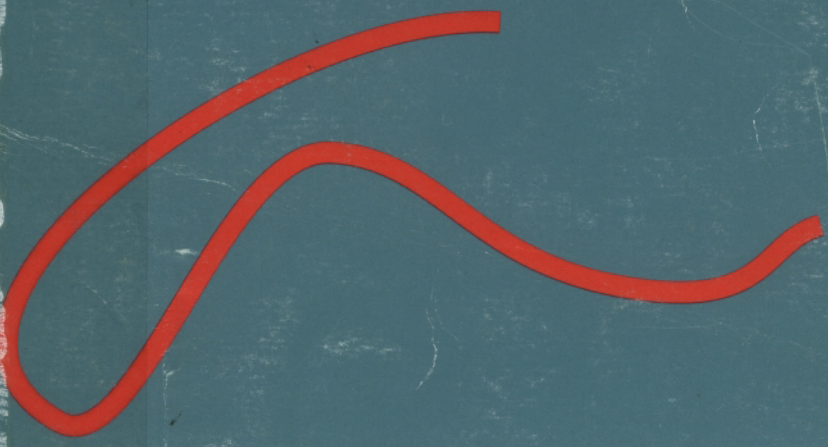


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# BUS

Business  
Faculty Handbook  
1995



# Business Faculty Handbook **1995**

The University attempts to ensure that the information contained in the handbook is correct as at 4 November 1994. The University reserves the right to vary any matter described in the handbook at any time without notice.



**Equal opportunity**

It is University policy to provide equal opportunity for all, regardless of race, sex, marital status, physical ability, sexual preference, age, political conviction or religious belief. The University also has an ethnic affairs policy to ensure that the University community is sensitive to the multicultural nature of Australian society and the cultural diversity within the University.

**Free speech**

The University supports the right to freedom of speech and the rights of its members to contribute to the diversity of views presented in our society.

**Non-discriminatory language**

UTS has adopted the use of non-discriminatory language as a key strategy in providing equal opportunity for all staff and students. Guidelines for the use of non-discriminatory language have been developed and all members of the University community are encouraged to use them.

**Editorial and production:**

Corporate Responsibilities Unit  
University Secretary's Division

**Design:**

UTS News and Design Services

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## UNIVERSITY OF TECHNOLOGY, SYDNEY

### ADDRESSES AND TELEPHONE NUMBERS

#### POSTAL ADDRESS

PO Box 123  
Broadway  
NSW 2007 Australia

Telephone – all campuses except School  
of Legal Practice: (02) 330 1990  
International: +61 2 330 1990  
Fax: (02) 330 1551  
Telex: AA 75004

#### STREET ADDRESSES

##### City campus

- Broadway  
No. 1 Broadway, Ultimo  
702–730 Harris Street, Ultimo
- Haymarket  
Corner Quay Street and  
Ultimo Road, Haymarket, Sydney
- Blackfriars  
Blackfriars Street, Chippendale
- Smail Street  
3 Smail Street, Ultimo
- Wembley House  
839–847 George Street, Sydney
- 645 Harris Street, Ultimo
- Bulga Ngurra, 23–27 Mountain Street  
Ultimo
- 82–84 Ivy Street, Chippendale

##### Kuring-gai campus

Eton Road  
Lindfield  
(PO Box 222, Lindfield NSW 2070)

##### St Leonards campus

- Dunbar Building  
Corner Pacific Highway and  
Westbourne Street, Gore Hill
- Clinical Studies, Centenary Lecture  
Theatre and West Wing  
Reserve Road, Royal North Shore  
Hospital
- Gore Hill Research Laboratories  
Royal North Shore Hospital
- School of Legal Practice (College of Law)  
Corner Chandos and Christie Streets  
St Leonards  
Telephone: (02) 965 7000

##### Yarrowood Conference and Research Centre

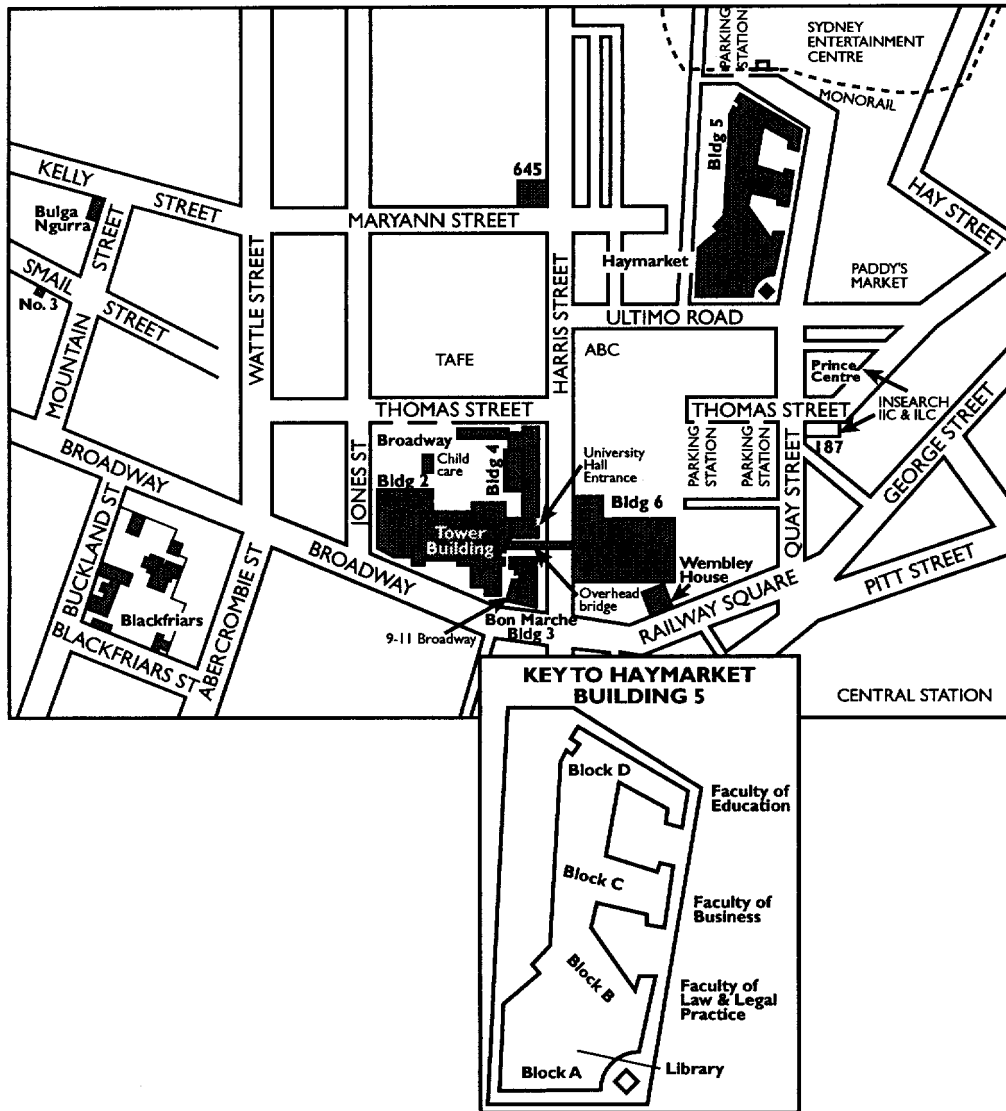
Hawkesbury Road  
Yarramundi 2753

##### Stroud

Lot AFP 161894  
The Bucketts Way  
Booral 2425

## CAMPUS MAPS

### CITY CAMPUS



#### City campus

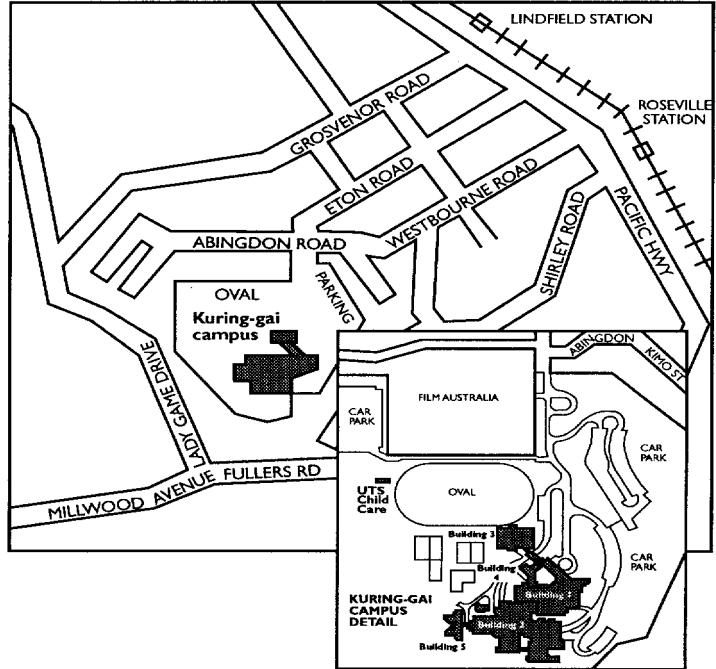
- Broadway  
No.1 Broadway, Ultimo  
702-730 Harris Street, Ultimo
- Haymarket  
Corner Quay Street and Ultimo Road  
Haymarket, Sydney
- Smail Street  
3 Smail Street, Ultimo
- Wembley House  
839-847 George Street  
Sydney
- 645 Harris Street, Ultimo
- Bulga Ngurra, 23-27 Mountain Street  
Ultimo
- 82-84 Ivy Street, Chippendale

## CAMPUS MAPS

### Kuring-gai campus

Eton Road  
Lindfield

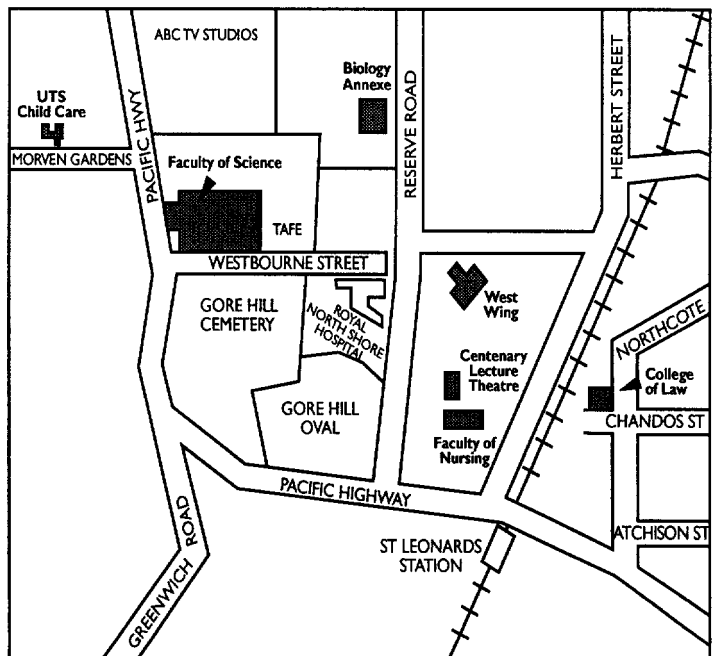
### KURING-GAI CAMPUS



### St Leonards campus

- School of Biological and Biomedical Sciences  
Dunbar Building  
Corner Pacific Highway and Westbourne Street  
Gore Hill
- Clinical Studies, Centenary Lecture Theatre and West Wing  
Reserve Road, Royal North Shore Hospital
- Gore Hill Research Laboratories  
Royal North Shore Hospital
- School of Legal Practice (College of Law)  
Corner Chandos and Christie Streets  
St Leonards

### ST LEONARDS CAMPUS



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## PREFACE

This handbook is one of a suite of twelve publications comprising the *University Calendar*, the *Student Information Guide* and ten handbooks: Business; Design, Architecture and Building; Education; Engineering; Humanities and Social Sciences; International Studies; Law and Legal Practice; Mathematical and Computing Sciences; Nursing; and Science. Each handbook provides general information about the faculty as well as detailed information on the courses and subjects offered.

The *Calendar* contains the University By-law, which all students should read. It also contains a list of the University's courses, giving the name, abbreviation and title as indicated on the testamur. Copies of the *Calendar* are held in the University Library and in faculty offices, and may be purchased at the Co-op Bookshop.

Copies of the *Student Information Guide* are provided free to students at enrolment. You should make sure that you read the student rules published in the guide. Information on the rights and responsibilities of students and on the services and facilities available is also given. The guide will assist you in your dealings with the University's administration and tell you whom to contact if you have a problem or need advice. Other publications providing information of a general nature are the *UAC Guide*, and the *UTS Undergraduate and Postgraduate Studies Guides*, all of which are available from the UTS Information Service.

For further information not provided in any of the publications mentioned e.g. additional information on courses, methods of assessment and book lists, you should contact the UTS Information Service or your Faculty office. If in doubt, don't hesitate to ask.

We hope you will enjoy your time as a student at UTS and wish you well in your studies.

## FACULTY MISSION STATEMENT

The mission of the Faculty of Business is to provide higher education aimed at enhancing professional practice in management-related occupations in business, industry, government and the community, and to create, apply and extend knowledge for the benefit of the community and the welfare of society.

In accordance with the University's charter the Faculty offers courses under different patterns of study to students from a diversity of backgrounds, interacting closely with the professions, business, government and community organisations and provides innovative, relevant and high quality programs of teaching, scholarship, research, consulting and continuing education and by doing so anticipates and meets the needs of its various clients and stakeholders.

## MESSAGE FROM THE DEAN

It is with pleasure that I welcome you to the Faculty of Business.

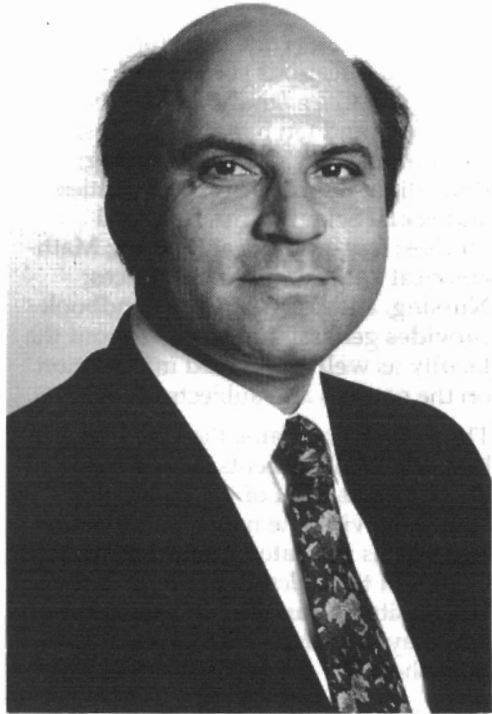
The Faculty of Business is one of Australia's largest fully integrated business faculties. With an enrolment of 5,200 students, the Faculty of Business accounts for approximately 25 per cent of the entire UTS student population.

The Faculty of Business had its beginnings 27 years ago when business studies were first offered in 1967. Since then, the Faculty has developed a reputation for its high quality educational programs and now offers an extensive range of programs at both graduate and undergraduate level.

Our graduates are considered by industry to be among the best in Australia. Our partnerships with industry and the professions, in Australia and internationally, ensure our programs have the right balance between theory and practical application.

There are over 120 full-time academic staff in the Faculty who are committed to academic excellence in the practical and theoretical professional training they provide, always keeping up to date with changes and new ideas in their fields. Part-time lecturers with a diversity of relevant experience also enrich the teaching.

On behalf of the staff of the Faculty of Business, I wish you every success with your studies and trust that your time here will be a rewarding experience.



Professor Serge Mukhi  
Dean

## PRINCIPAL DATES FOR 1995<sup>1</sup>

### AUTUMN SEMESTER

#### January

- 3 Enrolment day for Summer schools
- 4 School of Legal Practice enrolment day at St Leonards campus
- 9 Release of HSC results
- 13 Formal supplementary examinations for 1994 Spring semester students
- 17 Closing date for changes of preference to the Universities Admissions Centre (UAC) from 1994 NSW HSC applicants (by 4.30 p.m.)
- 19–31 Enrolment of postgraduate students, continuing undergraduate students and new direct entry students at City campus
- 26 Australia Day – public holiday
- 27 Public school holidays end

#### February

- 1–6 Enrolment of new undergraduate (UAC) students at City campus
- 7–17 Enrolment of postgraduate students, continuing undergraduate students and new direct entry students at City campus
- 27 Classes begin

#### March

- 10 Last day to enrol in a course or add subjects  
Last day to change to 'pay now / up-front' HECS payment

- 24 Last day to apply for leave of absence without incurring student fees/charges
- 31 HECS Census Date  
Last day to withdraw from a subject without financial penalty

#### April

- 7 Last day to withdraw from a course or subject without academic penalty<sup>2</sup>
- 14 Public school holidays begin  
Good Friday
- 17 Easter Monday
- 18–21 Vice-Chancellors' Week (non-teaching)
- 19 Graduation period begins
- 21 Public school holidays end  
Provisional examination timetable available
- 25 Anzac Day
- 28 Last day to apply to graduate in Spring semester 1995

#### May

- 5 Graduation period ends
- 12 Examination Masters due
- 26 Final examination timetable available
- 31 Closing date for undergraduate and postgraduate applications for Spring semester

#### June

- 12 Queen's Birthday – public holiday
- 13–29 Formal examination period
- 30 Autumn semester ends

<sup>1</sup> Information is correct as at 15 November 1994. The University reserves the right to vary any information described in Principal Dates for 1995 without notice.

<sup>2</sup> HECS/Postgraduate course fees will apply after the HECS Census Date.

## SPRING SEMESTER

### July

- 3 Public school holidays begin
- 3–7 Vice-Chancellors' Week (non-teaching)
- 10–14 Formal alternative examination period for Autumn semester students
- 14 Public school holidays end
- 21 Release of Autumn semester examination results
- 24 Formal supplementary examinations for Autumn semester students
- 24–28 Confirmation of Spring semester programs
- 25–26 Enrolment of new and readmitted students and students returning from leave/concurrent study
- 31 Classes begin

### August

- 1 Applications available for undergraduate and postgraduate courses
- 4 Last day to withdraw from full year subjects without academic penalty<sup>2</sup>
- 11 Last day to enrol in a course or add subjects  
Last day to change to 'pay now/up-front' HECS payment
- 25 Last day to apply for leave of absence without incurring student fees/charges (Spring enrolments only)
- 31 HECS Census Date  
Last day to withdraw from a subject without financial penalty  
Last day to apply to graduate in Autumn semester 1996

### September

- 8 Last day to withdraw from a course or subject without academic penalty<sup>2</sup>

- 22 Provisional timetable available
- 25 Public school holidays begin  
Graduation period begins
- 25–29 Vice-Chancellors' Week (non-teaching)
- 29 Closing date for undergraduate applications via UAC (without late fee)  
Closing date for inpUTS Special Admission Scheme applications  
Graduation period ends  
Closing date for postgraduate applications (*to be confirmed*)

### October

- 2 Labour Day – public holiday
- 6 Public school holidays end
- 13 Examination Masters due
- 27 Final examination timetable available
- 31 Closing date for postgraduate research and course award applications  
Closing date for undergraduate applications via UAC (with late fee)  
Closing date for undergraduate applications direct to UTS (without late fee)

### November

- 13–30 Formal examination period

### December

- 1 Spring semester ends
- 11–15 Formal alternative examination period for Spring semester students
- 18 Public school holidays begin
- 22 Release of Spring semester examination results

<sup>2</sup> HECS/Postgraduate course fees will apply after the HECS Census Date.

## THE FACULTY OF BUSINESS

The Faculty of Business is located on two campuses – the City campus (Haymarket) and the Kuring-gai campus (Lindfield).

The Faculty consists of five discipline-based Schools – Accounting, Finance and Economics, Management, Marketing, and Leisure and Tourism Studies. The Graduate School of Business provides administrative oversight for all the Faculty's postgraduate courses.

### LOCATIONS AND CONTACTS

#### FACULTY OF BUSINESS INFORMATION OFFICES

##### City campus (Haymarket)

Room C116 (at the entrance to the Faculty)

Level 1, Building 5, City campus (Haymarket)

Quay Street, Haymarket

Telephone: 330 3500

Fax: 330 3558

Hours: 9.00 a.m. – 6.00 p.m.  
Monday – Thursday  
9.00 a.m. – 5.00 p.m.  
Friday  
(Any forms you may require are available outside the office at any time.)

Address: PO Box 123 Broadway  
NSW 2007

##### Kuring-gai campus (Lindfield)

Room 1.546 (straight ahead from the main entrance to the campus)

Level 5, Building 1, Kuring-gai campus (Lindfield)

Eton Road, Lindfield

Telephone: 330 5355

Fax: 330 5526

Hours: 9.00 a.m. – 6.00 p.m.  
Monday – Thursday  
9.00 a.m. – 5.00 p.m.  
Friday

Address: PO Box 222 Lindfield  
NSW 2070

#### SCHOOL OFFICES

All School offices are open between the hours of 9.00 a.m. and 5.00 p.m. with the exception of the School of Marketing (City campus) and the Graduate School of Business which are open from 9.00 a.m. to 5.30 p.m.

