certificate II in Engineering (Production)MEM20198
 Certificate II in Engineering (Production Technology)MEM20298
 Certificate III in Engineering (Production Systems)MEM30198
 Certificate III in Engineering (Mechanical Trade)MEM30298
 Certificate III in Engineering (Technician)MEM30598
 Certificate IV in Engineering Technology20018VIC
 Certificate IV in Engineering (Higher Engineering Trade)MEM40198
 Diploma of Engineering Technology20019VIC [Streams in Civil, Manufacturing, Mechanical, and Mechatronics]
 Advanced Diploma of Engineering Technology20020VIC [Streams in Civil, Manufacturing, Mechanical, and Mechatronics]
 Advanced Diploma of Engineering Technology (Principal Technical Officer)14309VIC [Streams in Civil, Manufacturing, Mechanical, and Mechatronics]

Science and Food Technology Department

Certificate II in Science (Bridging)2212AMC
 Certificate III in Science (Bridging)2312ACC
 Certificate II in Animal StudiesRUV20198
 Certificate III in Animal StudiesRUV30198
 Certificate III in Animal TechnologyQLD3757
 Certificate IV in Animal Technology2411ARC
 Diploma of Applied Science (Animal Technology)QLD3522
 Certificate IV in Veterinary NursingRUV40198
 Certificate III in Occupational Health & SafetyQLD1893
 Certificate IV in Occupational Health & SafetyQLD1892
 Diploma of Occupational Health & SafetyQLD1891
 Certificate III in Health (Hospital Pharmacy Technician)2307AEC
 Certificate IV in Food Technology2406ASC
 Certificate IV in Transport and Distribution (Warehousing)TDT40197
 Diploma of Transport Distribution (Logistics)TDT51098
 Advanced Diploma of Transport Distribution (Logistics)TDT61098
 Certificate III in Laboratory SkillsQLD3758
 Certificate IV in Laboratory TechniquesPML40199
 Diploma of Laboratory TechnologyPML50199
 Diploma of Laboratory Technology (Process Manufacturing Testing)PML50199
 Diploma of Laboratory Technology (Pathology Testing)PML50199
 Diploma of Laboratory Technology (Biological and Environmental Testing)PML50199
 Diploma of Laboratory Technology (Food Testing)PML50199
 Advanced Diploma of Laboratory OperationsPML60199
 Certificate II in HorticultureRUH20198
 Certificate II in Horticulture (Production)RUH20898
 Certificate II in Horticulture (Nursery)RUH20598
 Certificate II in Horticulture (Arbiculture)RUH20298
 Certificate II in Horticulture (Landscape)RUH20498
 Certificate II in Horticulture (Turf Management)RUH20798
 Certificate II in Horticulture (Floriculture)RUH20398
 Certificate II in Horticulture (Landscape)RUH20498
 Diploma in Natural Resource Management2509ACC

School of Further Education and Employment Services

Adult Literacy and Work Education Department

Certificate I in General Education for Adults (Foundation)2112AFC
Certificate II in General Education for Adults2212AKC
Certificate II in General Education for Adults (Further Study)2212ALC
Specialised Programs
Certificate I in Vocational Studies (Transport and Distribution)15598VIC
Diploma of Further Education21015VIC
Certificate IV in Further Education21014VIC
Certificate I in Work Education21108VIC

Arts and Preparatory Programs Department

Diploma of Arts (Small Companies and Community Theatre)21052VIC
Diploma of Arts (Professional Writing and Editing)21124VIC
Certificate IV in Professional Writing and Editing21123VIC
Access Program – Women2100KFM
Science for Nurses2290HZB [Gateway to Nursing and the Health Sciences]Preparation for Tertiary Studies [Arts]2200LZO
Certificate I in ESL Access14378VIC
Certificate II in ESL Access14379VIC
Certificate I in General Education for Adults (Foundation)2112AFC
Certificate II in General Education for Adults2212AKC
Certificate II in General Education for Adults (Further Study)2212ALC
Diploma of Liberal Arts2503ANC
Certificate IV in Liberal Arts2403AGC
Adult Victorian Certificate of Education (VCE)2200LZV

Music Programs

Certificate IV in Music Industry Skills (Performance/Composition)13057VIC
Certificate IV in Music Industry Skills (Sound Production)14266VIC
Diploma of Sound Production14475VIC
Diploma of Contemporary Music (Performance/Composition)13058VIC
Certificate IV in Music Industry (Business)CUS40301

Language Studies Department

Certificate IV in ESL(Academic Purposes)14374VIC
Certificate IV in ESL(Vocational Purposes)14377VIC
Certificate IV in ESL(Access)14381VIC
Certificate II in ESL(Academic Purposes)14372VIC
Certificate II in ESL(Vocational Purposes)14375VIC
Certificate II in ESL(Access)14379VIC
Certificate III in ESL(Academic Purposes)14373VIC
Certificate III in ESL(Vocational Purposes)14376VIC
Certificate III in ESL(Access)14380VIC
Certificate I in ESL (Access)14378VIC
English as a Second Language2100LDL [Academic Purposes]