Enquiries regarding lectures, assignments, and the consultation times of lecturers on both campuses should be directed to the School offices during business hours.

##### School of Accounting

Level 3, Building 5C  
Quay Street, Haymarket  
City campus

Telephone: 330 3562

Fax: 281 9256

##### School of Finance and Economics

Level 4, Building 5C  
Quay Street, Haymarket  
City campus

Telephone: 330 3627

Fax: 330 3636

##### School of Leisure and Tourism Studies

Level 2, Building 5, Room 204  
Eton Road, Lindfield  
Kuring-gai campus

Telephone: 330 5497

Fax: 330 5195

##### School of Management

Level 4, Building 5C  
Quay Street, Haymarket  
City campus

Telephone: 330 3600

Fax: 330 3602

##### School of Marketing

Level 2, Building 5C  
Quay Street, Haymarket  
City campus

Telephone: 330 3522

Fax: 330 3535

**Graduate School of Business**

Level 5, Building 5B  
Quay Street, Haymarket  
City campus

Telephone: 330 3552

Fax: 330 3554

**UTS INFORMATION SERVICE**

Foyer, Tower Building  
Level 4, Building 1, City campus  
(Broadway)

Telephone: 330 1222

Hours: 8.30 a.m. – 6.00 p.m.  
Monday – Thursday  
8.30 a.m. – 4.00 p.m.  
first Friday of the month  
8.30 a.m. – 5.00 p.m.  
other Fridays

**KURING-GAI STUDENT CENTRE**

Level 6, Building 1, Kuring-gai campus

Telephone: 330 5555

Hours: 8.30 a.m. – 4.30 p.m.  
Monday – Friday

**Enquiries Counter**

Level 5, Building 1, Kuring-gai campus

Telephone: 330 5320

Hours: 9.00 a.m. – 9.00 p.m.  
Monday – Thursday  
9.00 a.m. – 5.00 p.m.  
Friday

**COURSES AVAILABLE**

The Faculty of Business offers a range of award courses at both undergraduate and postgraduate levels.

**Undergraduate courses**

Bachelor of Business with majors in:

- Accounting
- Banking
- Economics
- Finance
- Finance and Economics
- International Business
- Management
- Marketing

Bachelor of Business with combined majors in:

- Accounting and Finance
- Banking and Management
- Finance and Management
- Finance and Marketing
- Marketing and Management

Bachelor of Business (Honours) in:

- Accounting
- Finance and Economics
- Management
- Marketing

Bachelor of Accounting

Bachelor of Accounting (Honours)

Bachelor of Arts in:

- Human Movement Studies
- Leisure Studies
- Tourism Management

Bachelor of Arts (Honours) in Leisure Studies

Bachelor of Manufacturing Management

Associate Diploma in Community Organisations

**Undergraduate courses offered in conjunction with other faculties**

Bachelor of Business/Bachelor of Laws

Bachelor of Mathematics and Finance

Double Degree in Business and Computing Science

**Postgraduate courses**

Doctor of Philosophy in:

- Accounting
- Finance and Economics
- Leisure and Tourism Studies
- Management
- Marketing

Master of Business (by thesis) in:

- Accounting
- Finance and Economics
- Management
- Marketing

Master of Business Administration

Graduate Diploma in Business Administration

Graduate Certificate in Business Administration

Accounting

Master of Business in Accounting  
 Master of Business in Accounting and Finance  
 Graduate Diploma in Accounting and Finance  
 Graduate Certificate in Financial Controllership  
 Graduate Certificate in Strategic Management Accounting

Banking and Finance

Master of Business in Banking and Finance  
 Graduate Diploma in Banking and Finance  
 Graduate Certificate in Banking  
 Graduate Certificate in Financial Studies

Employment Relations

Master of Business in Employment Relations  
 Graduate Diploma in Employment Relations

Information Technology (with Faculty of Mathematical and Computing Sciences)

Master of Business in Information Technology Management  
 Graduate Diploma in Information Technology Management  
 Graduate Certificate in Information Technology Management

Leisure and Tourism Studies

Master of Arts in Arts Management (by coursework or thesis)  
 Master of Arts in Leisure Studies (by coursework or thesis)  
 Master of Arts in Sports Studies (by coursework or thesis)  
 Master of Arts in Tourism Studies (by coursework or thesis)  
 Graduate Diploma in Arts Management  
 Graduate Diploma in Leisure Management  
 Graduate Diploma in Sports Management

Graduate Diploma in Tourism Management

Graduate Certificate in Sports Management

Local Government Management (with Faculty of Engineering)

Master of Local Government Management

Management

Master of Management  
 Master of Management (Community)  
 Master of Management (Public)  
 Graduate Diploma in Management  
 Graduate Certificate in Management

Marketing

Master of Business in International Marketing  
 Master of Business in Marketing  
 Graduate Diploma in Marketing

Operations Management

Master of Business in Operations Management  
 Graduate Diploma in Operations Management

Purchasing and Materials Management

Graduate Diploma in Purchasing and Materials Management  
 Graduate Certificate in Purchasing and Materials Management

## **IMPORTANT STUDENT INFORMATION ON RULES AND PROCEDURES**

The University's Rules are published in the UTS *Calendar*. The rules relating to students are also reproduced in the *Student Information Guide*, a copy of which is provided to every student at enrolment. If you require advice about any of the following rules and procedures, please contact the Faculty information offices on either campus.



## **ATTENDANCE AT CLASSES**

Most subjects have prescribed attendance requirements and these must be adhered to for satisfactory completion of the subject. Should you have difficulties due to work commitments or illness, contact the University as soon as possible (see Rule 2.5 for details).

## **LEAVE OF ABSENCE**

Students may apply to the University for leave periods up to a total of four semesters. Students are not usually granted leave unless they have successfully completed at least one subject (see Rule 2.11 for details).

## **ADDING AND DELETING SUBJECTS FROM YOUR PROGRAM**

There are specific deadlines for adding and deleting subjects in each semester (see the Faculty information offices on either campus for further information or Rule 2.10). Failure to notify the University of your intention to alter your program could result in a failure in the subject as well as incurring the HECS liability for the subject.

Changes to your program after this date will be considered, but only in exceptional circumstances.

## **ILLNESS OR MISADVENTURE DURING THE SEMESTER**

Students may apply for special consideration in relation to their performance in an examination or difficulty in meeting an assessment requirement. Such requests should be made on the appropriate form available from the Faculty information offices on both campuses (see Rule 2.21 for important details).

## **EXAMINATIONS**

### **Conduct of examinations**

Students are strongly urged to read Rule 2.17 for details of what is required of them in relation to examination attendance and conduct.

### **Illness or misadventure during an examination**

Students who attend an examination but are prejudiced by circumstances beyond their control from performing at their optimum level, should make the University aware of their circumstances no later than one working day after the examination (see Rule 2.18 for important details). All submissions should be supported by documentary evidence where possible.

### **Absence from an examination**

Students who are unexpectedly unable to attend an examination must notify the University of their situation no later than three working days after the date of the examination. All submissions must be supported by documentary evidence where possible. Failure to note the correct examination time does not warrant grounds for a further assessment (see Rule 2.19 for important details).

### **Examination malpractice**

For information on the procedures taken in a case of suspected malpractice in an examination see Rules 2.23 and 2.24.

### **Special examinations**

Special examinations may be granted under certain circumstances; see Rule 2.20.

### **Special examination conditions**

A variety of special examination conditions may be provided to students with special needs or disabilities. An extension of time in examinations may also be granted in certain circumstances for a disability or language difficulties.

## **APPEALS AGAINST ASSESSMENT**

Provision is made for students to appeal against an assessment grade. For further information see Rule 2.26 and obtain an Appeal Against Assessment Grade form from the Faculty information offices, or the UTS Information Service at Broadway, or the Kuring-gai Student Centre.

## COURSE TRANSFER

Students who wish to transfer from one UTS course to another must lodge a written application with the Academic Registrar on the Course Transfer form. Contact the Faculty information offices on either campus for transfer requirements.

## WITHDRAWAL FROM A COURSE

Students wishing to withdraw from a course should do so by certain dates to avoid academic failure and incurring HECS liability. Students who appear to have abandoned their course may be withdrawn from the course by the University (see Rule 2.13 for details).

## BUSINESS COMPUTER LABORATORIES

The Faculty of Business has established the Business Computer Laboratories on Level 2, Building 5C, City campus (Haymarket). The broad objectives of the laboratories are to: provide student access to special resources, plus a suitable work area for students using such resources; collect and protect a number of special faculty resources; facilitate staff research; and provide an area for seminar activities of a special nature. The Business Computer Laboratories provide a varied collection of resources including the following:

- Four laboratories, totalling 80 personal computers connected to a local area network. Each computer is equipped with a 3½ inch floppy drive and a colour (VGA type) monitor.
- A number of commercial software packages and several in-house programs are loaded onto the network and are used for workshop classes and research projects.

See the laboratory supervisors on Level 2 for rules of use and for assistance.

## INTERNATIONAL EXCHANGE PROGRAMS

The Faculty of Business offers exchange programs with five overseas universities. These are Oregon State University, USA; Aarhus School of Business, Denmark; Wirtschaftsuniversitat, Vienna, Austria; University of Humberside, Hull, UK; and University of Tilburg, The Netherlands.

These programs enable UTS students to enjoy travel, campus life and the challenge of studying in another country. Subjects approved for study are given full accreditation for compulsory or elective subjects. For further information on all exchange programs, see the Faculty information offices on either campus.

### OREGON STATE UNIVERSITY, USA

Students can study at Oregon State University, which is a 100-year-old residential campus, for one semester or a full year. There is an extensive selection of subjects available to UTS students at Oregon.

### AARHUS SCHOOL OF BUSINESS, DENMARK

The Aarhus exchange program is open to students enrolled in both undergraduate and postgraduate business courses. Students can select from a range of subjects taught in English. The Faculty of Business offers up to five scholarships of \$2,000 each year to students selected to participate in the Aarhus exchange program.

### WIRTSCHAFTSUNIVERSITAT, VIENNA, AUSTRIA

At Wirtschaftsuniversitat students can study subjects in English which are directly equivalent to UTS subjects, and use their electives to study languages and other subjects of interest. This program is open to undergraduate students only.

## **UNIVERSITY OF HUMBERSIDE, HULL, UK**

The exchange program with the University of Humberside, Hull offers business students a number of options:

- Students can study for one or two semesters at Humberside and gain some specific or elective exemptions for the subjects studied.
- Students can study a European Business Management major at Humberside which then is recognised as the major for their UTS degree.
- Students can study a double degree program in one of two formats. They can undertake the foundation core at UTS, then complete a major and a thesis at the University of Humberside, then on return to UTS, complete a second major. Alternatively, students can undertake both the foundation core and a major at UTS, then complete a second major and a thesis at the University of Humberside. Students will then be awarded a Bachelor of Business (UTS), and a Bachelor of Arts (Honours) from the University of Humberside. This double degree program takes an additional year of full-time study.

## **UNIVERSITY OF TILBURG, THE NETHERLANDS**

The School of Leisure and Tourism Studies operates a formal exchange program with the University of Tilburg in The Netherlands. Students can take up to three subjects, taught in English, per semester. It is generally recommended that the exchange be undertaken by third-year students in the Autumn semester.

## **INSEARCH INSTITUTE OF COMMERCE**

Insearch Institute of Commerce, which is wholly owned by the University of Technology, Sydney, offers Associate Diploma programs in Business Studies and Tourism Management. These programs are designed, taught and supervised by staff of the Faculty of Business. While the University cannot guarantee access to degree programs, students who have completed these programs, if admitted, may be given up to one year's advanced standing in the Bachelor of Business or the Bachelor of Arts in Tourism Management. For further information contact the Admissions Manager, Insearch Institute of Commerce, Level 3, 187 Thomas Street, Haymarket or telephone 281 8188, or fax 281 9875.

## **CONTINUING EDUCATION PROGRAMS**

The Faculty offers a range of certificate programs and short courses in specialist professional topics. In addition to its advertised programs, in-house programs tailored to specific corporate needs can be arranged on request. The certificate programs and short courses are conducted by the Faculty's Centre for Management Studies. Further information on the following programs is available from the Centre for Management Studies on 330 5385, 330 5386, 330 3542.

### **COMPUTING**

Business Computing Certificate

Business Computing Applications –  
An Introductory Course

Lotus 1-2-3 Financial Management

Lotus 1-2-3 Advanced Financial Analysis  
and Reporting Course

## **FINANCE**

Executive Certificate in Insurance  
 Financial Decision Making  
 Accounting and Finance for Managers  
 How to Evaluate a Business Venture  
 Bank Lending  
 Banking Law  
 Introductory Banking Certificate  
 Commercial Banking and Finance  
 Elements of Financial Management  
 Financial Institutions and Markets  
 Strategic Thinking and Financial Planning  
 Understanding Financial Management  
 Understanding Financial Statements

## **MANAGEMENT**

Executive Certificate in Managerial Skills  
 Certificate in Business Management  
 Commercial Negotiation Skills  
 Project Management  
 Accelerated Personal Performance  
 Essentials of Law for Managers  
 Presentation Skills  
 Better Business Writing  
 How to Become a Successful Manager  
 Total Quality Management  
 Strategic Planning and Organisation Development  
 Managing Office Politics

## **MARKETING**

Certificate in Marketing Management  
 Marketing Practice Certificate  
 Marketing for the Public Sector  
 Intensive Marketing Course for Practitioners  
 Marketing Concepts  
 Sales Management  
 Accounting for the Sales and Marketing Function

Marketing Strategy  
 Business to Business Marketing  
 Market Research  
 Planning, Developing and Managing New Products  
 Advertising: Its Place in the Marketing Mix  
 Introduction to Direct Marketing  
 Creative Aspects of Advertising and Direct Marketing  
 Public Relations  
 The Marketing of Services

## **PRIZES AND SCHOLARSHIPS**

Prizes for academic excellence are awarded annually to students in the Faculty of Business. These prizes are made available through the generosity of private individuals, and organisations in the public and private sectors. A number of scholarships are also available.

For full details of all prizes and scholarships offered see *Prizes and Scholarships* at the back of this handbook.

## **PROFESSIONAL RECOGNITION OF COURSES**

A number of degree courses offered by the Faculty of Business are recognised by professional organisations.

### **The Australian Society of Certified Practising Accountants/The Institute of Chartered Accountants in Australia**

Students successfully completing the Bachelor of Business (with a major in Accounting or Accounting and Finance) or the Bachelor of Accounting will have satisfied the requirements of the Australian Society of Certified Practising Accountants (ASCPA) with regard to entry requirements.

However, students enrolling in 1993 and later years, who wish to seek membership of the ASCPA should be aware that the Society, in principle, will not accept conceded passes in subjects required by

them. However, the ASCPA will now accept a conceded pass in a first or second year subject, provided that a further unit has been passed in the same subject area. Further information can be obtained from the ASCPA.

#### **The Institute of Corporate Managers, Secretaries and Administrators**

The Institute of Corporate Managers, Secretaries and Administrators (ICMSA) accredits UTS subjects which, if completed, count towards its academic requirements for membership, as well as those of the International Institute of Chartered Secretaries and Administrators. For details of accredited subjects and student membership, contact Dr John Nelson, National Education Manager, ICMSA, 70 Castlereagh Street, Sydney, telephone 223 5744.

#### **The Australian Institute of Bankers**

Associateship or Senior Associateship status may be offered by the Australian Institute of Bankers (AIB) to students completing the Bachelor of Business with a major or sub-major in Banking, or a combined major in Banking and Management, and who have appropriate work experience.

#### **The Australian Insurance Institute**

Fellowship status is offered by the Australian Insurance Institute (AII) to students completing the sub-major in Insurance and who have appropriate work experience.

## **STUDENT ORGANISATIONS**

AIESEC is the world's largest student organisation existing in 81 countries around the world with over 70,000 members. AIESEC aims at promoting cultural awareness and international understanding, developing practical managerial skills for its members, and bridging the gap between students, academics and the business sector. AIESEC works through two programs to achieve its aims – the International Exchange Program and the Global Theme Program. Student members have the opportunity to travel overseas, experience different cultures from around the world, develop their managerial skills, gain business contacts and meet lots of friends. To find out more about AIESEC telephone Mike Debelak on 371 6619.

## UNDERGRADUATE PROGRAMS

### Bachelor of Business

The Faculty of Business offers an undergraduate degree program which leads to the award of Bachelor of Business (BBus). The program prepares graduates for a career in one of the following areas: accounting, banking, economics, finance, finance and economics, international business, management or marketing. The degree seeks to develop critical, analytical and evaluative skills, and prepares graduates to make a positive contribution to the professional business community in particular, and to society in general.

Further information is available from the Faculty of Business information offices, telephone 330 3500 (City) or 330 5355 (Kuring-gai).

#### ADMISSION REQUIREMENTS

##### Assumed knowledge/HSC subject selection

For the Bachelor of Business an assumed knowledge of 2-unit Mathematics is required.

You must also have an adequate background in English. A minimum level such as 2-unit General English in the HSC is recommended. If your secondary or tertiary education was conducted in a language other than English you should provide evidence of your proficiency in the English language to UAC. The UTS Information Service can provide advice in this regard.

Applicants should obtain a copy of the Faculty of Business *Guidelines for Applicants 1995* and the *UAC Guide*.

#### SUBJECT EXEMPTIONS, ADVANCED STANDING AND SUBJECT SUBSTITUTION

Students enrolling in the Bachelor of Business course who have previously undertaken a course of study at a univer-

sity or at some other recognised tertiary educational institution may be eligible for exemption if subjects previously studied are deemed by the Faculty to be equivalent to those specified for their course. Students should note that eligibility for credit does not guarantee a place in the course for which that credit is available.

Students who have completed courses through the New South Wales Department of Technical and Further Education (TAFE) within three years<sup>1</sup> of commencing their Bachelor of Business degree may be entitled to exemptions.

Holders of relevant qualifications received from a university participating in the national credit transfer project, introduced by the Australian Vice-Chancellors' Committee (AVCC), may be granted credit towards a degree program. Documentation on the national credit transfer project can be accessed at the Faculty of Business information offices on both the City and Kuring-gai campuses.

Students who have completed courses through Insearch Institute of Commerce, if admitted, may be given up to one year's advanced standing in the Bachelor of Business.

Students applying for exemptions on the basis of subjects completed at institutions other than TAFE should apply, after receiving their letter of offer, as follows:

- Select subjects equivalent to those already studied. (See the *Subject Descriptions* in this handbook.)
- Complete all details on the *Application for Subject Exemption* form which is available from the UTS Information Service on 330 1222 or from the Faculty information offices on 330 3500/5355. Students must also supply a certified copy of the official academic transcript and the relevant section of the other institution's handbook or syllabus as requested on the form.

- Send the form and relevant documents to:  
Student Liaison Officer  
Faculty of Business  
UTS  
PO Box 123  
Broadway NSW 2007

Further details can be obtained from the Student Liaison Officers, telephone 330 3501 (City campus) or 330 5393 (Kuring-gai campus).

<sup>1</sup> Students commencing their Bachelor of Business degree in 1995 must have completed their TAFE course in 1991 or later.

### SUBJECTS LINKED BY NAME AND NUMBER FOR PROBATION AND EXCLUSION PURPOSES

Names and/or numbers of certain subjects within the Faculty's courses, both past and present, have been allocated new subject names and/or numbers. For the purpose of administering the rules relating to double and triple failures, these subjects are considered materially the same. Please refer to the table *Subject Equivalents* at the back of this handbook.

### ATTENDANCE PATTERNS

The Bachelor of Business course may be completed on either a full-time or a part-time attendance pattern, or a combination of these. Typical attendance patterns are as follows:

- Full-time is three years (six semesters) usually undertaken at the rate of five subjects each semester.
- Part-time is six years (12 semesters) usually undertaken at the rate of three subjects in one semester followed by two subjects the following semester.

Students may change their attendance pattern with approval from the Faculty.

### COURSE STRUCTURE

All students must complete at least 144 credit points obtained in 28 subjects, consisting of 13 foundation core subjects (five credit points each)

and a common capstone subject (nine credit points). Students also undertake a major (50 credit points) and at least 20 credit points of electives (which may be chosen to comprise a sub-major). Alternatively, students may choose a combined major of 70 credit points.

### COURSE PROGRAMS

All subjects have a credit point value of five unless otherwise indicated.

#### Foundation core

21125	Australian Business Environment
21130	Organisational Behaviour
22105	Accounting A
22115	Business Information Systems
24105	Principles of Marketing
25110	Microeconomics
26122	Business Statistics
79101	Law for Business
21215	Management and Communication Skills
22205	Accounting B
25209	Macroeconomics
25308	Financial Institutions and Markets
25314	Business Finance 1

#### Capstone

21609	Corporate Strategy (9cp)
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### BACHELOR OF BUSINESS MAJORS

Students must undertake a major which consists of 50 credit points of study in a related area.

#### Accounting major

79267	Commercial Law
22320	Financial Accounting 1
22321	Management Accounting 1
79365	Company Law
79462	Revenue Law
22420	Financial Accounting 2
22421	Management Accounting 2
22520	Financial Accounting 3
22521	Management Accounting 3
22522	Auditing

**Note:** Professional recognition – Students successfully completing the Bachelor of Business with a major in Accounting or Accounting and Finance will have satisfied the requirements of

the Institute of Chartered Accountants in Australia and the Australian Society of Certified Practising Accountants (ASCPA) with regard to entry requirements.

However, students enrolling in 1993 and later years, who wish to seek membership of the ASCPA should be aware that the Society, in principle, will not accept conceded passes in subjects required by them. However, the ASCPA will now accept a conceded pass in a first or second year subject, provided that a further unit has been passed in the same subject area. Further information can be obtained from the ASCPA.

### **Banking major**

- 79366 Banking Law
  - 25406 Quantitative Techniques for Finance and Economics
  - 25409 Commercial Banking and Finance
  - 25410 Corporate Financial Statement Analysis
  - 25416 Economics of Money and Finance
  - 25420 Applied Financial Management
  - 25422 International Banking
  - 25503 Investment Analysis and Portfolio Management
- or*
- 25906 Investment Analysis and Portfolio Management (Honours level)
  - 25522 Bank Lending
  - 25620 Advanced Financial Instruments

**Note:** Professional recognition – Associateship or Senior Associateship status may be offered by the Australian Institute of Bankers (AIB) to students completing the Banking major and who have appropriate work experience.

### **Economics major**

- 25202 Business Forecasting
- 25210 Microeconomic Policy
- 25303 Industry Economics
- 25330 Applied Business Economics
- 25309 Macroeconomic Policy
- 25315 International Economics
- 25406 Quantitative Techniques for Finance and Economics
- 25416 Economics of Money and Finance

*plus two of the following*

- 25304 Asian–Australian Economic Relations
- 25305 Labour Market Economics
- 25307 Public Finance

### **Finance major**

- 25406 Quantitative Techniques for Finance and Economics
- 25410 Corporate Financial Statement Analysis
- 25421 International Financial Management
- 25502 Current Issues in Finance
- 25503 Investment Analysis and Portfolio Management

*or*

- 25906 Investment Analysis and Portfolio Management (Honours level)
- 25506 Asset Pricing and Capital Market Studies

*or*

- 25905 Asset Pricing and Capital Market Studies (Honours level)
- 25621 Financing Decisions
- 25605 Real Asset Investment and Management

*plus two of the following*

- 25620 Advanced Financial Instruments
- 25420 Applied Financial Management
- 25202 Business Forecasting

*or*

- 25606 Financial Time Series Analysis
- 25607 Securities Market Regulation

*or*

- 79366 Banking Law

*or*

- 79462 Revenue Law

### **Finance and Economics major**

- 25202 Business Forecasting

*or*

- 25606 Financial Time Series Analysis
- 25210 Microeconomic Policy
- 25309 Macroeconomic Policy
- 25406 Quantitative Techniques for Finance and Economics
- 25421 International Financial Management
- 25420 Applied Financial Management



- 25416 Economics of Money and Finance  
 25503 Investment Analysis and Portfolio Management  
*or*  
 25906 Investment Analysis and Portfolio Management (Honours level)  
 25620 Advanced Financial Instruments  
*plus one of the following*  
 25303 Industry Economics  
 25304 Asian–Australian Economic Relations  
 25307 Public Finance  
 25315 International Economics  
 25330 Applied Business Economics  
 25905 Asset Pricing and Capital Market Studies (Honours level)

**International Business major**

- 21591 International Management  
 22240 International Accounting  
 24220 International Marketing  
 24517 Contemporary Issues in International Marketing  
 25304 Asian–Australian Economic Relations  
 25315 International Economics  
 25421 International Financial Management  
 50520 Asian and Pacific Politics  
 79603 International Business Law and Regulation  
 Selected Subject

**Note:** The selected subject must be one with an international focus and be chosen in consultation with the Director of Undergraduate Programs.

**Management major**

- 21131 Operations Management  
 21210 Business and Government  
 21221 Organisational Design and Change  
 21306 Employment Relations  
 21321 Organisational Diagnosis and Evaluation  
 21630 Managing Strategic Change

In addition to the above subjects, students must complete at least 20 credit points from one of the concentrations

within the Management major. Students may use their electives to complete a second concentration in another of the areas.

**Business Management concentration**  
 (complete all four)

- 79267 Commercial Law  
 21591 International Management  
 24220 International Marketing  
 21409 Entrepreneurship and Innovation

**Communications Studies concentration**  
 (Faculty of Humanities and Social Sciences)

- 56002 Communication 2: Group Communication (6cp)  
 56003 Communication 3: Organisational Communication (6cp)

*plus two of the following*

- 56004 Communication 4: Public Communication (6cp)  
 56007 Public Relations Principles (6cp)  
 56008 Public Relations Practice (6cp)  
 56009 Advertising and Media Management (6cp)  
 56010 Video Production (6cp)

**Electives**

- 56002 Communication 2: Group Communication (6cp)  
 56003 Communication 3: Organisational Communication (6cp)  
 56004 Communication 4: Public Communication (6cp)  
 56007 Public Relations Principles (6cp)  
 56008 Public Relations Practice (6cp)  
 56009 Advertising and Media Management (6cp)  
 56010 Video Production (6cp)

**Note:** Availability of subjects depends on student demand.

Students who enrolled in this concentration prior to 1994 should refer to the table *Subject Equivalents for Subjects Offered by the Faculty of Humanities and Social Sciences* at the back of the handbook.

*Human Resource Management concentration*  
(complete all four)

- 21430 Advanced Industrial Relations  
21407 Strategic Human Resource Management  
79270 Industrial and Labour Law  
21408 Employment Relations Skills

*Information Management concentration*  
(Faculty of Humanities and Social Sciences)

- 55041 Information Science 2: Information User Behaviour (6cp)  
55043 Information Science 4: Information Retrieval (6cp)  
55060 Business Information (6cp)  
55095 Information and Records Management (6cp)

*Leisure Management concentration*  
(select any four)

- 27106 Social Psychology of Leisure  
27216 Leisure Services Management  
27323 Leisure and Public Policy  
27628 Law for Leisure, Sport and Tourism  
27523 Leisure and Tourism Planning  
27316 Leisure and Fitness Centre Operations  
27115 Arts and Entertainment Management  
27501 Park and Natural Area Management 1

*Operations Management concentration*  
(complete all four)

- 21343 Quantitative Management  
21311 Management of Service Organisations  
21410 Quality Management  
21430 Advanced Industrial Relations

*Sports Management concentration*

- 27307 The Administration of Australian Sport

*plus three of the following*

- 27633 Sports Psychology  
27315 Leisure Facility Design  
27628 Law for Leisure, Sport and Tourism  
27611 Measurement and Development of Physical Ability

- 27221 Principles and Practices of Sports Coaching  
27608 Prevention and Care of Athletic Injuries  
27311 Sociology of Sport and Leisure

*Tourism Management concentration*

Compulsory subjects

- 27128 Tourism Systems  
27648 The Tourism Industry

Optional stream 1 – Management

- 27628 Law for Leisure, Sport and Tourism  
27631 Tourism Management

Optional stream 2 – Marketing

- 27632 Tourist Behaviour  
27642 Tourism Services Marketing

Optional stream 3 – Planning and Development

- 27327 Tourism's Environmental Interactions  
27523 Leisure and Tourism Planning

*Training and Staff Development concentration*  
(Faculty of Education)

Compulsory subject

- T5336 Training and Development Practicum (8cp)

*plus all four subjects within any one of the following streams*

Stream 1

- T5292 Training Methods 1 (3cp)  
T5296 Training Methods 2 (3cp)  
T5294 Training Course Design 1 (3cp)  
T5297 Training Course Design 2 (3cp)

Stream 2

- T5292 Training Methods 1 (3cp)  
T5296 Training Methods 2 (3cp)  
T5298 Training Methods 3 (3cp)  
T5294 Training Course Design 1 (3cp)

Stream 3

- T5292 Training Methods 1 (3cp)  
T5294 Training Course Design 1 (3cp)  
T5297 Training Course Design 2 (3cp)  
T5299 Training Course Design 3 (3cp)

Students may select/substitute other Adult Education subjects with approval of the Academic Coordinator, Geoff Hayton, on telephone 330 3947.

### **Marketing major**

- 24202 Buyer Behaviour
- 24203 Quantitative Analysis in Marketing
- 24205 Business to Business Marketing
- 24210 Advertising Management
- 24415 Marketing Strategy
- 24220 International Marketing
- 24306 Services Marketing (elective)
- 24309 Fundamentals of Marketing Research
- 24331 Marketing Decision Models
- 24430 Applied Marketing Research
- 79211 Law for Marketing Management

### **BACHELOR OF BUSINESS COMBINED MAJORS**

Combined majors link together two appropriate major fields of study in 70 credit points of study. All subjects have a credit point value of five.

#### **Combined major in Accounting and Finance**

- 22320 Financial Accounting 1
- 22420 Financial Accounting 2
- 22520 Financial Accounting 3
- 22321 Management Accounting 1
- 22421 Management Accounting 2
- 22522 Auditing
- 25406 Quantitative Techniques for Finance and Economics
- 25621 Financing Decisions
- 25506 Asset Pricing and Capital Market Studies
- or*
- 25905 Asset Pricing and Capital Market Studies (Honours level)
- 25605 Real Asset Investment and Management
- 79267 Commercial Law
- 79365 Company Law
- 79462 Revenue Law
- plus one of the following*
- 22521 Management Accounting 3
- 22319 Issues in Financial Statement Analysis

- 25503 Investment Analysis and Portfolio Management

*or*

- 25906 Investment Analysis and Portfolio Management (Honours level)
- 25421 International Financial Management

**Note:** Professional recognition – Students successfully completing the Bachelor of Business with a major in Accounting or Accounting and Finance will have satisfied the requirements of the Institute of Chartered Accountants in Australia and the Australian Society of Certified Practising Accountants (ASCPA) with regard to entry requirements.

However, students enrolling in 1993 and later years, who wish to seek membership of the ASCPA should be aware that the Society, in principle, will not accept conceded passes in subjects required by them. However, the ASCPA will now accept a conceded pass in a first or second year subject, provided that a further unit has been passed in the same subject area. Further information can be obtained from the ASCPA.

#### **Combined major in Banking and Management**

- 25406 Quantitative Techniques for Finance and Economics
- 21131 Operations Management
- 25420 Applied Financial Management
- 21306 Employment Relations
- 21210 Business and Government
- 25503 Investment Analysis and Portfolio Management
- or*
- 25906 Investment Analysis and Portfolio Management (Honours level)
- 25409 Commercial Banking and Finance
- 79366 Banking Law
- 21311 Management of Service Operations
- 21221 Organisational Design and Change

- 21321 Organisational Diagnosis and Evaluation  
 21630 Managing Strategic Change  
 25422 International Banking  
*or*  
 25410 Corporate Financial Statement Analysis  
 25522 Bank Lending

**Note:** Professional recognition – Associateship or Senior Associateship status may be offered by the Australian Institute of Bankers (AIB) to students completing the combined major in banking and management and who have appropriate work experience.

**Combined major in Finance and Management**

- 25406 Quantitative Techniques for Finance and Economics  
 25621 Financing Decisions  
 25506 Asset Pricing and Capital Market Studies  
*or*  
 25905 Asset Pricing and Capital Market Studies (Honours level)  
 25605 Real Asset Investment and Management  
 25503 Investment Analysis and Portfolio Management  
*or*  
 25906 Investment Analysis and Portfolio Management (Honours level)  
 25421 International Financial Management  
 21131 Operations Management  
 21210 Business and Government  
 21221 Organisational Design and Change  
 21306 Employment Relations  
 21321 Organisational Diagnosis and Evaluation  
 21630 Managing Strategic Change  
 21311 Management of Service Operations  
*plus one of the following*  
 25410 Corporate Financial Statement Analysis  
 25502 Current Issues in Finance  
 25620 Advanced Financial Instruments

**Combined major in Finance and Marketing**

- 25406 Quantitative Techniques for Finance and Economics  
 25621 Financing Decisions  
 25506 Asset Pricing and Capital Market Studies  
*or*  
 25905 Asset Pricing and Capital Market Studies (Honours level)  
 25605 Real Asset Investment and Management  
 25421 International Financial Management  
 25503 Investment Analysis and Portfolio Management  
*or*  
 25906 Investment Analysis and Portfolio Management (Honours level)  
 24202 Buyer Behaviour  
 24210 Advertising Management  
 24205 Business to Business Marketing  
 24309 Fundamentals of Marketing Research  
 24220 International Marketing  
 24331 Marketing Decision Models  
 24415 Marketing Strategy  
*plus one of the following*  
 25620 Advanced Financial Instruments  
 25410 Corporate Financial Statement Analysis  
 25502 Current Issues in Finance

**Note:** 25406 Quantitative Techniques for Finance and Economics will be an acceptable prerequisite in lieu of 24203 Quantitative Analysis in Marketing, for 24331 Marketing Decision Models and 24309 Fundamentals of Marketing Research for students in this combined major.

**Combined major in Marketing and Management**

- 21306 Employment Relations  
 24202 Buyer Behaviour  
 24309 Fundamentals of Marketing Research  
 24210 Advertising Management  
 24205 Business to Business Marketing  
 21131 Operations Management

- 21221 Organisational Design and Change
- 21321 Organisational Diagnosis and Evaluation
- 21630 Managing Strategic Change
- 21343 Quantitative Management
- 24220 International Marketing
- 24331 Marketing Decision Models
- 24415 Marketing Strategy
- 21210 Business and Government

## **BACHELOR OF BUSINESS SUB-MAJORS**

The Bachelor of Business program contains four elective subjects (total 20cp) which may be used to study areas of interest or to satisfy the requirements of a sub-major.

A sub-major comprises 25 credit points, at least 15 credit points of which must be additional to the foundation core or relevant major. All subjects have a credit point value of five unless otherwise indicated.

Sub-majors are available to all students except where specified.

It should be noted that not all subjects listed will be offered each semester, and not all sub-majors will be available at both campuses.

### **Bachelor of Business students**

When choosing electives students should be aware that all prerequisites must be met, and that no elective may be materially similar to other subjects taken as part of the student's Bachelor of Business degree. Students who wish to undertake electives cross-faculty within UTS, or with other universities, should seek Faculty approval. The Faculty Board reserves the right to approve a student's choice of electives. Students will be accommodated in the subjects depending on availability of class places.

### **Students from other faculties applying to undertake Business electives**

When choosing electives, students from faculties other than Business may undertake any subject offered by the Faculty of Business if they have met all

prerequisites. Students will be accommodated in the subjects depending on availability of class places. It is the responsibility of students to ensure that their own faculty/school approves their choice of Business electives within the context of the requirements of the program in which they are enrolled.

### **Sub-major in Aboriginal Studies**

(Faculty of Humanities and Social Sciences/Faculty of Education)

- T5110 Aboriginal Cultures and Philosophies (8cp)
- 54230 Aboriginal Social and Political History (8cp)  
*plus one of the following*
- 54231 Aboriginal People and the Media (8cp)
- 54330 Politics of Aboriginal History (8cp)
- 54331 Aboriginal Forms of Discourse (8cp)

**Note:** Students may choose two of the above subjects as an equivalent to three elective subjects.

### **Sub-major in Accounting**

(for non-Accounting majors only)

Students elect to do **either** the Financial Accounting specialisation **or** the Management Accounting specialisation.

#### *Financial Accounting specialisation*

- 22205 Accounting B
- 22320 Financial Accounting 1
- 22420 Financial Accounting 2
- 22520 Financial Accounting 3  
*plus one other accounting subject approved by the Head of Department of Financial Accounting.*

#### *Management Accounting specialisation*

- 22205 Accounting B
- 22321 Management Accounting 1
- 22421 Management Accounting 2
- 22521 Management Accounting 3  
*plus one other accounting subject approved by the Head of Department of Management Accounting.*

### Sub-major in Accounting for Small Business

(for Accounting majors only)

- 22320 Financial Accounting 1  
 22321 Management Accounting 1  
 22566 Accounting for Small Business 1  
*plus any two of the following*
- 22567 Accounting for Small Business 2  
 22309 Accounting for Overseas Transactions  
 22515 Computer-based Accounting  
 22610 Accounting for Insolvency  
 22319 Issues in Financial Statement Analysis

### Sub-major in Advertising

(Faculty of Humanities and Social Sciences)

- 54290 Advertising: Production and Criticism (8cp)  
 54392 Advertising Communication Strategies (8cp)  
*plus one of the following*
- 54116 Audiovisual Media Production (6cp)  
 59326 Professional Communication (4cp)  
 54104 Computers and Communication (4cp)  
 59333 Advertising Strategies (6cp)  
 59330 Advertising Practice (6cp)

### Sub-major in Advertising Management

(for Marketing majors only)

- 24202 Buyer Behaviour  
 24210 Advertising Management  
 24604 Advertising Project  
 24510 Advertising Research Methods  
*plus one advertising subject from Faculty of Humanities and Social Sciences to be chosen from*
- 54116 Audiovisual Media Production (6cp)  
 59330 Advertising Practice (6cp)  
 59333 Advertising Strategies (6cp)

### Sub-major in Banking

(for Bachelor of Business students not undertaking the Banking major)

Associateship or Senior Associateship status may be offered by the Australian

Institute of Bankers (AIB) to students completing the banking sub-major and who have appropriate work experience.

- 25308 Financial Institutions and Markets  
 25314 Business Finance 1  
*plus four subjects as below*
- 79366 Banking Law  
 25409 Commercial Banking and Finance  
 25522 Bank Lending  
 25422 International Banking  
*or*
- 25503 Investment Analysis and Portfolio Management  
*or*  
 Honours level equivalent

### Sub-major in Banking

(for Computing Science students only)

- 25106 Economics  
 25308 Financial Institutions and Markets  
 25314 Business Finance 1  
 25409 Commercial Banking and Finance  
 25522 Bank Lending

### Sub-major in Business Information Systems

- 22115 Business Information Systems  
 22565 Business Information Systems 2  
 22568 Business Systems Implementation  
 21503 Organisational Information  
*or*
- 25501 Financial Planning Models  
 22606 Information Systems Project

### Sub-major in Business Law

(Faculty of Law and Legal Practice)

- 79101 Law for Business  
*plus four of the following subjects*
- 79211 Law for Marketing Management  
 79267 Commercial Law  
 79270 Industrial and Labour Law  
 79360 Insurance Contracts  
 79365 Company Law  
 79366 Banking Law  
 79403 Law and the Manager

- 79411 Advanced Companies and Securities Law
- 79462 Revenue Law
- 79502 Law and Finance
- 79503 Law and Computing
- 79603 International Business Law and Regulation
- 79606 Advanced Revenue Law
- 25607 Securities Market Regulation
- 79666 Advanced Income Taxation Law
- 79667 Indirect Taxation

**Note:** Students are required to choose *four* subjects in addition to the core introductory subject Law for Business or its equivalent, and the core subject in their particular major.

#### **Sub-major in Communication and Cultural Industries**

(Faculty of Humanities and Social Sciences)

- 54110 Media, Culture and Society (6cp)  
*plus at least one of the following*
- 54200 Australian Communication Policy (8cp)
- 54202 Cultural Technologies, Cultural Policy (8cp)
- 54231 Aboriginal People and the Media (8cp)  
*plus at least one of the following*
- 54300 Communication History (8cp)
- 54301 International Communication (8cp)
- 54302 Media, Culture and Identity (8cp)

**Note:** Students may substitute 59326 Professional Communication (4cp) or 54104 Computers and Communication (4cp) for 54110 Media, Culture and Society.

#### **Sub-major in Communication Studies**

(Faculty of Humanities and Social Sciences)

- 21130 Organisational Behaviour (5cp)
- 21215 Management and Communication Skills (5cp)
- 56002 Communication 2: Group Communication (6cp)

- 56003 Communication 3: Organisational Communication (6cp)  
*plus one of the following*
- 56004 Communication 4: Public Communication (6cp)
- 56007 Public Relations Principles (6cp)
- 56008 Public Relations Practice (6cp)
- 56009 Advertising and Media Management (6cp)
- 56010 Video Production (6cp)

#### **Electives**

- 56002 Communication 2: Group Communication (6cp)
- 56003 Communication 3: Organisational Communication (6cp)
- 56004 Communication 4: Public Communication (6cp)
- 56007 Public Relations Principles (6cp)
- 56008 Public Relations Practice (6cp)
- 56009 Advertising and Media Management (6cp)
- 56010 Video Production (6cp)

**Note:** Availability of subjects depends on student demand.

Students who enrolled in this sub-major prior to 1994 should refer to the table *Subject Equivalents for Subjects Offered by the Faculty of Humanities and Social Sciences* at the back of the handbook.