School of Human Services, Art and Multimedia

Art, Design and Multimedia Department

Diploma of Arts (Graphic Arts)12861VIC
 Diploma of Arts (Visual Art)12857VIC
 Certificate IV in Arts (Applied Design)15727VIC
 Advanced Diploma of Art (Electronic Design and Interactive Media)2603AAC
 Advanced Diploma of Arts (Graphic Design)12862VIC
 Certificate II in Arts (Interactive Multimedia)2203AGB

Child Studies Department

Diploma of Community Services (Children's Services)CHC50399
 Certificate IV in Community Services (Children's Services)CHC40399
 Certificate III in Community Services (Children's Services)CHC30399
 Advanced Diploma in Community Services (Children's Services)CHC60399

Health Services Unit

Certificate IV in Health (Nursing)2407ADC
 Certificate IV in Pathology Collection2407ALC

Library Studies Unit

Diploma in Library and Information ServicesCUL50199
 Certificate III in Library and Information ServicesCUL30199

Social and Community Studies Department

Diploma of Community Services (Welfare Studies)2507ABC
 Diploma of Social Science (Justice)2504ACC
 Certificate IV of Social Science (Justice)2404AIC
 Diploma of Community Services (Community Work)CHC50699
 Diploma of Community Services (Youth Work)CHC50999
 Diploma of Business (Community Services and Health Management)2504AIC
 Diploma of Community Services (Disability Work)CHC50799
 Diploma of Community Services (Alcohol and Other Drugs Work)CHC50299
 Certificate III in Community Services (Disability Work)CHC30799
 Certificate IV in Community Services (Disability Work)CHC40799
 Certificate II in Community Services (Community Work)CHC20499
 Certificate III in Community Services (Community Work)CHC30699
 Certificate IV in Community Services (Aged Care Work)CHC40199
 Diploma in Counselling3113GWD40

Sport and Recreation Department

Graduate Certificate in Career Counselling for Elite Performers (Dance/Music/Sport)[contact Department for details]
 Certificate III in FitnessSRF30201 [contact Department for details]
 Certificate II in Sport and RecreationSRO20199
 Certificate III in Sport and RecreationSRO30199
 Certificate IV in Sport and RecreationSRO40199
 Certificate IV in Sport (Development)SRS40399
 Certificate IV of Sports Science (Golf)3113SRG35
 Diploma of Sports Science (Golf)3113SRG36
 Diploma of Sport and RecreationSRO50199
 Certificate III in Racing (Greyhound) – Kennelhand level 2RGR30598

School of Hospitality and Personal Services

Personal Services Department

Certificate II in Modelling2211ARC
 Certificate II in Nail TechnologyWRB20199
 Certificate III in BeautyWRB30199
 Certificate IV in Beauty TherapyWRB40199
 Diploma of Beauty TherapyWRB50199
 Certificate II in Retail Cosmetic AssistantWRB20399
 Diploma of Entertainment (Makeup)CUE50798
 Certificate III in Health Science (Therapeutic Massage)3113BT001

Certificate IV in Health Science (Remedial Massage)3113BT002
Diploma of Health Science (Massage)WAO350
Certificate II in HairdressingWRH20100
Certificate III in HairdressingWRH30100
Certificate IV in HairdressingWRH40100
Certificate I in Retail OperationsWRR10197
Certificate II in Retail OperationsWRR20197
Certificate III in Retail OperationsWRR30197
Certificate IV in Retail ManagementWRR40197
Diploma of Retail ManagementWRR50197

Hospitality and Tourism Department

Certificate I in Hospitality (Kitchen Operations)THH11197
Certificate I in Hospitality (Operations)THH11097
Certificate II in Hospitality (Operations)THH21897 [Food and Beverage Services]
Certificate II in Hospitality (Operations)THH21897 [Housekeeping/Front Office]
Certificate II in Hospitality (Commercial Cookery)THH21297
Certificate III in Hospitality (Commercial Cookery)THT31597
Certificate III in Hospitality (Accommodation Services)THH32897
Certificate IV in Hospitality (Food and Beverage Supervision)THH42397
Diploma of Hospitality (Management)THH51297
Advanced Diploma of Hospitality (Management)THH60297
Certificate IV in Tourism (Team Leading)THT40298
Certificate IV in Tourism (Sales and Marketing)THT40198
Certificate III in Tourism (Visitor Information Services)THT30698
Certificate III in Tourism (Tour Operations)THT30498
Certificate III in Tourism (Retail Travel Sales)THT30298
Diploma of Tourism (Marketing and Product Development)THT50198
Advanced Diploma of Tourism ManagementTHT60198 [Marketing and Product Development]
Diploma of Tourism (Operations Management)THT50398
Advanced Diploma of Tourism ManagementTHT60198 [Operations Management]