#### **Sub-major in Communication, History, Politics and Society**

(Faculty of Humanities and Social Sciences)

Students in the Faculty of Business must take the compulsory introductory five credit point subject, and at least 20 credit points drawn from Level 200 and Level 300. At least eight credit points must be at Level 200 and at least six credit points at Level 300.

#### **Introductory Level**

- 21125 Australian Business Environment (5cp)
- 51370 Human Communication (3cp)

**200 Level**

- 54200 Communication, Culture and the Law (8cp)  
 54210 International Politics (8cp)  
 54211 Australian Politics (8cp)  
 54212 Power and Social Regulation (8cp)  
 54213 Australian History (8cp)  
 54230 Aboriginal Social and Political History (8cp)  
 51369 Technical and Professional Communication (6cp)  
*or*  
 50712 Communication Skills in English (6cp)  
*or*  
 59326 Professional Communication (4cp)  
 59325 Science, Technology and Human Values (8cp)  
*or*  
 59324 Issues in Science, Technology and Human Values (4cp)

**300 Level**

- 52231 Industrial Relations (8cp)  
 54300 Communication History (8cp)  
 54301 International Communication (8cp)  
 54302 Media, Culture and Identity (8cp)  
 54310 Issues in Australian Politics (8cp)  
 54311 Asian and Pacific Politics (8cp)  
 54312 Making of the Third World (8cp)  
 54313 Gender, Culture and Power (8cp)  
 54314 Australia in the World Economy (8cp)  
 54315 Comparative Religions (8cp)  
 54316 Power, Race and Ethnicity (8cp)  
 54318 Urban Culture (8cp)  
 54319 Public and Social Policy (8cp)  
 54320 Social Movements (8cp)  
 54330 The Politics of Aboriginal History (8cp)  
*or*  
 59329 Issues in Industrial Relations (4cp)  
 52339 Organising EEO (8cp)  
*or*  
 59335 Issues in Organising EEO (4cp)  
*or*  
 51014 Health, Technology and Society (4cp)

**Sub-major in Computing Sciences**

(Faculty of Mathematical and Computing Sciences)

Students must take 22115 Business Information Systems followed by a minimum of 20 credit points chosen from the Computing Sciences subjects listed below:

Compulsory

31421 Systems Modelling (6cp)

31434 Database Design (6cp)

*plus any coherent staged group of subjects for which the student is deemed to have the appropriate prerequisites.*

Some suitable selections are:

for those interested in analysis and design

31922 Object-oriented Methodologies (4cp)

31921 Objectbases (4cp)

for those interested in human factors and computing

31923 Office and Group Support (4cp)

31737 Business Process Transformation (4cp)

for those interested in programming

31415 Principles of Software Development A (6cp)

*or*

31429 Procedural Programming (6cp)

31860 Object-oriented Programming and C++ (4cp)

**Sub-major in Economics**

Bachelor of Business students must normally complete *four* economics subjects in addition to those required in the foundation core and in their major.

Subjects from which students may choose include:

25330 Applied Business Economics

25304 Asian–Australian Economic Relations

25202 Business Forecasting

25416 Economics of Money and Finance

25303 Industry Economics

25315 International Economics

25305 Labour Market Economics

25309 Macroeconomic Policy



25210 Microeconomic Policy  
25307 Public Finance

Bachelor of Business students majoring in Finance or Finance and Economics may include one of the following in the Economics sub-major:

25415 Personal Investment

*or*

25409 Commercial Banking and Finance

Students from other faculties must complete:

25110 Microeconomics

25209 Macroeconomics

*plus three further economics subjects*

### **Sub-major in Finance**

(for Computing Science students only)

25106 Economics

25308 Financial Institutions and Markets

25314 Business Finance 1

25620 Advanced Financial Instruments

25503 Investment Analysis and Portfolio Management

### **Sub-major in Finance Law**

(School of Finance and Economics / Faculty of Law and Legal Practice)

79101 Law for Business

*plus the following four law-based Finance subjects*

79502 Law and Finance

25607 Securities Market Regulation

79366 Banking Law

79462 Revenue Law

**Note:** Students are required to choose *four* subjects in addition to the core introductory subject Law for Business or its equivalent, and the core subject in their particular major.

### **Sub-major in Financial Management**

(for Bachelor of Business students)

25503 Investment Analysis and Portfolio Management

*or*

25906 Investment Analysis and Portfolio Management (Honours level)

25421 International Financial Management

25420 Applied Financial Management  
*plus one of the following subjects*

25415 Personal Investment<sup>1</sup>

25620 Advanced Financial Instruments

25607 Securities Market Regulation

25501 Financial Planning Models

Bachelor of Business students majoring in Finance or Finance and Economics may take as electives subjects not previously completed as part of their major. All programs must be approved by the Head of the School of Finance and Economics.

<sup>1</sup>25415 Personal Investment runs infrequently. To ensure sufficient numbers, students should notify the School timetable coordinator one semester in advance of the semester in which they wish to complete Personal Investment.

### **Sub-major in Human Resource Management**

(for non-Management majors and for students from other undergraduate programs)

Bachelor of Business students majoring in Management may undertake a second concentration in this area.

21125 Australian Business Environment

21306 Employment Relations

*plus any three of the following subjects*

21430 Advanced Industrial Relations

21407 Strategic Human Resource Management

79270 Industrial and Labour Law

21408 Employment Relations Skills

### Sub-major in Information Management

(Faculty of Humanities and Social Sciences)

- 21215 Management and Communications Skills (5cp)  
 22115 Business Information Systems (5cp)  
 55041 Information Science 2: Information User Behaviour (6cp)  
 55043 Information Science 4: Information Retrieval (6cp)  
 55060 Business Information (6cp)  
*or*  
 55095 Information and Records Management (6cp)

### Sub-major in Insolvency

(School of Accounting/Faculty of Law and Legal Practice)

- 79101 Law for Business  
*plus the following four subjects*  
 79161 Introduction to Bankruptcy Law  
 79662 Law of Corporate Receiverships and Deeds of Arrangement  
 79162 Law of Bankruptcy Administration and Company Liquidation  
 22610 Accounting for Insolvency

**Note:** Students are required to choose *four* subjects in addition to the core introductory subject Law for Business or its equivalent, and the core subject in their particular major.

### Sub-major in Insurance

This sub-major is available to students in all majors. Fellowship status is offered by the Australian Insurance Institute (AII) to students completing the sub-major in Insurance who have appropriate work experience.

- 25314 Business Finance 1  
 25308 Financial Institutions and Markets

*plus four of the following subjects*

- 25403 Theory of General Insurance  
 25552 Reinsurance  
 25553 Risk Management  
 25350 Principles of Risk and Insurance  
 25417 Liability Insurance  
 25418 Property Insurance

### Sub-major in International Business

(for Bachelor of Business students)

- 25315 International Economics  
 24220 International Marketing  
 21591 International Management  
*plus one of the following subjects*  
 25304 Asian–Australian Economic Relations  
 25421 International Financial Management  
 25422 International Banking

### Sub-major in International Business

(for Computing Science students only)

- 25106 Economics  
 24105 Principles of Marketing  
 25315 International Economics  
 24220 International Marketing  
 21591 International Management  
*or*  
 25304 Asian–Australian Economic Relations

### Sub-major in International Marketing

This sub-major is available to Marketing majors and, with the additional subject, International Marketing, is available to non-Marketing majors in the Bachelor of Business.

International Marketing Country Study (24518) is an elective subject offered over two semesters and is worth ten credit points. There are two options within the International Marketing sub-major:

#### Option I (for students not electing to do International Marketing Country Study)

- 24517 Contemporary Issues in International Marketing

- 24607 International Marketing Management Project  
*plus two of the following*
- 21517 International Management
- 25315 International Economics
- 25304 Asian–Australian Economic Relations  
or any other International subject, including a language, as approved by the Head, School of Marketing

**Option 2** (for students electing to do International Marketing Country Study)

- 24517 Contemporary Issues in International Marketing
- 24518 International Marketing Country Study  
*plus one of the following*
- 21591 International Management
- 25315 International Economics
- 24607 International Marketing Management Project
- 25304 Asian–Australian Economic Relations  
or any other International subject, including a language, as approved by the Head, School of Marketing

**Sub-major in Journalism**

(Faculty of Humanities and Social Sciences)

- 54117 Journalism 1 (6cp)
- 54240 Journalism 2 (8cp)  
*plus one of the following*
- 54241 Print Features (8cp)
- 54242 Print Production and Subediting (8cp)

**Note:** Students may substitute 59326 Professional Communication (4cp) or 54104 Computers and Communication (4cp) for 54117 Journalism 1

**Sub-major in Leisure Studies**

- 27126 Leisure in Australia
- 27216 Leisure Services Management  
*plus two of the following elective subjects*
- 27323 Leisure and Public Policy
- 27628 Law for Leisure, Sport and Tourism
- 27523 Leisure and Tourism Planning
- 21613 Contemporary Management Practices
- 27315 Leisure Facility Design
- 27316 Leisure and Fitness Centre Operations

**Note:** Other Leisure Studies subjects taught within the School of Leisure and Tourism Studies may be substituted for the above electives with the approval of the Head of School.

Business students wishing to undertake a sub-major in Leisure Studies would normally be required to commence the sub-major in Autumn semester of their second year.

**Sub-major in Management**

(for non-Management majors and for students from other undergraduate programs)

- 21125 Australian Business Environment
- 21130 Organisational Behaviour  
*plus any four of the following*
- 21131 Operations Management
- 21306 Employment Relations
- 21210 Business and Government
- 21221 Organisational Design and Change
- 21321 Organisational Diagnosis and Evaluation
- 21630 Managing Strategic Change
- 21591 International Management
- 21409 Entrepreneurship and Innovation

**Sub-major in Operations Management**

(for non-Management majors and for students from other undergraduate programs)

Bachelor of Business students majoring in Management may undertake a second concentration in this area.

- 26122 Business Statistics or equivalent  
 21131 Operations Management  
*plus three of the following*  
 21306 Employment Relations  
 21343 Quantitative Management  
 21311 Management of Service Operations  
 21410 Quality Management

**Sub-major in Performance**

(Faculty of Humanities and Social Sciences)

- 54114 Writing 1 (6cp)  
 54251 Performance Workshop (8cp)  
 54353 Text and Performance (8cp)

**Sub-major in Professional Accounting Practice**

(for Accounting majors only)

- 22523 Special Topics in Auditing  
*or*  
 22512 Advanced Auditing Techniques  
 79411 Advanced Companies and Securities Law  
 79606 Advanced Revenue Law  
*or*  
 79666 Advanced Income Tax Law

**Sub-major in Prose Fiction**

(Faculty of Humanities and Social Sciences)

- 54114 Writing 1 (6cp)  
 54252 Narrative Writing (8cp)  
 54354 Writing Workshop (8cp)

**Sub-major in Public Relations**

(Faculty of Humanities and Social Sciences)

Students must take 21125 Australian Business Environment followed by a minimum of 20 credit points chosen from the following subjects:

**Compulsory**

- 54293 Public Relations: Process and Practice (8cp)

**plus either**

- 54394 Community Relations (8cp) and  
 54395 Public Relations: Process and Practice (8cp)  
*or*  
 54396 Communication Sound Image Project (12cp)

**Sub-major in Radio**

(Faculty of Humanities and Social Sciences)

- 54116 Audiovisual Media Production (6cp)  
 54294 Sound Design (8cp)  
*plus one of the following*  
 54390 Advanced Sound Design (8cp)  
 54367 Sound Seminar (8cp)

**Note:** Students may substitute 59326 Professional Communication (4cp) or 54104 Computers and Communication (4cp) for 54116 Audiovisual Media Production

**Sub-major in Radio Journalism**

(Faculty of Humanities and Social Sciences)

- 54117 Journalism 1 (6cp)  
 54152 Radio Basic (4cp)  
 54240 Journalism 2 (8cp)  
 54243 Radio Journalism (8cp)

**Note:** Students may substitute 59326 Professional Communication (4cp) or 54104 Computers and Communication (4cp) for 54117 Journalism 1

**Sub-major in Sports Management**

- 27307 The Administration of Australian Sport  
*plus three of the following elective subjects*
- 27633 Sports Psychology  
27628 Law for Leisure, Sport and Tourism  
27315 Leisure Facility Design  
27611 Measurement and Development of Physical Ability  
27331 Motor Learning and Control  
27221 Principles and Practices of Sports Coaching  
27608 Prevention and Care of Athletic Injuries  
27311 Sociology of Sport and Leisure

**Note:** Other human movement studies subjects taught within the School of Leisure and Tourism Studies may be substituted for the above electives with the approval of the Head of School.

**Sub-major in Taxation Law**

(Faculty of Law and Legal Practice)

- 79101 Law for Business  
*plus four of the following*
- 79365 Company Law  
*or*
- 79462 Revenue Law  
79606 Advanced Revenue Law  
79666 Advanced Income Taxation Law  
79667 Indirect Taxation

**Note:** Students are required to choose four subjects in addition to the core introductory subject Law for Business or its equivalent, and the core subject in their particular major. Students undertaking the Accounting major should consult with Mr Michael Adams, School of Law, on telephone 330 5418.

**Sub-major in Tourism Management**

- 27128 Tourism Systems  
27648 The Tourism Industry  
*plus two of the following elective subjects*

**Stream 1 Management**

- 27628 Law for Leisure, Sport and Tourism  
27631 Tourism Management

**Stream 2 Marketing**

- 27632 Tourist Behaviour  
27642 Tourism Services Marketing

**Stream 3 Planning and Development**

- 27327 Tourism's Environmental Interactions  
27523 Leisure and Tourism Planning

**Note:** The grouping of the additional subjects into streams is advisory only. The student's choice is not restricted to a single stream. Any two additional subjects may be selected provided that prerequisites have been satisfied.

Business students wishing to undertake a sub-major in Tourism Management would normally be required to commence the sub-major in Autumn semester of their second year.

**Sub-major in Writing for Performance**

(Faculty of Humanities and Social Sciences)

- 54114 Writing 1 (6cp)  
54253 Writing for Performance (8cp)  
54351 Screenwriting (8cp)

## Bachelor of Business (Honours)

The Faculty of Business offers an Honours program which provides an opportunity for advanced study in a subject area that corresponds to one of the current Bachelor of Business majors.

The common core consists of four subjects totalling 48 credit points, representing a common structure, with the content of the subjects determined by the School. The four core subjects are: Advanced Theory, Research Methods, Readings for Thesis, and Thesis (with the exception of the School of Finance and Economics).

The Honours program provides the ideal foundation for students who plan to pursue an academic career, or who plan to undertake a research degree, either Master's (Hons) or PhD.

### ADMISSION REQUIREMENTS

The program is demanding and students are required to attain a credit average in order to be eligible for admission. Currently because of the value placed on degrees with a strong research component, students enrolling in the Honours program may be exempt from HECS.

### ATTENDANCE PATTERNS

The minimum duration of the Bachelor of Business (Hons) course is one year (two semesters) full-time and two years (four semesters) part-time.

### Accounting

The Honours program in Accounting aims to provide students with the knowledge and skills to critically evaluate issues in accounting, with an emphasis on the development of the capacity for self-reflexivity and for independent work and research. Students are given grounding in research skills (Research Methods in Accounting) necessary for the critical evaluation of recent empirical studies in accounting (Advanced Theory in Financial Account-

ing/Management Accounting/Taxation)<sup>1</sup> and for carrying out their own accounting research (Readings/Thesis in Accounting). The latter forms a major component of the program.

<sup>1</sup>Students choose from two of the three Advanced Theory subjects.

### FULL-TIME PROGRAM

#### Semester 1

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22901	Research Methods in Accounting
22902	Advanced Theory in Financial Accounting
22903	Advanced Theory in Management Accounting
79668	Advanced Theory in Taxation
22905	Readings in Accounting

#### Semester 2

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22906	Thesis in Accounting
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### PART-TIME PROGRAM

#### Semester 1

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22901	Research Methods in Accounting
22902	Advanced Theory in Financial Accounting
22903	Advanced Theory in Management Accounting
79668	Advanced Theory in Taxation

#### Semester 2

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22902	Advanced Theory in Financial Accounting
22903	Advanced Theory in Management Accounting
79668	Advanced Theory in Taxation
22905	Readings in Accounting

#### Semester 3

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22906	Thesis in Accounting
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#### Semester 4

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22906	Thesis in Accounting
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### Finance and Economics

The Honours program in Finance and Economics is intended to develop students' intellectual skills and their knowledge of finance and economics to a level where they can become informed consumers of the research literature, and also have the capacity to undertake their own research. The research component

of the degree consists of training in research methodology and statistical analysis, together with the completion of a thesis.

### FULL-TIME PROGRAM

#### Semester 1

- 
- 25911 Advanced Business Forecasting  
 25913 Advanced Microeconomics  
 25914 Honours Seminar in Finance and Economics  
 25912 Advanced Macroeconomics

#### Semester 2

- 
- 25902 Advanced Corporate Finance  
 25901 Futures and Options  
 25916 Thesis in Finance and Economics

### PART-TIME PROGRAM

#### Semester 1

- 
- 25911 Advanced Business Forecasting<sup>1</sup>  
*or*  
 25914 Honours Seminar in Finance and Economics<sup>1</sup>  
 25913 Advanced Microeconomics

#### Semester 2

- 
- 25902 Advanced Corporate Finance  
 25901 Futures and Options

#### Semester 3

- 
- 25911 Advanced Business Forecasting<sup>1</sup>  
*or*  
 25914 Honours Seminar in Finance and Economics<sup>1</sup>  
 25912 Advanced Macroeconomics

#### Semester 4

- 
- 25916 Thesis in Finance and Economics

<sup>1</sup>Part-time students are able to choose whether they take Advanced Business Forecasting before the Honours Seminar in Finance and Economics or vice versa. Students who wish to immediately improve their econometrics should take the Advanced Business Forecasting course first, while students who wish to immediately start planning their thesis should take the Honours Seminar first.

### Management

The Honours program in Management aims to enhance students' knowledge and skills in the area of management, with an emphasis on the development

of the capacity for independent work and research. The major component of the program is a thesis which is a report on a piece of original research carried out by the student which provides 50 per cent of the final assessment. Other subjects provide instruction on the relevant research methods and on the writing of a formal research proposal. A further subject allows students to study in depth a number of topics of their own choosing which are not directly related to the topic of the thesis.

### FULL-TIME PROGRAM

#### Semester 1

- 
- 21901 Research Methods in Management  
 21902 Advanced Theory in Management (F/T)  
 21903 Readings for Thesis in Management

#### Semester 2

- 
- 21904 Thesis in Management (F/T)

### PART-TIME PROGRAM

#### Semester 1

- 
- 21901 Research Methods in Management  
 21906 Advanced Theory in Management (P/T)

#### Semester 2

- 
- 21903 Readings for Thesis in Management  
 21906 Advanced Theory in Management (P/T)

#### Semester 3

- 
- 21905 Thesis in Management (P/T)

#### Semester 4

- 
- 21905 Thesis in Management (P/T)

### Marketing

The Honours program in Marketing should be taken by recent graduates who wish to enhance their knowledge of current marketing literature and research areas. After graduation, students can expect to have a strong foundation to pursue further thesis-based degrees

in marketing or to opt for a career as independent researchers/consultants.

The Honours program is equally divided between closely guided instruction such as coursework and tightly supervised independent research. The aim of this structure is to instruct the student in critical literature analyses and practical application of models and theories.

### FULL-TIME PROGRAM

#### Semester 1

24901 Advanced Theory in Marketing  
24902 Research Methods in Marketing  
24903 Readings for Thesis in Marketing

#### Semester 2

24904 Thesis in Marketing (F/T)

### PART-TIME PROGRAM

#### Semester 1

24901 Advanced Theory in Marketing  
24902 Research Methods in Marketing

#### Semester 2

24902 Research Methods in Marketing  
24903 Readings for Thesis in Marketing

#### Semester 3

24905 Thesis in Marketing (P/T)

#### Semester 4

24905 Thesis in Marketing (P/T)

## Bachelor of Business/ Bachelor of Laws (single testamur)

The Bachelor of Business/Bachelor of Laws (BBus LLB) program is offered jointly by the Faculty of Business and the Faculty of Law and Legal Practice. The degree provides full-time study for students wishing to obtain a professional qualification that satisfies the basic academic requirements of the Supreme Court of New South Wales for admission as a solicitor or barrister, and seeking a business or professional accounting qualification at the same time.

The Business component of the degree allows students to major in one of the specialisations of Accounting, Banking, Economics, Finance, Finance and Economics, International Business, Management, or Marketing.

After successful completion of the program the student will be awarded a single testamur i.e. BBus LLB. The LLB component may be awarded with First or Second Class Honours.

Further information on the Bachelor of Business component is available from Amanda Clark, Faculty of Business, telephone 330 3544. Further information on the Bachelor of Laws component is available from Michael Fen, School of Law, telephone 281 2699.

**Note:** Students are advised that they should make their own enquiries of the Supreme Court of New South Wales to ascertain if exemption can be obtained on the basis of having completed the elective skills 71002 Legal Ethics (A) and 71102 Legal Ethics (B).

### ADMISSION REQUIREMENTS

All programs are offered only to current HSC applicants who attain the HSC TER mark required for entry.

However, subject to an agreed quota, students who have completed the first or second year of the Bachelor of Business or Bachelor of Laws course with an



average mark at distinction level may apply to transfer to the BBus LLB course.

### ATTENDANCE PATTERN

The course is of five years' duration undertaken on a full-time basis, although the Law component may require attendance at evening classes.

### COURSE STRUCTURE

#### Semester 1

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70113 Legal Process and History  
7044 Skills: Computerised Legal Research  
70100 Skills: Legal Research and Writing  
22105 Accounting A  
25110 Microeconomics

#### Semester 2

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70211 Law of Contract  
70212 Criminal Law  
70200 Skills: Case Analysis and Statutory Interpretation  
22205 Accounting B  
25209 Macroeconomics

#### Semester 3

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70311 Law of Tort  
70611 Federal Constitutional Law Skills elective  
21125 Australian Business Environment  
22115 Business Information Systems

#### Semester 4

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70411 Commercial Transactions  
70312 Real Property  
70300 Skills: Conveyancing  
21130 Organisational Behaviour  
26122 Business Statistics

#### Semester 5

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70612 Administrative Law  
70514 Family Law  
70513 Succession  
24105 Principles of Marketing  
25308 Financial Institutions and Markets

#### Semester 6

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70412 Corporate Law  
70511 Equity and Trusts  
70500 Skills: Drafting

25314 Business Finance 1  
21215 Management and Communication Skills

#### Semester 7

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71114 Remedies and Restitution  
71115 Insolvency  
70600 Skills: Pleadings  
70705 Skills: Litigation  
Bachelor of Business major subject  
Bachelor of Business major subject

#### Semester 8

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71112 Conflict of Laws  
71212 Revenue Law  
70900 Skills: Moot  
Bachelor of Business major subject  
Bachelor of Business major subject

#### Semester 9

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71211 Law of Evidence  
71201 Skills: Alternative Dispute Resolution  
Law elective  
Bachelor of Business major subject  
Bachelor of Business major subject

#### Semester 10

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Skills elective  
Skills elective  
Bachelor of Business major subject

## **Double degree in Business and Computing Science**

Students initially enrol in the Bachelor of Business degree and take the Computing Science sub-major. On satisfactory completion of the business degree and the Computing Science sub-major, a student then applies to be admitted to the Bachelor of Science in Computing Science. On admittance, the sub-major and part of the business component are used in lieu of the requirement for external electives in the Bachelor of Science.

Further information is available from the School of Computing Sciences, telephone 330 1805.

## **Bachelor of Mathematics and Finance**

The Bachelor of Mathematics and Finance is offered as a three-year Pass degree with a fourth year Honours degree. The course structure provides for an integrated program of study in mathematics, statistics, finance, economics, accounting, business law and computing.

The mathematical component of the degree provides the necessary background for the mathematical and statistical techniques which are finding increasing usage in the management of large institutional portfolios in general, and the pricing and hedging of modern financial instruments such as futures and options, in particular. The business components provide students with the grounding in accounting, economics and finance necessary to understand and become practitioners in Australia's evolving financial system.

Students undertaking this degree will readily find employment with major financial institutions such as banks, insurance companies and government instrumentalities, all of which have a large unmet demand for graduates with sound training in both traditional finance and the mathematical aspects of modern portfolio management.

Further details and program outlines are contained in the *Faculty of Mathematical and Computing Sciences Handbook*.

## Bachelor of Accounting

The School of Accounting offers a three-year full-time cooperative education program in accounting. The course involves three years of full-time study, including two semesters full-time in industry. Students continue to study part-time while undergoing industrial experience. Industry semester subjects are specially designed to be undertaken cooperatively. The theoretical material is 'fast-tracked' before the industrial experience program commences, followed by work-integrated project work.

The Bachelor of Accounting program is offered at the City campus (Haymarket) only.

Further details are available from the Office of Cooperative Education, School of Accounting, telephone 330 3579.

### CORE SUBJECTS

- 22105 Accounting A<sup>1</sup>
- 22205 Accounting B
- 22115 Business Information Systems
- 79101 Law for Business
- 25110 Microeconomics
- 24105 Principles of Marketing
- 26122 Business Statistics
- 25209 Macroeconomics
- 25308 Financial Institutions and Markets
- 25314 Business Finance 1

#### Industry Semester 1

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- 21030 Introduction to Business (Project)
- 22125 Accounting Experience 1
- 79267 Commercial Law

#### Industry Semester 2

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- 22310 Management Accounting 3 (Project)
- 22225 Accounting Experience 2
- 22409 Auditing Project

<sup>1</sup>Fast-track studies

## SINGLE MAJOR IN ACCOUNTING

The following subjects must be completed, in addition to the core, to satisfy the requirements of the accounting major field of study in the Bachelor of Accounting:

- 22320 Financial Accounting 1
- 22321 Management Accounting 1<sup>1</sup>
- 79365 Company Law
- 22565 Business Information Systems 2
- 22420 Financial Accounting 2
- 22421 Management Accounting 2
- 79462 Revenue Law
- 22520 Financial Accounting 3
- 21509 Corporate Strategy
- 79606 Advanced Revenue Law

<sup>1</sup>Fast-track studies

## ELECTIVES AND SUB-MAJORS

Students have a minimum of four elective subjects in which to study an area of related interest. Students may choose from sub-majors in:

- Accounting for Small Business
- Business Information Systems
- Business Law
- Financial Management
- Insurance
- Insolvency
- International Business
- International Marketing
- Management
- Professional Accounting Practice
- Taxation Law

Alternatively students may choose their own combination of electives, subject to approval.

## COMBINED MAJOR IN ACCOUNTING AND FINANCE

For students undertaking the combined major in Accounting and Finance, the Accounting major is reduced to ten subjects and the Finance major consists of five subjects. There would be no electives.

The following 14 subjects must be completed, in addition to the core, to satisfy the requirements of the combined Accounting and Finance major field of study in the Bachelor of Accounting:

- 22320 Financial Accounting 1
- 22420 Financial Accounting 2
- 22520 Financial Accounting 3
- 22321 Management Accounting 1
- 22421 Management Accounting 2
- 22521 Management Accounting 3
- 25406 Quantitative Techniques for Finance and Economics
- 25621 Financing Decisions
- 25506 Asset Pricing and Capital Studies (or Honours level equivalent)
- 25605 Real Asset Investment and Management
- 79365 Company Law
- 79462 Revenue Law
- 22565 Business Information Systems 2
- or*
- 79606 Advanced Revenue Law
- 25503 Investment Analysis and Portfolio Management (or Honours level equivalent)
- or*
- 25421 International Financial Management

## Bachelor of Accounting (Honours)

Graduates of the Bachelor of Accounting may undertake an Honours program with specialisation in Accounting or Finance. The minimum duration of the Bachelor of Accounting (Honours) course is one year (two semesters) full-time and two years (four semesters) part-time.

### PROFESSIONAL RECOGNITION

Students successfully completing the Bachelor of Accounting will have satisfied the requirements of the Institute of Chartered Accountants in Australia and the Australian Society of Certified Practising Accountants (ASCPA) with regard to entry requirements.

However, students enrolling in 1993 and later years who wish to seek membership of the ASCPA should be aware that the Society, in principle, will not accept conceded passes in subjects required by them. However, the ASCPA will now accept a conceded pass in a first or second year subject, provided that a further unit has been passed in the same subject area. Further information can be obtained from the ASCPA.

## Bachelor of Arts in Tourism Management

The Bachelor of Arts in Tourism Management was introduced in 1989. The curriculum focuses on producing graduates with a strong understanding of the distinctive features of tourism and the tourism industry, with the knowledge and range of skills which provide the flexibility to effectively manage in an environment of significant growth and change. The program also develops students' understanding of tourism as an increasingly important social phenomenon, in order to foster an appropriately critical approach to this field of study. It is available only at the Kuringgai campus.

The Bachelor of Arts in Tourism Management is distinctive in five respects:

1. It follows a broad and holistic approach to the study of tourism. Explicit coverage is given to all essential elements of the tourism phenomenon (including those which are non-industrial), and to the environments with which tourism interacts.
2. The program is interdisciplinary, making use of systems theory to create a framework for subsequent interdisciplinary description, analysis and inquiry.
3. The program gives full coverage to all of the tourism industry's sectors. The level and breadth of this approach enables students to develop a comprehensive awareness and understanding of tourism system elements and the tourism industry sector's significant interrelationships. Within this approach, students are free to choose whether or not to specialise in any particular industry sector or other aspect of tourism.
4. The course has a practical hands-on industry operations component. This takes the form of a two-subject module with students choosing either the hospitality operations module or the travel and tourism operations module.
5. It has an industry experience component which includes a minimum ten weeks of work experience during the course. Students are required to carry out a major industry-related management project. These features ensure the program's tourism industry relevance.

Further information is available from the School of Leisure and Tourism Studies, telephone 330 5497.

### ADMISSION REQUIREMENTS

Admission to the Bachelor of Arts in Tourism Management is available to students who have completed their secondary education in New South Wales and gained the Higher School Certificate, or the equivalent qualification from another State, and mature-age persons where preference will be given to people with vocational experience in tourism or a related field.

Students who have completed courses through Insearch Institute of Commerce, if admitted, may be given up to one year's advanced standing in the Bachelor of Arts in Tourism Management.

### ADMISSION WITH ADVANCED STANDING

After admission to the School, students may apply to the Faculty Board for advanced standing in subjects in which they consider themselves eligible. Equivalence of subject matter is the main criterion for the award of advanced standing in a subject successfully completed at another institution.

## ATTENDANCE PATTERNS

The Bachelor of Arts in Tourism Management is taught on a full-time basis only. The normal time for completion of requirements is three years (six semesters).

Students will be required to attend some evening classes as part of their program of study.

In addition, students will be required to undertake a minimum of ten weeks' industry-related work experience during the course.

## COURSE STRUCTURE

Students must complete at least 144 credit points consisting of 24 core subjects and four elective subjects. All subjects have a credit point value of five except 27527 Tourism Studies Project which has a credit point value of 14.

### Typical full-time program

#### Semester 1

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- 27128 Tourism Systems
- 27126 Leisure in Australia
- 27129 Information Technology for Leisure and Tourism
- 25111 Economics of Leisure and Tourism
- 22105 Accounting A

#### Semester 2

---

- 27648 The Tourism Industry
- 27632 Tourist Behaviour
- 24105 Principles of Marketing
- 26122 Business Statistics
- 22205 Accounting B

#### Semester 3

---

- 27327 Tourism's Environmental Interactions
- 27644 Hospitality Operations 1
- 27654 Hospitality Operations 2
- or*
- 27643 Travel and Tourism Operations 1
- 27653 Travel and Tourism Operations 2
- 27225 Leisure Research 1
- 21130 Organisational Behaviour

#### Semester 4

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- 27642 Tourism Services Marketing
- 27325 Leisure Research 2
- 27323 Leisure and Public Policy
- 21613 Contemporary Management Practices
- Elective 1

#### Semester 5

---

- 27631 Tourism Management
- 27523 Leisure and Tourism Planning
- 27527 Tourism Studies Project
- Elective 2

#### Semester 6

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- 27527 Tourism Studies Project (cont.)
- 27628 Law for Leisure, Sport and Tourism
- Elective 3
- Elective 4

### Electives

Electives may be chosen from other subjects offered within the School of Leisure and Tourism Studies or as approved by the Head of School.

## Bachelor of Arts in Leisure Studies

The Bachelor of Arts in Leisure Studies provides students with the knowledge and professional skills necessary to operate within the leisure industries. Graduates of this program develop theoretical knowledge and skills relevant to the organisation – researching, planning, administration, marketing and equitable distribution of leisure services. The degree prepares graduates for employment in various leisure industry sectors including community arts, natural resource management, community development, leisure marketing, tourism, commercial leisure and sports administration.

Further information is available from the School of Leisure and Tourism Studies, telephone 330 5497.

### ADMISSION REQUIREMENTS

Admission to the Bachelor of Arts in Leisure Studies is available to students who have completed their secondary education in New South Wales and gained the Higher School Certificate, or the equivalent qualification from another State or country, and mature-age persons where preference will be given to people with vocational experience in recreation or a related field, and graduates from the Associate Diploma in Recreation with a credit (or equivalent) subject average, who will be granted automatic entry.

### ADMISSION WITH ADVANCED STANDING

An applicant who presents qualifications additional to those required for admission may be granted advanced standing. It is anticipated that applications for advanced standing will come from the following sources:

1. Students who may have completed part or all of an Associate Diploma in Recreation (either at the University of Technology, Sydney or at an interstate institution).

2. Students who have been enrolled in the Associate Diploma program prior to 1989 and who wish to apply for entry to the degree may expect to be granted status in those subjects for which there is an equivalent in the revised Associate Diploma program. Any other subjects will be considered on their merit.
3. Students who may have completed part of the Bachelor's degree program in Recreation at Charles Sturt University (Bathurst).
4. Students who may have completed part of a degree in a related area of study, notably Humanities and Social Science or Business Studies, or part of a Leisure/Recreation degree offered by an interstate or overseas institution.
5. Students who have been employed in the leisure field, either in a formal capacity or by way of voluntary endeavour.

Applications for advanced standing are considered individually on their merits and students will be expected to provide supporting documentation. The granting of credit depends upon the degree of similarity to the nominated University of Technology, Sydney, equivalent subjects, the level at which the subject was completed, and the length of time elapsed since completion of the subject.

### ATTENDANCE PATTERNS

The Bachelor of Arts in Leisure Studies course may be completed on either a full-time or a part-time attendance pattern. The normal time for completion is three years (six semesters) or part-time equivalent. In special circumstances the Faculty Board may grant an extension of time to complete. Full-time students should be aware that they will be required to attend evening classes and part-time students will be required to attend day time classes as part of their program of study.

## COURSE STRUCTURE

All students must complete at least 144 credit points covering 28 subjects, consisting of 22 core subjects and six elective subjects. All subjects have a credit point value of five except 27250 Professional Practice 2 which has a credit point value of nine.

The Bachelor of Arts in Leisure Studies is offered at the Kuring-gai campus only.

### Typical full-time program

#### Semester 1

- 
- 27129 Information Technology for Leisure and Tourism  
 27127 Leisure in Social Context  
 27126 Leisure in Australia  
 E2105 An Introduction to Developmental and Educational Psychology  
 25111 Economics of Leisure and Tourism

#### Semester 2

- 
- 24105 Principles of Marketing  
 27314 Leisure, Sport and Culture  
 27106 Social Psychology of Leisure  
 27224 Leisure Program Planning  
 27510 Professional Practice 1

#### Semester 3

- 
- 21130 Organisational Behaviour  
 27326 Leisure and Specific Populations  
 27225 Leisure Research 1  
 22028 Accounting Practices (Leisure Services)  
 Elective  
 27150 Professional Practice 1 (cont.)

#### Semester 4

- 
- 27323 Leisure and Public Policy  
 27325 Leisure Research 2  
 21613 Contemporary Management Practices  
 Elective  
 Elective

#### Semester 5

- 
- 27523 Leisure and Tourism Planning  
 27526 Leisure Theory  
 27250 Professional Practice 2  
 Elective  
 Elective

#### Semester 6

- 
- 27606 Contemporary Issues in Leisure  
 27628 Law for Leisure, Sport and Tourism  
 Elective  
 27250 Professional Practice 2 (cont.)

### Typical part-time program

#### Semester 1

- 
- 27126 Leisure in Australia  
 E2105 An Introduction to Developmental and Educational Psychology  
 27129 Information Technology for Leisure and Tourism

#### Semester 2

- 
- 27106 Social Psychology of Leisure  
 24105 Principles of Marketing

#### Semester 3

- 
- 27127 Leisure in Social Context  
 25111 Economics of Leisure and Tourism  
 21130 Organisational Behaviour

#### Semester 4

- 
- 27314 Leisure, Sport and Culture  
 27224 Leisure Program Planning  
 27150 Professional Practice 1

#### Semester 5

- 
- 27326 Leisure and Specific Populations  
 Elective  
 27510 Professional Practice 1 (cont.)

#### Semester 6

- 
- 27323 Leisure and Public Policy  
 21613 Contemporary Management Practices

#### Semester 7

- 
- 27225 Leisure Research 1  
 22028 Accounting Practices (Leisure Services)

#### Semester 8

- 
- 27325 Leisure Research 2  
 Elective

#### Semester 9

- 
- 27523 Leisure and Tourism Planning  
 27628 Law for Leisure, Sport and Tourism  
 27250 Professional Practice 2



**Semester 10**

Elective

Elective

27250 Professional Practice 2 (cont.)

**Semester 11**

27526 Leisure Theory

Elective

**Semester 12**

27606 Contemporary Issues in Leisure

Elective

**Electives**

Electives may be chosen from other subjects offered within the School of Leisure and Tourism Studies or as approved by the Head of School.

## **Bachelor of Arts (Honours) in Leisure Studies**

The School of Leisure and Tourism Studies offers an Honours program which is an extension of the BA in Leisure Studies. The program is designed to provide students with the resources to further develop and apply their research skills, and to pursue, in depth, special areas of interest. It is offered only at the Kuring-gai campus.

Specifically, the Honours program aims to:

- develop, at an advanced undergraduate level, knowledge of the phenomenon of leisure through the medium of research;
- facilitate the completion of a substantive research thesis which focuses around theory, applied/professional issues or some combination of these;
- provide a pathway of direct entry to the MA in Leisure Studies and more ready (if not direct) access to Master's programs in allied areas such as environmental studies, social welfare or planning; and
- make contributions to knowledge in the field of leisure studies.

### **ADMISSION REQUIREMENTS AND PROCEDURES**

Admission to the Honours program is open to students who have successfully completed the BA in Leisure Studies and who have maintained a credit average or better in the final two full-time semesters. Candidates for admission would also be encouraged to complete the BA in Leisure Studies subject, Leisure Studies Special Project. Admission is also open to students from other institutions who have undertaken degrees in Leisure Studies, Human Movement Studies, Tourism Studies or related areas. A credit average or better in the final two semesters of study is required.

## ENTRY TO THE BA (HONOURS) BY PROFESSIONAL EXPERIENCE

In exceptional cases consideration will be given to applicants who have completed the BA Leisure Studies Pass degree. These applicants may, within a period of three calendar years from their graduation, apply for admission to the Honours program. In such cases where applicants may not fully have met criteria listed above, outstanding professional achievements will be taken into account. Each particular application in this category will be considered on its merits.

## ATTENDANCE PATTERNS

The Honours component of the BA Leisure Studies will normally be completed in one year (two semesters) full-time or two years (four semesters) part-time.

## COURSE STRUCTURE

All students must complete three coursework subjects each of six credit points, and a major thesis of 30 credit points, totalling 48 credit points. Coursework subjects include the Honours Research Seminar and two elective subjects chosen from subjects available in the Graduate Diplomas in Leisure Studies, Tourism Management or other approved subjects.

The precise nature of each student's program will be determined in consultation with the Honours Course Coordinator. The aim will be to choose those subjects which will facilitate completion of the Honours Research Thesis.

## Typical full-time program

### Semester 1

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27730 Honours Research Seminar  
Elective 1

27690 Honours Thesis

### Semester 2

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Elective 2  
27690 Honours Thesis

## Typical part-time program

### Semester 1

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27730 Honours Research Seminar  
Elective 1

### Semester 2

---

Elective 2  
27690 Honours Thesis

### Semester 3

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27690 Honours Thesis

### Semester 4

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27690 Honours Thesis

## Electives

Both elective subjects may be completed in the first semester or they may be taken in separate semesters.

In special cases, a reading subject may be substituted for one of the taught elective subjects.

## Bachelor of Arts in Human Movement Studies

The School of Leisure and Tourism Studies offers a Bachelor of Arts in Human Movement Studies. The degree was developed as a result of the significant demand for professionals able to provide physical activity services to all sectors of the community.

The course is focused on producing graduates with a strong understanding of the processes and mechanisms underlying human movement, and with the knowledge base and skill repertoire necessary to manage and plan human movement activities in the leisure and education contexts. The course will provide graduates with the necessary skills to gain initial employment in the human movement field as well as the analytical skills necessary for critical appraisal of developments in the field.

The program not only provides a substantial academic and professional grounding in human movement, but it also allows students to focus on a particular aspect of the field through specialisations in human movement science, fitness management, sports management and outdoor education.

Further information is available from the School of Leisure and Tourism Studies, telephone 330 5497.

### ADMISSION REQUIREMENTS

Admission to the Bachelor of Arts in Human Movement Studies is available to students who have completed their secondary education in New South Wales and gained the Higher School Certificate, or the equivalent qualification from another State, and mature-age persons where preference will be given to people with vocational experience in the broad human movement field.

### ADMISSION WITH ADVANCED STANDING

After admission to the School, students may apply to the Faculty Board for advanced standing in subjects in which they consider themselves eligible. Equivalence of subject matter is the main criterion for the award of advanced standing in a subject successfully completed at another institution.

### ATTENDANCE PATTERNS

The Bachelor of Arts in Human Movement Studies is taught on a full-time basis only. The normal time for completion of requirements is three years (six semesters).

Students will be required to attend evening classes as part of their program of study.

The Bachelor of Arts in Human Movement Studies is offered at the Kuring-gai campus only.

### COURSE STRUCTURE

Students must complete at least 144 credit points over 28 subjects consisting of 24 core subjects of 124 credit points and 20 credit points of electives. All subjects have a credit point value of five except 27250 Professional Practice 2 which has a credit point value of nine.

#### Typical full-time program

##### Semester 1

---

27129	Information Technology for Leisure and Tourism
27126	Leisure in Australia
27149	Performance Studies 1
E8540	Chemistry
27125	Functional Anatomy

##### Semester 2

---

27106	Social Psychology of Leisure
27223	Mechanics of Human Motion
E8137	Human Biology
27150	Professional Practice 1
27224	Leisure Program Planning

**Semester 3**

- 
- 27310 Kinesiology  
 E8203 Human Physiology  
 27225 Leisure Research 1  
 27611 Measurement and Development of Physical Ability  
 27249 Performance Studies 2  
 27150 Professional Practice 1 (cont.)

**Semester 4**

- 
- 27314 Leisure, Sport and Culture  
 27325 Leisure Research 2  
 27330 Physiological Efficiency of Human Movement  
 27349 Performance Studies 3 Elective

**Kinesiology major****Semester 5**

- 
- 27250 Professional Practice 2  
 27331 Motor Learning and Control Elective  
 27449 Performance Studies 4

**Semester 6**

- 
- 27508 Biomechanical Efficiency of Human Movement Elective  
 Elective  
 27549 Performance Studies 5  
 27250 Professional Practice 2 (cont.)

**Sports Management major****Semester 5**

- 
- 27250 Professional Practice 2  
 22028 Accounting Practices Elective  
 21130 Organisational Behaviour

**Semester 6**

- 
- 27307 The Administration of Australian Sport Elective  
 Elective  
 24105 Principles of Marketing  
 27250 Professional Practice 2 (cont.)

**Kinesiology major – elective stream**

Four of the following subjects: Administration of Australian Sport; Analytical Procedures in Exercise Physiology; Environmental Influences in Exercise Physiology; Exercise Prescription; Nutrition for Physical Activity; Outdoor Education 1; Outdoor Education 2; Prevention and Care of Athletic Injuries; Principles and Practices of Sports Coaching; Recreation Leadership; Sociology of Sport and Leisure; Sports Psychology; Water-based Recreation.

Other electives may be available.

**Sports Management major – elective stream**

Four of the following subjects: Contemporary Management Practices; Public Relations Principles; Law for Leisure, Sport and Tourism; Leisure Facility Design; Leisure and Fitness Centre Operations; Leisure and Public Policy; Leisure and Tourism Planning; Sports Psychology; Sociology of Sport and Leisure; Principles and Practices of Sports Coaching.

Other electives as advised.

**Bachelor of Arts in Human Movement Studies/  
Diploma in Education**

Students wishing to undertake a career in the teaching of Health, Personal Development and Physical Education may undertake a fourth year of study leading to the award of Diploma in Education. Students undertaking this program complete the Bachelor of Arts in Human Movement Studies as described above and then undertake the Diploma in Education (Physical Education) as offered by the School of Teacher Education. Admission to the Diploma in Education may be subject to quota and therefore offered on merit.

## Bachelor of Manufacturing Management

The School of Management offers a three-year full-time cooperative education program in manufacturing management. The course involves two summer industry-based periods and six semesters of university subjects. The annual intake is 30 students.

The course has provision for: students stipends during industry-based training periods; company cadetships; and day-release industry traineeships.

For HSC applicants a TER of at least 80 is required. Preference will be given to applicants with sound results in both 2-unit Mathematics and 2-unit General English. For mature-age applicants recognition of prior learning and education will be considered. All applicants will be required to attend an interview.

The Bachelor of Manufacturing Management program is offered at the Kuring-gai campus only, with some subjects taught at the City campus.

Further details are available from Graeme Sheather, Director, Manufacturing Management Program, School of Management, telephone 330 5262 or 330 5442.

### COURSE PROGRAM

The degree involves 30 subjects with a total load of 159 credit points and elective specialisation available through the industry-based training periods.

#### Semester 1

- 
- 21168 Australian Manufacturing in Perspective
  - 21169 Reason, Judgement and Ethics
  - 21130 Organisation Behaviour<sup>1</sup>
  - 25112 Business Economics
  - 26122 Business Statistics<sup>1</sup>
  - 31618 Manufacturing Management Information Systems

#### Semester 2

- 
- 22116 Accounting and Financial Management

- 21215 Management and Communication Skills<sup>1</sup>
- 79213 Law for Manufacturing Management
- 21170 Workshop Technologies: Skills Practice (SIT)
- 24105 Principles of Marketing<sup>1</sup>

#### Summer Course

- 
- 21171 Supervised Industry Practicum 1

#### Semester 3

- 
- 25113 Finance for Manufacturing Management
  - 47712 Environment and Waste Management
  - 46601 Engineering Principles
  - 46702 Introduction to CAD/CAM

#### Semester 4

- 
- 21221 Organisational Design and Change<sup>1</sup>
  - 24106 Advanced Marketing
  - 21173 Business Development
  - 21306 Employment Relations<sup>1</sup>

#### Summer Course

- 
- 21179 Supervised Industry Practicum 2

#### Semesters 5 and 6<sup>2</sup>

- 
- 21176 Quality Management Systems
  - 46301 Product and Process Development
  - 31612 Information Technology and Decision Systems
  - 21177 Performance Management Systems
  - 21175 Manufacturing Facilities Design
  - 21178 Logistics and Distribution Resources Planning

#### Semester 5

- 
- 21172 Strategic Manufacturing Systems 1

#### Semester 6

- 
- 21180 Strategic Manufacturing Systems 2
  - 21181 Policy Issues in Manufacturing Management

<sup>1</sup>Current subjects taught as part of either the core of the Bachelor of Business degree or the Management major.

<sup>2</sup>These subjects are year-long subjects offered over two semesters.

## Associate Diploma in Community Organisations

The School of Management offers an Associate Diploma in Community Organisations. This course provides those working in community organisations with knowledge and skills that will enable them to work more effectively and efficiently at the management tasks they currently perform, and to extend their ability to develop and manage other community projects or endeavours. The course is concerned with the management and coordination of community organisations, not with direct service delivery.

The course is offered in two stages with flexible, part-time study patterns. The course is offered at four locations in Sydney (on and off campus).<sup>1</sup>

Applicants must be working in a community organisation. Previous tertiary qualifications or completion of the Higher School Certificate is not necessary. Applicants with relevant past training may apply for appropriate exemptions.

Further details are available from Sallie Saunders or Julie Nyland, Lecturers in Community Management, telephone 330 5311.

<sup>1</sup>The Associate Diploma in Community Organisations (Aboriginal/Torres Strait Islander) is also available to Aboriginal or Torres Strait Islander people who are involved in community organisations and is offered in block-release mode. Further details are available from Marnie Aquilina, Jumbunna Centre for Australian Indigenous Studies, Education and Research, telephone 330 1905.

## COURSE PROGRAM

### Stage 1

A compulsory core of 14 subjects with a load of 70 credit points is undertaken, usually at the rate of five subjects each year:

- 21150 Working in the Community Sector
- 21165 Setting up a Community Organisation
- 21152 Community Practice and Practitioners
- 21158 Government and Political Processes
- 21155 Funding
- 21167 Structures and Processes in Community Organisations
- 21153 Community Research 1
- 21163 Promotion for Community Organisations
- 21161 Local Processes
- 21166 Social Inequalities
- 21160 Group Processes
- 21162 Personnel Practices
- 21156 Money Management 1 (Basic Accounting)
- 21157 Money Management 2 (Budgeting)

### Stage 2

Students are provided with the opportunity to choose a program appropriate to their particular learning needs. It involves five elective subjects totalling at least 20 credit points and a compulsory six-credit-point capstone subject 21164 Integration of Principles and Practices.

## POSTGRADUATE PROGRAMS

### Doctor of Philosophy

The PhD is a university-wide degree which involves an intense period of supervised study and research. The degree of Doctor of Philosophy is awarded to successful candidates who have made a distinct contribution to knowledge whether by original investigation, review or criticism.

#### ADMISSION REQUIREMENTS

To be eligible for admission to the program an applicant shall hold a relevant Bachelor's degree with First or Second Class Honours, Division 1 or a Master's degree; or possess an equivalent qualification; or be a graduate of at least two years' standing of this University or another tertiary educational institution whose research publications and written reports on work carried out by the applicant satisfy the Academic Board that he/she has the ability and experience to pursue his/her proposed course of study.

Further details of eligibility for admission are set out in the UTS Rules for Doctoral Degree Students, Section 3.5.3, in the *Student Information Guide*.

#### COURSE REQUIREMENTS

It is anticipated that all PhD candidates will be able to classify their area of research interest to fit primarily into one of the disciplinary areas of the Faculty's five teaching Schools which are:

- School of Accounting
- School of Finance and Economics
- School of Leisure and Tourism Studies
- School of Management
- School of Marketing

Candidates enrolled full-time in a PhD are required to make satisfactory progress on their research over at least

four semesters. However, the more usual time is six semesters and a part-time student may expect to complete in eight to ten semesters.

#### SUPERVISION

In the course of making an application, prospective PhD candidates are asked to submit a brief statement on their intended area of research. This statement and an interview with the PhD Coordinator of the relevant school will be used as the basis for allocating a supervisor who has expertise appropriate to the candidate's interests. Co-supervisors will also be appointed and these can be drawn from other schools and faculties within the University (or in other universities), depending on the PhD topic and the expertise required to ensure a high standard of supervision.

#### ASSESSMENT DURING CANDIDATURE

Before the end of the first year the student's candidature will be assessed. This assessment may take the form of a written or oral examination, completion of advanced coursework, performance of practical work or some combination of these. The form of this assessment is determined by the University Graduate School Board on the recommendation of the Head of School.

As part of the first year of Doctoral assessment, students will normally be required to present a seminar to the University on their thesis topic and methodology. At this stage, the student should have completed a PhD research proposal. Any changes with regard to supervision should be made prior to or immediately after preparation of the PhD proposal. Changes should be discussed with the PhD Coordinator or the Head of School. The candidate and the candidate's principal supervisor are also required to submit progress reports at the end of each semester.

## THE FINAL THESIS

What length the thesis should be is a commonly asked question but exact limits cannot be prescribed. Quality rather than quantity is the most important criterion. However, as an approximate guide a thesis is typically argued and presented within the range of 50,000–70,000 words.

The thesis is examined by (at least) two examiners external to the University who are expert in the area of research addressed in the thesis. Guidelines for presentation and submission of theses are available from the Postgraduate Studies and Scholarships Office.

## COURSE FEES

The University and the Faculty usually allocate Higher Education Contribution Scheme Scholarships to some PhD students, which means there are no course fees. There are, however, Union and Students' Association fees to be paid for use of student facilities etc.

## Master of Business (by thesis)

The Faculty offers a limited number of places each year to suitably qualified students to follow a program of study leading to the award of Master of Business (MBus). This program is for graduates seeking to extend and deepen their knowledge by undertaking an appropriate research investigation under professional supervision by academic staff of the Faculty. For each candidate a member of the University staff is appointed as principal supervisor. Additional supervisors may be appointed to cover a particular interdisciplinary need or when the location of a candidate's research makes sustained face-to-face contact with the principal supervisor difficult.

## ADMISSION REQUIREMENTS

The general rules for Master's degrees (by thesis) apply to the Master of Business. To be eligible for admission to the Master's degree program, applicants shall hold a Bachelor of Business degree from the University of Technology, Sydney; or hold an equivalent qualification; or submit such other evidence of general and professional qualifications as will satisfy the Academic Board that the applicant possesses the educational preparation and capacity to pursue graduate studies; and shall satisfy such additional requirements as may be prescribed by the Faculty Board.

Each applicant is required, prior to admission, to submit a thesis topic for acceptance in the program. Proposed topics will be raised in the first instance with the program coordinator who will then advise whether the thesis topic is manageable.

## COURSE REQUIREMENTS

Two subject requirements have been established to help each candidate with the preparation of his or her thesis. The first is a research techniques subject, the second subject involves formal seminar presentations giving an update of thesis



research. Each of four of the Faculty's schools coordinates and organises its own two-subject sequence. These are detailed below for each of the schools.

### **School of Accounting**

- 22785 Research Techniques in Accounting  
22786 Research Seminars in Accounting

### **School of Finance and Economics**

- 25785 Research Techniques in Finance and Economics  
25786 Research Seminars in Finance and Economics

### **School of Management**

- 21785 Research Techniques in Management  
21786 Research Seminars in Management

### **School of Marketing**

- 24785 Research Techniques in Marketing  
24786 Research Seminars in Marketing

Students are required to complete the two-subject sequence relevant to their thesis topic. For example, a student who is researching a topic in accounting will be required to complete 22785 and 22786.

The first subject is normally taken in Autumn semester, immediately following admission to the course. This subject introduces each candidate to a range of methodologies used in researching business topics.

The second is a continuing subject, taken every semester, which allows students to present papers related to their own research and to become aware of the work of other students. Attendance at these seminars is compulsory, as is the presenting of a paper each semester or as directed by the School Course Coordinator. The seminars will be held in evenings at times arranged by each School.

In addition to enrolling in the above two subjects, candidates may be required to enrol in subjects specified by their supervisors. Successful completion of

these subjects will contribute toward satisfactory progress in the program.

In general terms, the requirement of the degree is the preparation of a thesis which is judged by its examiners to be '... a distinct contribution to the knowledge of the subject whether by original investigation or by review, criticism or design'.

The thesis itself is expected to be in the vicinity of 40,000 words, and be of distinct relevance to business in areas such as accounting, marketing, finance and economics, and management.

A Master's degree candidate shall not normally be eligible for the award of a Master's degree (by thesis) until:

- in the case of a full-time student, at least four semesters have elapsed from the time of his/her registration as a Master's degree candidate; or
- in the case of a part-time or external student, at least six semesters have elapsed from the time of his/her registration as a Master's degree candidate, except that a student who is specially qualified in the relevant discipline may, with the approval of Academic Board, be eligible for the award in less than the normal minimum time.

### **COURSE FEES**

Course fees for Master of Business (by thesis) programs are currently under review.

## **Master of Business Administration**

The Master of Business Administration (MBA) aims to prepare people for a career in management. The specialty strands in the MBA allow students to obtain professional skills in one of a number of areas of business and government.

### **ADMISSION REQUIREMENTS**

The general admission requirements are an undergraduate degree from a recognised university or college of advanced education; and at least four years' practical experience in industry, commerce or government.

### **SELECTION CRITERIA**

In addition to the above admission requirements, applicants are required to address the following selection criteria on their application form:

1. Scholastic performance as evidenced by previous studies;
2. Work experience and achievements; and
3. Motivation and career goals.

### **EXEMPTIONS**

Exemptions are granted on the basis of completion of equivalent subjects from either recent undergraduate, or recent postgraduate studies. A maximum of four exemptions can be granted on the basis of adequate undergraduate studies. On the basis of previous undergraduate and postgraduate study, a maximum of ten exemptions may be granted.

Exemptions are usually granted in the initial foundation knowledge (core) subjects of economics, statistics and accounting, and to students whose undergraduate course included several subjects in each of these fields.

### **PC SKILLS**

It is assumed that all MBA students can operate a personal computer and can use spreadsheet software such as Lotus 1-2-3 or Excel. Students admitted to the degree who do not possess these skills should complete at least a one-day course in PC use and spreadsheets before enrolling.

### **TRANSFER TO THE MBA**

Transfer to the MBA may be granted to students completing one of the Faculty of Business postgraduate diploma courses. The basic requirements for transfer are that at least a credit average is achieved, the student does not 'take out' the original award, and that the transferee meet the work requirements of the MBA.

### **TRANSFER FROM THE GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION**

As the GradDipBA is an integral part of the MBA, it is possible to transfer after completing the first year of the GradDipBA provided: a credit average has been obtained; and the applicant satisfies the work experience requirements of admission to the MBA.

Alternatively, transfer to the MBA can be made after completing eight subjects provided the credit average is achieved and the work experience requirement is met.

### **COURSE FEES**

The current fee is \$1,000 per subject.

### **COURSE PROGRAM**

The MBA program consists of a total of 16 subjects comprising eight core subjects, four MBA options, and four electives.

**Core subjects**

- 28701 Business and the Changing Environment
- 21813 Managing People
- 25706 Economics for Management
- 22747 Accounting for Managerial Decisions
- 24734 Managerial Marketing
- 25742 Financial Management
- 21720 Employment Relations
- 21715 Strategic Management

**MBA options**

*Four subjects to be chosen from the following:*

- 21718 Organisation Analysis and Design
- 21730 Managerial Skills Workshop
- or*
- 21779 Management Skills
- 28702 Business Analysis
- 21741 Operations Management
- 25707 Government Business Relations
- 79708 Contemporary Business Law
- 21784 Global Business Competitive Intelligence

**Electives**

*Four* subjects to be chosen from the suggested list below or from the MBA options. Any other subject choices, including those from other faculties or universities, will need prior approval from the Director of the MBA program.

- 28790 Business Consultative Project
- Suggested strands are as follows:

*International Business*

- 21717 International Management
- 25731 International Financial Management
- 21812 Global Operations Management
- 24738 International Marketing Management
- 21784 Global Business Competitive Intelligence
- 79742 International Business Law
- 21811 Global Strategic Management

*Tourism Management*

- 27705 Tourism Systems
- 27708 The Travel and Tourism Industry
- 27711 Leisure and Tourism Planning

*Banking*

- 25741 Capital Markets
- 25751 Financial Institution Management
- 25752 Financial Institution Lending

*Finance*

- 25741 Capital Markets
- 25721 Investment Management
- 25731 International Financial Management

*Corporate Accounting*

- 22751 Corporate Accounting Issues
- 79733 Companies and Securities Law
- 22730 EDP Control and Audit
- 22743 Financial Statement Analysis and Financial Modelling

*Operations Management*

- 21743 Productivity and Quality Management
- 21744 Production Planning and Control
- 21745 The Management of Service Operations
- 21812 Global Operations Management
- 43833 Project Management
- 21787 Quality Strategy
- 21747 Operations Management Policy

*Marketing*

- 24737 Marketing Information Management
- 24730 Advanced Marketing Management
- 24736 Marketing Communication
- 24738 International Marketing Management
- 24742 New Product Management

*Employment Relations*

- 21702 Industrial Relations
- 21724 Human Resource Management
- 79731 Industrial Law

*Management*

- 21722 Leadership and Management Action
- 21725 Organisational Change and Adaptation
- 21717 International Management
- 26702 Management Development Outdoors

*Public and Community Sector Management*

- 21728 Public Sector Management  
 21711 Environment of Public Management  
 21766 Managing Community Organisations  
 21767 Environment of Community Organisations

*Sports Management*

- 27715 Management of Australian Sport  
 27717 Event and Facility Management  
 27718 Sport and the Law

*Arts Management*

- 27753 The Arts Environment of Australia  
 27755 Arts Organisations and Management  
 27756 Law and the Arts

*Leisure Management*

- 27701 Leisure and Tourism Organisation and Policy  
 27702 Applied Leisure Theory  
 27711 Leisure and Tourism Planning

## Graduate Diploma in Business Administration

The course has been designed to provide a basis for the development of careers in management for graduates who have not previously undertaken an administrative studies degree course.

### ADMISSION REQUIREMENTS

The general admission requirements are an undergraduate degree from a recognised university or college of advanced education; and at least four years' practical experience in industry, commerce or government.

### TRANSFER TO THE MBA

It is possible to transfer to the MBA after completing the first year of the GradDipBA provided: a credit average has been obtained; and the applicant satisfies the work experience requirements of admission to the MBA.

Alternatively, transfer to the MBA can be made after completing eight subjects, provided the credit average is achieved and the work experience requirement is met.

### COURSE FEES

The current fee is \$1,000 per subject.

### COURSE PROGRAM

#### Semester 1

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- 28701 Business and the Changing Environment  
 21813 Managing People

#### Semester 2

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- 25706 Economics for Management  
 24734 Managerial Marketing

#### Semester 3

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- 22747 Accounting for Managerial Decisions  
 21720 Employment Relations

#### Semester 4

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- 25742 Financial Management Option<sup>1</sup>

<sup>1</sup>Students choose one of the following options.

**Options**

- 21718 Organisation Analysis and Design
- 21730 Managerial Skills Workshop
- 21779 Management Skills
- 28702 Business Analysis
- 21741 Operations Management
- 25707 Government Business Relations
- 79708 Contemporary Business Law
- 21784 Global Business Competitive Intelligence
- 21715 Strategic Management<sup>1</sup>

<sup>1</sup>Students may only take 21715 if they are not articulating into the MBA.

**Graduate Certificate in Business Administration**

The Graduate Certificate in Business Administration serves as a mechanism for provisional entry of suitably qualified non-graduates to the MBA.

**ADMISSION REQUIREMENTS**

The admission requirements to the Graduate Certificate are similar to the MBA but with provision for non-graduate admission on the basis of possession of evidence of general and professional qualifications demonstrating that the applicant possesses the educational preparation and capacity to pursue graduate studies.

**TRANSFER TO THE MBA/  
GRADUATE DIPLOMA IN  
BUSINESS ADMINISTRATION**

Non-graduates who achieve a credit average in the Graduate Certificate are permitted to articulate into the GradDipBA and MBA, and will be given advanced standing for the subjects completed in the Graduate Certificate.

**COURSE FEES**

The current fee is \$1,000 per subject.

**COURSE PROGRAM****Semester 1**

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- 21813 Managing People
- 25706 Economics for Management

**Semester 2**

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- 22747 Accounting for Managerial Decisions

*plus one of the following:*

- 24734 Managerial Marketing
- 25742 Financial Management
- 21720 Employment Relations

• ACCOUNTING

## Master of Business in Accounting

This specialisation is designed to satisfy the Professional Practice Modules of the Institute of Chartered Accountants as part of their academic requirements. It consists of nine subjects, three of which satisfy the requirements of the Institute, and has a total load of 60 credit points.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree from a recognised university or college of advanced education with an Accounting major; or a relevant (i.e. cognate) Graduate Diploma offered by UTS (or an equivalent course offered by a recognised university or college of advanced education) at a credit level; and satisfaction of the entry requirements set by the Institute of Chartered Accountants in Australia for their Professional Year.

### COURSE FEES

The current fee is \$1,200 per subject.

### COURSE PROGRAM

#### Semester 1

79718 Advanced Taxation  
22705 Management Planning and Control

#### Semester 2<sup>1</sup>

22751 Corporate Accounting Issues  
22730 EDP Control and Audit  
22744 Strategic Cost Management

#### Semester 3

79811 Taxation Module  
22812 Accounting Module 2

#### Semester 4

22810 Accounting Module 1  
22760 Applied Research Skills

#### Semester 5

22791 Business Project – Accounting (12cp)

<sup>1</sup>Students choose two of the subjects offered.

## Master of Business in Accounting and Finance

This specialisation is offered jointly by the School of Accounting and the School of Finance and Economics.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree from a recognised university or college of advanced education, and at least two years' relevant work experience; or the completion of a relevant (i.e. cognate) Graduate Diploma offered by UTS (or an equivalent course offered by a recognised university or college of advanced education) at a credit level, and at least two years' relevant work experience.

Students who gain admission under the first category but who do not hold a cognate degree must take the preliminary subjects 22726 Accounting and Financial Administration and 25761 Elements of Financial Management.

Students who are admitted under the latter category above are eligible for up to eight exemptions including the two preliminary subjects.

### COURSE FEES

The current fee is \$1,200 per subject.

### COURSE PROGRAM

(for candidates holding a cognate degree)

#### Semester 1

79733 Companies and Securities Law  
25741 Capital Markets

#### Semester 2

22751 Corporate Accounting Issues  
25765 Corporate Finance

#### Semester 3<sup>1</sup>

25721 Investment Management  
22743 Financial Statement Analysis and Financial Modelling  
22705 Management Planning and Control

**Semester 4**

22760 Applied Research Skills *plus*  
one elective<sup>2</sup>

*or*

two electives<sup>2</sup>

**Semester 5**

22793 Business Project – Accounting  
and Finance (12cp)

*or*

two electives (12cp)<sup>2</sup>

<sup>1</sup>Students elect to take two of the three subjects offered.

<sup>2</sup>Students who wish to take the Accounting Project must take 22760 Applied Research Skills. Suggested electives include: 22708 Management Information Systems, 22730 EDP Control and Audit, 22744 Strategic Cost Management, 25705 Financial Modelling and Forecasting, 25744 Current Issues in Finance, 25751 Financial Institution Management, 25752 Financial Institution Lending, 25762 Synthetic Financial Products, 25763 Corporate Treasury Management, 25764 Venture Capital Finance.

## Graduate Diploma in Accounting and Finance

The skills required by accountants have been changing over the last decade under the influence of modern technology and this process is likely to accelerate in the next few years. The major technological influence on accounting (viewed as a discipline concerned with the management of information for use by organisations and individuals) is the rapid development of computer hardware and software.

There are now two major accounting activities. First there are the technical skills involved in the collection, classification and reporting of information. The second important activity is the understanding of the interface in the use of information. Knowledge of the behavioural impact of accounting information, organisational relations, and the utilisation of accounting information for corporate financial decisions is important to managers of accounting information systems. For instance, many job situations require an understanding of the issues arising in modern finance practice and, in particular, require techniques for financial appraisal and for designing an appropriate funding mix.

Students enrolling in the program will be expected to adapt quickly to these new developments in the profession.

### STRUCTURE AND SCOPE OF THE COURSE

The course consists of eight subjects which may be selected according to academic background and interest. Students who want to deepen their understanding of accounting and information systems would select subjects 22751 Corporate Accounting Issues, 22730 EDP Control and Audit and 22705 Management Planning and Control. Students who wish to develop their understanding of corporate finance functions would tend to select other subjects.

The program shown below has been designed for maximum flexibility. Any combination of subjects may be chosen

from the ones listed (subject to prerequisites shown) except that the subject 22726 Accounting and Financial Administration must not be taken by students who have undertaken an Accounting major in undergraduate studies.

The overall study program will contain some formal lectures but generally the material will be presented in seminars. The knowledge and insight of participants with detailed experience in business and government will be combined with presentations by the academic staff of new developments in their disciplines and the results of current research.

In addition to class activity students will be exposed to the practical aspects of business and a substantial amount of independent reading.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree from a recognised university or college of advanced education, with an Accounting major, and a minimum of two years' relevant work experience; or evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies in accounting and finance.

A limited number of places in the latter category will be available to applicants who have extensive business experience and who have held a position of responsibility but who have no formal tertiary education.

### COURSE FEES

The current fee is \$1,200 per subject.

### COURSE PROGRAM

#### Semester 1<sup>1</sup>

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79733 Companies and Securities Law  
22708 Management Information Systems  
25741 Capital Markets

#### Semester 2

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25765 Corporate Finance  
22751 Corporate Accounting Issues  
*or*  
22726 Accounting and Financial Administration<sup>2</sup>

#### Semester 3<sup>1</sup>

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22705 Management Planning and Control  
25721 Investment Management  
22743 Financial Statement Analysis and Financial Modelling  
25751 Financial Institution Management

#### Semester 4<sup>1</sup>

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22730 EDP Control and Audit  
22744 Strategic Cost Management  
25744 Current Issues in Finance  
25752 Financial Institution Lending

<sup>1</sup>Students elect to take two of the subjects offered.

<sup>2</sup>Students who have completed accounting subjects in their undergraduate studies must not enrol in 22726 Accounting and Financial Administration.



## Graduate Certificate in Financial Controllership

This course will provide students with knowledge and experience that will contribute to the enhancement of their professional skills outside the area of financial accounting, but within the broader area of financial controllership. Graduates from the program should be able to accept a greater responsibility for supervising other accounting staff working in related areas. They should also have a greater understanding of developing areas such as Management Information Systems, Financial Statement Analysis and current Corporate Reporting issues.

### COURSE OBJECTIVES

As individuals within the target audience will already have been practising in the field, the aim is to provide a professional level education course in management development that will:

- provide opportunities for mature persons to gain tertiary qualifications relevant to their career paths;
- raise participants' awareness of the current developments in the fields of Accounting, Financial Control and Value-added Concepts of Financial Analysis;
- enable participants to engage in debate with senior operational and administrative executives on the managerial issues that are fundamental to the continuing process of enhanced resource utilisation within their organisations;
- equip participants to contribute to policy and planning formulation in the area of financial control systems in their organisation's strategic focus;
- help establish financial control as a significant discipline in business, industry and government.

### COURSE FEES

The current fee is \$1,200 per subject.

### STRUCTURE AND SCOPE OF THE COURSE

The course consists of four core subjects with one internal choice.

### COURSE PROGRAM

#### Semester 1

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22726 Accounting and Financial Administration<sup>1</sup>

*or*

22751 Corporate Accounting Issues<sup>1</sup>

22705 Management Planning and Control

#### Semester 2

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22743 Financial Statement Analysis and Financial Modelling

22708 Management Information Systems

<sup>1</sup>Students who have completed Accounting subjects in their prior studies or who have an extensive vocational background in Accounting must take Corporate Accounting Issues, not Accounting and Financial Administration.

## Graduate Certificate in Strategic Management Accounting

This course will provide students with knowledge and experience that will contribute to the enhancement of their professional skills outside the area of management accounting but within the broader area of Strategic Management Accounting. Graduates from the program should be able to accept a greater responsibility for supervising other accounting staff working in related areas. They should also have a greater understanding of developing areas such as Management Information Systems, modern analytical techniques in Management Accounting and Management Accounting Control Systems.

### COURSE OBJECTIVES

As individuals within the target audience will already have been practising in the field, the aim is to provide a professional level education course in management development that will:

- provide opportunities for mature persons to gain tertiary qualifications relevant to their career paths;
- raise participants' awareness of the current developments in the fields of Accounting, Financial Control and Value-added Concepts of Financial Analysis;
- enable participants to engage in debate with senior operational and administrative executives on the managerial issues that are fundamental to the continuing process of enhanced resource utilisation within their organisations;
- equip participants to contribute to policy and planning formulation in the area of financial control systems in their organisation's strategic focus;
- help establish financial control as a significant discipline in business, industry and government.

### COURSE FEES

The current fee is \$1,200 per subject.

### STRUCTURE AND SCOPE OF THE COURSE

The course consists of four core subjects. There are no electives.

### COURSE PROGRAM

#### Semester 1

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- 22795 Strategic Management Accounting  
25708 Strategic Financial Management

#### Semester 2

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- 22796 Strategic Information Management  
22705 Management Planning and Control

• **BANKING AND FINANCE**

## **Master of Business in Banking and Finance**

### **ADMISSION REQUIREMENTS**

The general admission requirements are a degree from a recognised university or college of advanced education and a minimum of two years' relevant work experience. A limited number of places will be available to applicants who have substantial work experience and who have successfully completed the Graduate Certificate in Financial Studies, with a credit average, or the Graduate Certificate in Banking.

Students who are admitted under the first category may be eligible for up to four exemptions. Usually, these would be the first four subjects.

### **COURSE FEES**

The current fee is \$1,200 per subject.

### **COURSE PROGRAM**

#### **Semester 1**

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- 25706 Economics for Management  
25761 Elements of Financial Management

#### **Semester 2**

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- 25705 Financial Modelling and Forecasting  
22726 Accounting and Financial Administration

#### **Semester 3**

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- 25741 Capital Markets  
25765 Corporate Finance

#### **Semester 4**

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- 79775 Finance Law  
25721 Investment Management

#### **Semester 5**

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- 25743 Corporate Financial Analysis Elective

#### **Semester 6**

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- Elective  
Elective

### **Electives**

- 25731 International Financial Management  
25751 Financial Institution Management  
25752 Financial Institution Lending  
25753 Issues in Banking  
25762 Synthetic Financial Products  
25763 Corporate Treasury Management  
25764 Venture Capital Finance  
25790 Business Project – Finance

The following 'half' subjects will also be offered:

- 25807 Mergers and Acquisitions  
25809 Technical Analysis  
25811 Swaps  
25812 Fundraising in International Markets  
25813 Financial Negotiation Skills  
25814 Banking and Business Ethics  
25815 Asian Capital Markets

## Graduate Diploma in Banking and Finance

This course has been designed for those who have completed the Graduate Certificate in Financial Studies. The student then undertakes the remaining four subjects during his/her period of enrolment in the Graduate Diploma.

### ADMISSION REQUIREMENTS

Prior completion of the Graduate Certificate in Financial Studies.

### COURSE FEES

The current fee is \$1,200 per subject.

### COURSE PROGRAM

- 25706 Economics for Management
- 25761 Elements of Financial Management
- 22726 Accounting and Financial Administration
- 25705 Financial Modelling and Forecasting
- 25741 Capital Markets
- 25751 Financial Institution Management
- 25752 Financial Institution Lending
- 25721 Investment Management
- or*
- 79775 Finance Law

## Graduate Certificate in Banking

The skills required by people in the finance industry, whether it be in banking or corporate finance, have been changing over the last decade, under the influence of modern technology, deregulation and globalisation of the financial system.

The purpose of this course is to provide banking practitioners with the opportunity to acquire performance-enhancing skills and expertise in the finance industry. The course will provide the knowledge and skills required of the modern successful banker.

The successful completion of the Graduate Certificate in Banking may provide graduates with qualifications for Senior Associate membership of the Australian Institute of Bankers.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience in the finance industry; or completion of the Graduate Certificate in Financial Studies, and relevant work experience in the finance industry.

### ADMISSION TO THE MASTER OF BUSINESS IN BANKING AND FINANCE

Students who have successfully completed the course at a credit average (and without any failures) may be eligible to apply for entry to the Master of Business in Banking and Finance. Exemptions for up to four subjects may be granted.

### COURSE FEES

The current fee is \$1,200 per subject.

## COURSE PROGRAM

The course is a one-year, part-time program.

### Semester 1

25741 Capital Markets  
25751 Financial Institution  
Management

### Semester 2

25752 Financial Institution Lending  
25721 Investment Management

*or*

79775 Finance Law<sup>1</sup>

<sup>1</sup>Students seeking recognition for AIB membership must do Finance Law.

## Graduate Certificate in Financial Studies

The skills required by people in the finance industry, whether it be in banking or corporate finance, have been changing over the last decade, under the influence of modern technology, deregulation and globalisation of the financial system.

The aim of this course is to provide a tertiary level knowledge of the foundations of modern finance theory and practice. It would be of particular interest to those graduates working in the various fields of finance whose degree is in a field other than business, finance, commerce or accounting.

This course may also be undertaken by a limited number of non-graduates who have outstanding work experience.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience; or evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies.

### ADMISSION TO THE MASTER OF BUSINESS IN BANKING AND FINANCE

Successful completion of the course at a credit average (and without any failures) provides entry qualification to the Master of Business in Banking and Finance, with exemptions from the first year.

### ADMISSION TO THE GRADUATE DIPLOMA IN BANKING AND FINANCE

Students who have successfully completed the Graduate Certificate in Financial Studies may apply for admission to the Graduate Diploma in Banking and Finance.

If this option is taken the student will undertake the remaining four subjects of the Graduate Diploma in Banking and Finance in his/her second (and final) year of study.

#### **COURSE FEES**

The current fee is \$1,200 per subject.

#### **COURSE PROGRAM**

The course is a one-year, part-time program.

##### **Semester 1**

25706 Economics for Management

25761 Elements of Financial  
Management

##### **Semester 2**

22726 Accounting and Financial  
Administration

25705 Financial Modelling and  
Forecasting

#### **• EMPLOYMENT RELATIONS**

### **Master of Business in Employment Relations**

#### **ADMISSION REQUIREMENTS**

The general admission requirements are a Business or related degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience; or completion of Graduate Diploma in Employment Relations at the credit level, and a minimum of two years' relevant work experience.

Students who are admitted under the first category may be eligible for up to four exemptions. Students who are admitted under the latter category will be required to complete four subjects to obtain the Master of Business in Employment Relations (see the following note).

#### **COURSE FEES**

The current fee is \$850 per subject.

#### **COURSE PROGRAM**

##### **Semester 1**

21720 Employment Relations

79731 Industrial Law

##### **Semester 2**

21719 Organisational Behaviour  
Elective<sup>1</sup>

##### **Semester 3**

21724 Human Resource Management

21725 Organisational Change and  
Adaptation

##### **Semester 4**

21702 Industrial Relations

21760 Employment Conditions

##### **Semester 5**

21751 Management Research Methods

21752 Employment Relations Research  
Proposal

**Semester 6**

- 21750 Advanced Theory in  
Employment Relations  
21716 Employment Relations Research  
Project

**Note:** Students who hold the Graduate Diploma in Employment Relations with credit (or its equivalent) will be required to complete four additional subjects to obtain the Master of Business in Employment Relations. These are:

**Autumn semester**

- 21751 Management Research Methods  
21752 Employment Relations Research  
Proposal

**Spring semester**

- 21750 Advanced Theory in  
Employment Relations  
21716 Employment Relations Research  
Project

<sup>1</sup>Students choose one of the following subjects:

- 21729 Human Resource Management (Public)  
79711 Advanced Industrial Law  
or

A graduate subject conceptually related to the course and the student's own area of interest and responsibility, as approved by the Course Director.

## Graduate Diploma in Employment Relations

This course has been designed primarily for men and women who are currently employed or show potential for employment, at senior policy-making levels in the fields of employment relations, including the specific areas of personnel management, industrial relations, occupational health, affirmative action and training.

**COURSE OBJECTIVES**

The main objectives are (a) to provide an opportunity for in-depth study at a professional level of those factors contributing to the complexity of decision making in Australian employment relations, and as a result of this study, (b) to improve the quality of their own skills, problem solving, decision making and advice to senior management. In addition the course provides an opportunity for line managers from the functional areas of management, and other qualified persons with a specialist interest, to improve their competency in this field.

**ADMISSION REQUIREMENTS**

The general admission requirements are a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience; or evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies.

A limited number of places in the latter category will be available to applicants who have extensive experience in the employment relations field and who have held a position of responsibility but who have no formal tertiary education.

In addition to the above formal qualifications, applicants need to provide evidence that they have had recent practical experience at a responsible level in personnel management or

industrial relations, business, the public sector or trade unions; or that they are gaining experience in employment relations that will subsequently equip them to hold a responsible senior position; or that they have had experience in line management where further knowledge and skills in personnel management and/or industrial relations would be extremely beneficial.

Admission to the course is on a quota basis and is determined on the basis of the student's ability to cope with the content of the course, benefit from it and make use of it in Australian business or government organisations.

This course is fully accredited by the Australian Human Resources Institute.

### **COURSE FEES**

The current fee is \$850 per subject.

### **STRUCTURE AND SCOPE OF THE COURSE**

Each student's study program is made up of formal lectures, seminars, project and field work. In the final stages of the course students are involved to a greater degree in seminar activity involving independent reading and discussion in seminar sessions of topics essential to the field.

The aim of the whole course is to achieve a sound balance of theory and practice. Consequently the course includes such practical activities as participation in staff selection activities and human resource development activities, observation of day-to-day activities of trade union officials, and observation of proceedings before industrial tribunals.

## **COURSE PROGRAM**

### **Semester 1**

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21720 Employment Relations  
79731 Industrial Law

### **Semester 2**

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21719 Organisational Behaviour  
Elective<sup>1</sup>

### **Semester 3**

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21724 Human Resource Management  
21725 Organisational Change and  
Adaptation

### **Semester 4**

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21702 Industrial Relations  
21760 Employment Conditions

<sup>1</sup>Students choose one of the following subjects:

79711 Advanced Industrial Law  
21729 Human Resource Management (Public)  
or

A graduate subject conceptually related to the course and the student's own area of interest and responsibility, as approved by the Course Director.



## **Graduate Diploma in Employment Relations (Industrial Law)**

### **COURSE PROGRAM**

#### **Semester 1**

21720 Employment Relations  
79731 Industrial Law

#### **Semester 2**

21702 Industrial Relations  
79711 Advanced Industrial Law

#### **Semester 3**

21724 Human Resource Management  
79752 Employment Legislation

#### **Semester 4**

21760 Employment Conditions  
79753 Current Issues in Industrial Law

### **• INFORMATION TECHNOLOGY**

## **Master of Business in Information Technology Management**

## **Graduate Diploma in Information Technology Management**

## **Graduate Certificate in Information Technology Management**

These courses form a joint program from the School of Computing Sciences and the Faculty of Business.

They aim to:

- develop professional skills necessary for successfully undertaking the role of manager in terms of people, resources and processes in a variety of organisational contexts (which may include business, community, public, manufacturing, consultancy or professional ones);
- facilitate the acquisition of conceptual and analytical understanding of the corporate/organisational needs necessary for successful management from the differing perspectives of individuals and groups within the organisation;
- provide a well-balanced selection of subjects from both advanced information technology (IT) and management, in an integrated program which is relevant to the current and future demands of the IT industry;
- develop an understanding of the IT business environment, extend the knowledge and skills in specialist areas of management related to management of IT in business, and enhance and develop a partnership between the UTS and the IT industry.

Full details and program outlines all contained in the Faculty of Mathematical and Computing Sciences Handbook.

Enquiries about these courses should be directed to Alison Stevens, Program Manager, on 330 1925 or Jean Robb, Director of Graduate Education on 330 1836.

- **LEISURE AND TOURISM STUDIES**

### **Master of Arts in Leisure Studies**

### **Master of Arts in Tourism Studies**

### **Master of Arts in Sports Studies**

### **Master of Arts in Arts Management**

All Master of Arts programs are offered by either coursework or thesis.

The Master of Arts courses have been designed for persons with a commitment to the leisure, tourism, arts or sports industries who wish to pursue advanced studies, either to enhance their knowledge and understanding of these areas or to address policy or management issues. The courses are also designed for those with appropriate educational qualifications who wish to pursue more academic or theoretical pathways as a basis for a research/academic career.

#### **COURSE OBJECTIVES**

The courses lead to:

- an understanding of the meanings of leisure, tourism, sports and arts management and their roles in modern society;
- the development of critical and analytical skills as applied to management and theory in one of the four fields of study;
- the development of advanced research skills to enable in-depth exploration of a chosen specialism.

## ADMISSION REQUIREMENTS

The general admission requirements are an Honours degree (or equivalent) in the cognate field (or closely allied field); or a Graduate Diploma with a credit grade average; and two years' relevant work experience.

Applicants with a high level of performance in a non-Honours undergraduate degree with suitable professional/managerial experience may be admitted to the Master's (by coursework) conditionally on achieving credit level grades in up to four bridging subjects. Bridging subjects will be chosen to ensure candidates have the basic theory and research knowledge appropriate to Master's level studies.

## COURSE FEES

Students should check with the School of Leisure and Tourism Studies.

## STRUCTURE AND SCOPE OF THE COURSE

The program consists of the equivalent of six subjects. Up to four additional bridging subjects are undertaken for candidates with insufficient background in research methods or the core fields of study. In full-time mode the course can be completed in two semesters.

## Master of Arts (by coursework)

The coursework mode is suitable for students who have not studied in the cognate area at undergraduate or graduate level and who wish to widen their knowledge basis.

## COURSE PROGRAM

The program consists of four coursework subjects plus a Project. The aim of the Project is to enable students to pursue a topic of their choice and to demonstrate an ability to assemble and present evidence and arguments more fully than is expected in normal subject assignments. The MA Project requires completion of a report of the order of 8,000–10,000 words. The two elective subjects can be selected from the full range of graduate elective subjects on offer in the School of Leisure and Tourism Studies and elsewhere in UTS.

### Bridging subjects

Preparatory semester (if required) of up to four bridging subjects.

#### Semester 1

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One of the following:

- 27760 Leisure Studies Seminar
- 27761 Tourism Studies Seminar
- 27762 Sports Studies Seminar
- 27763 Arts and Cultural Policy Seminar

*and*

- 27941 Advanced Research Methods for Leisure and Tourism

#### Semester 2

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Elective  
Elective

#### Semester 3

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- 27946 MA Project

## Master of Arts (by thesis)

The thesis mode is suitable for students who have already completed a wide range of coursework and who wish to develop in a more focused way by means of research.

### COURSE PROGRAM

The thesis presents the results of original research of a theoretical or applied nature. It will not be expected to advance knowledge as in the case of a PhD thesis, but it should give evidence of the student's ability to engage in a sustained investigation, to identify and analyse research problems and to present the results in a coherent and scholarly manner. Thesis preparation involves detailed group and individual supervision to ensure achievement of required standards. The length of the thesis may vary from 20,000–30,000 words. The conduct of the thesis comprises the major part of the course load.

### Bridging subjects

Preparatory semester (if required) of up to four bridging subjects.

#### Semester 1

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One of the following:

- 27760 Leisure Studies Seminar
  - 27761 Tourism Studies Seminar
  - 27762 Sports Studies Seminar
  - 27763 Arts and Cultural Policy Seminar
- and*

- 27941 Advanced Research Methods for Leisure and Tourism

#### Semester 2

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- 27947 MA Thesis

#### Semester 3

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- 27947 MA Thesis

## Graduate Diploma in Arts Management

The Graduate Diploma in Arts Management is a two-year, part-time course offered with the support of the National Arts Industry Training Council. It is an intensive course designed primarily for administrators who have experience in the arts industries and are seeking professional management training. The emphasis of the course is on management skills applied in a cultural context.

The program adopts a wide definition of the arts and addresses the training needs of cultural workers across theatre, film, music, galleries, museums, and funding bodies and regional arts centres.

The program takes an interdisciplinary approach drawing from established disciplines (such as cultural studies and sociology) and areas of professional studies (such as marketing, law and management).

### COURSE OBJECTIVES

The objectives of the program are to provide an understanding of the role and function of the arts in Australia as they are shaped by historical, economic, social and political forces; to develop skills in management and cultural programming for those who are employed in or wish to enter the field of arts management; and to combine practical skills in management with the ability to research and think critically about arts organisations and planning.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree or equivalent award and substantial administration or management experience in the arts or a related industry; or non-graduates with extensive work experience in management who wish to make a definite career change into arts administration may also apply. Applicants may be required to attend an interview prior to an offer of entry being made.

**COURSE FEES**

The current fee is \$500 per subject.

**STRUCTURE AND SCOPE OF THE COURSE**

The program is offered on a part-time basis only. It consists of six compulsory subjects and two electives, taken at the normal rate of two subjects each semester over two years.

**COURSE PROGRAM****Semester 1**

- 
- 27753 The Arts Environment in Australia  
27759 Accounting and Finance for the Arts

**Semester 2**

- 
- 27755 Arts Organisations and Management  
27756 Law and the Arts

**Semester 3**

- 
- 27752 Marketing for the Arts  
Elective 1

**Semester 4**

- 
- 27754 Arts Management Research Project  
Elective 2

**Electives**

Elective subjects offered within the School of Leisure and Tourism Studies include:

- 27710 Popular Culture  
27811 Cultural Tourism  
27707 Leisure and Tourism Research  
27108 Lifestyle Analysis

Students may choose subjects from graduate programs offered across the University. By negotiation, students may undertake approved subjects offered by other universities.

**Graduate Diploma in Leisure Management**

The Graduate Diploma in Leisure Management focuses on producing graduates with an advanced understanding of the specialist context in which leisure is experienced/practised and organised and with the knowledge and skills necessary to effectively manage in the increasingly dynamic environment of the leisure industries. Students will attain management skills necessary to enhance career prospects in the leisure management field as well as analytical skills needed for critical appraisal of developments in the field.

**COURSE OBJECTIVES**

The objectives of the program are to provide graduates with: (a) an understanding of the meanings of leisure and leisure's role in modern society, including the relationships between leisure and work; human behaviour and leisure; policy making and leisure; and the involvement of the commercial, government and voluntary sectors; and (b) demonstrated advanced professional knowledge and skills necessary in leisure management including the ability to initiate, recognise and respond to contemporary trends in leisure management; financial management; marketing and planning; research and analysis; public relations; event and facility management; and knowledge of the legal implications of leisure management practice.

**ADMISSION REQUIREMENTS**

The general admission requirements are a degree from a recognised university or college of advanced education; or for non-graduates, extensive experience in the planning, administration or delivery of leisure or related services. (There are a limited number of places reserved for those who fall within this category.)

**COURSE FEES**

Students should check with the School of Leisure and Tourism Studies.

## STRUCTURE AND SCOPE OF THE COURSE

Students are required to complete eight subjects comprising six compulsory subjects and two electives.

Students undertaking the full-time program will usually study four subjects each semester and, under normal circumstances, complete the program in one year.

Students undertaking the part-time program will usually study two subjects each semester and under normal circumstances, complete the program in two years.

## COURSE PROGRAM

### Full-time program

#### Semester 1

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- 27702 Applied Leisure Theory
- 27701 Leisure Industry Organisation and Policy
- 27707 Leisure and Tourism Research Elective

#### Semester 2

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- 27713 Leisure Management
- 27807 Tourism and Leisure Marketing
- 27787 Accounting Practice for Management Elective

### Part-time program

#### Semester 1

---

- 27702 Applied Leisure Theory
- 27701 Leisure Industry Organisation and Policy

#### Semester 2

---

- 27713 Leisure Management
- 27807 Tourism and Leisure Marketing

#### Semester 3

---

- 27707 Leisure and Tourism Research Elective

#### Semester 4

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- 27787 Accounting Practice for Management Elective

## Electives

Students will be required to select at least one of the following subjects:

- 27704 Economics of Leisure and Tourism
- 27711 Leisure and Tourism Planning
- 27710 Popular Culture
- 27811 Cultural Tourism
- 27706 Tourism Management
- 27809 Leisure Studies Project
- 27945 Leisure and Tourism Futures
- 21720 Employment Relations
- 27717 Event and Facility Management
- 27108 Lifestyle Analysis

Students may choose subjects from graduate programs offered across the University. By negotiation, students may undertake approved subjects offered by other universities.

## Graduate Diploma in Sports Management

The Graduate Diploma in Sports Management is a two-year, part-time course which focuses on producing graduates with an advanced understanding of the specialist context in which sport is played and organised and with the knowledge and skills necessary to effectively manage in an increasingly dynamic sector of the leisure industries. It will provide management skills necessary to enhance career prospects in the sports management field as well as analytical skills needed for critical appraisal of developments in the field.

The Graduate Diploma course is intended to develop a wide range of knowledge and skills for those already in, or with ambitions to move to, more senior positions.

### ADMISSION REQUIREMENTS

The admission requirements for the Graduate Diploma are prior successful completion of the Graduate Certificate, or a degree from a recognised university or college of advanced education; and a minimum of four years' relevant work experience at an appropriate management level; or evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies.

### COURSE FEES

The current fee is \$950 per subject.

### COURSE PROGRAM

#### Semester 1

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27715 Management of Australian Sport  
27716 Sports Marketing

#### Semester 2

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Elective  
27717 Event and Facility Management

#### Semester 3

---

Elective  
27707 Leisure and Tourism Research

#### Semester 4

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27718 Sport and the Law  
56744 Public Relations Management

#### Electives

Students may choose electives from those listed below:

27702 Applied Leisure Theory  
27713 Leisure Management  
27704 Economics of Leisure and Tourism  
27705 Tourism Systems  
27710 Popular Culture  
27711 Leisure and Tourism Planning  
27787 Accounting Practice for Management  
27945 Leisure and Tourism Futures  
56742 Applied Public Relations

Students may choose subjects from graduate programs offered across the University. By negotiation, students may undertake approved subjects offered by other universities.

## Graduate Diploma in Tourism Management

The Graduate Diploma in Tourism Management is an advanced and intensive course designed to provide the necessary knowledge and skills for graduates seeking or pursuing management careers in the tourism industry.

The course recognises the broad multisectoral scope of the tourism industry, and from that perspective it provides a conceptual framework for the study and practice of tourism management. Within its structure the course enables students to pursue a generalist approach or to specialise, through electives and project topics, on single industry sectors and/or specific managerial functions.

The program has been designed for students who have significant management-level experience in the tourism industry, and students with appropriate tertiary-level skills wishing to apply them in the tourism industry.

### ADMISSION REQUIREMENTS

General admission requirements are a degree from a university or college of advanced education and either some experience in the tourism industry, or a definite intention to enter it; or a relevant TAFE Associate Diploma and a track record of career progress in the tourism industry; or experience at senior level management in the tourism industry for applicants who have other or no formal educational qualification.

### COURSE FEES

The current fee is \$650 per subject.

### STRUCTURE AND SCOPE OF THE COURSE

The program extends over one year full-time or two years part-time. Students must complete five compulsory subjects and three electives.

Students undertaking the full-time program will usually study four subjects each semester and, under normal circumstances, complete the program in one year.

Students undertaking the part-time program will usually study two subjects each semester and, under normal circumstances, complete the program in two years.

#### Full-time program

##### Semester 1

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27705 Tourism Systems  
27708 The Travel and Tourism Industry  
27707 Leisure and Tourism Research  
Elective 1

##### Semester 2

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27807 Tourism and Leisure Marketing  
27706 Tourism Management  
Elective 2  
Elective 3

#### Part-time program

##### Semester 1

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27705 Tourism Systems  
27708 The Travel and Tourism Industry

##### Semester 2

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Elective 1  
Elective 2

##### Semester 3

---

27707 Leisure and Tourism Research  
Elective 3

##### Semester 4

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27807 Tourism and Leisure Marketing  
27706 Tourism Management



### **Electives**

Elective subjects within the leisure/ tourism field include:

- 27711 Leisure and Tourism Planning
- 27701 Leisure Industry Organisation and Policy
- 27704 Economics of Leisure and Tourism
- 27808 Travel and Tourism Law
- 27945 Leisure and Tourism Futures
- 27811 Cultural Tourism
- 27806 Tourism Management Project
- 27714 Tourist Attractions Management
- 27915 Applied Studies A
- 27925 Applied Studies B
- 27935 Applied Studies C

Students may choose subjects from graduate programs offered across the University. By negotiation, students may undertake approved subjects offered by other universities.

## **Graduate Certificate in Sports Management**

The Graduate Certificate in Sports Management is a one-year, part-time course. The program is focused on producing graduates with an advanced understanding of the specialist context in which sport is played and organised and with the knowledge and skills necessary to effectively manage in an increasingly dynamic sector of the leisure industries. It will provide management skills necessary to enhance career prospects in the sports management field as well as analytical skills needed for critical appraisal of developments in the field.

### **ADMISSION REQUIREMENTS**

The admission requirements for the Graduate Certificate are a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience; or evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies.

### **COURSE FEES**

The current fee is \$950 per subject.

### **STRUCTURE AND SCOPE OF THE COURSE**

The program is intended to provide a knowledge and skills base for the manager of a small organisation or a junior manager in a larger organisation. Students are required to complete three compulsory subjects and one elective subject.

## COURSE PROGRAM

### Semester 1

27715 Management of Australian Sport  
27716 Sports Marketing

### Semester 2

#### Elective

27717 Event and Facility Management

### Electives

Students will choose electives from those listed below:

56742 Applied Public Relations  
27787 Accounting Practice for Management  
27704 Economics of Leisure and Tourism  
27710 Popular Culture  
27702 Applied Leisure Theory  
27713 Leisure Management  
27711 Leisure and Tourism Planning  
27705 Tourism Systems

Students may choose subjects from graduate programs offered across the University. By negotiation, students may undertake approved subjects offered by other universities.

## • LOCAL GOVERNMENT MANAGEMENT

### Master of Local Government Management

This course aims to provide individuals with appropriate backgrounds with the opportunities to develop both a sound knowledge of major community issues being addressed by local government, and management competence in dealing with them. While there will be a local government emphasis, a broader public sector orientation will be maintained throughout the course.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree in a discipline appropriate to the activities of local government; and a sound knowledge of the environment and operations of local government, and demonstrated competence in a relevant functional and/or professional field.

Successful applicants would normally be expected to have a minimum of five years' relevant experience in a professional and/or administrative position following attainment of the minimum required educational qualifications for that position.

Students who do not possess a degree or equivalent may be considered for provisional admission if they can demonstrate possession of other relevant post-secondary qualifications; a minimum of five years' work experience at a senior level in local government; and adequate preparation and capacity to successfully pursue postgraduate studies.

### COURSE FEES

Fees are currently under review.

### COURSE STRUCTURE

The course is offered by part-time, block-release mode, normally completed over three years (six semesters). All students will enrol in the Master's course. Those students who successfully

complete the foundation of six subjects plus two elective subjects (or one elective and one project subject) will be permitted to withdraw from the course and graduate with a Graduate Diploma in Local Government Management.

## COURSE PROGRAM

### Semester 1

43451 Environment of Professions of  
Local Government  
21728 Public Sector Management

### Semester 2

43452 Environmental Management  
21731 Resources Management

### Semester 3

43453 Infrastructure Management  
Project  
*or*  
Elective  
*or*  
Research Stream 1

### Semester 4

21729 Human Resource Management  
(Public)  
Project  
*or*  
Elective  
*or*  
Research Stream 2

### Semester 5

Project  
*or*  
Elective  
*or*  
Research Stream 3  
Project  
*or*  
Elective  
*or*  
Research Stream 4

### Semester 6

43454 Managing Local Enterprise  
21758 Strategic Management (Public)

## Electives

Students may submit for approval a portfolio of up to four elective subjects prior to enrolment in those subjects. Students will be counselled in selecting a balanced portfolio.

## APPLIED RESEARCH STREAM

Students who demonstrate aptitude for research and who have gained a minimum average credit assessment in the first four subjects of the course may be permitted to undertake a research stream (equivalent to four subjects). High quality students may view this as preparation for PhD studies.

## WORK PROJECTS (ACTION LEARNING)

Students will have the option of undertaking an action learning project, equivalent to one subject. It will normally combine investigation and action in a real work situation in which both the employer and the University have an interest in the outcome.

## SHORT COURSES

It is possible to accumulate limited credit for completion of approved short courses. This is limited to the equivalent of two subjects, termed Vocational Competencies 1 and 2. It is conditional upon approval of the student's portfolio of short courses which must be completed during the period of enrolment in the Master of Local Government Management. No credit will be allowed for short courses completed prior to enrolment.

## ARTICULATION PROGRAM FROM GRADUATE DIPLOMA IN LOCAL GOVERNMENT ENGINEERING

Subject to the availability of places, students who have completed the Graduate Diploma in Local Government Engineering at a minimum credit level average may gain entry to this Master's course with advanced standing. Such students will be required to complete a further six subjects, normally over three semesters.

Where students have completed post-graduate subjects equivalent to those in the course, they may be granted exemptions up to a maximum of half the course less one subject (i.e. three subjects in the eight-subject equivalent Graduate Diploma, and five subjects in the 12-subject equivalent Master's degree).

### **COURSE PROGRAM**

#### **Semester 1**

43451 Environment of Professions of  
Local Government

21728 Public Sector Management

#### **Semester 2**

21731 Resources Management

21729 Human Resource Management  
(Public)

#### **Semester 3**

43454 Managing Local Enterprise

21758 Strategic Management (Public)

### **• MANAGEMENT**

## **Master of Management**

The Master of Management aims to provide knowledge, skills and conceptual frameworks to enable graduates to identify and resolve the complex issues that will characterise the working environment of senior managers in the future. It is available as a flexible general program (described below) or with specialisations in community management, public management or health management.

### **ADMISSION REQUIREMENTS**

The general admission requirements are a degree from a recognised university or college of advanced education and a minimum of two years' relevant work experience; or completion of the Graduate Diploma in Management or the Graduate Diploma in Purchasing and Materials Management (or similar program) with a credit or better average.

Students who are admitted after completing the Graduate Diploma programs above will normally be granted exemption from the first four semesters of the Master of Management program.

### **COURSE FEES**

The current fee is \$1,200 per subject.

### **STRUCTURE AND SCOPE OF THE COURSE**

The Master of Management is a flexible program which can be individually tailored to meet the management development needs of the student. The first two years of part-time study involve the completion of eight subjects from a wide choice of management subjects. In the final year, there is a choice of two programs: four 6cp subjects focusing upon applied research in the field of management, or two 12cp subjects oriented around action learning.

The requirements of the first two part-time years parallel the requirements of the Graduate Diploma in Management.

It is expected that many students will choose to begin with the Graduate Diploma in Management or a similar level course, such as the Graduate Diploma in Purchasing and Materials Management, before transferring to the final year of the Master of Management.

### **COURSE PROGRAM**

Semesters 1, 2, 3 and 4

Completion of eight 6cp subjects at least half of which must be chosen from amongst those offered by the School of Management

*or*

Completion of the Graduate Diploma in Management or the Graduate Diploma in Purchasing and Materials Management (or similar course) at credit or better average

#### **Semester 5**

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Applied Research Option

21751 Management Research Methods

21814 Management Project Design

#### **Semester 6**

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Elective

21815 Management Project

*or*

#### **Semester 5**

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Action Learning Option<sup>1</sup>

21756 Business Project – Strategic Management

21757 Action Learning Program

<sup>1</sup>Both subjects in the Action Learning Option are normally completed in the equivalent of a full-time semester during work release.

## **Master of Management (Community)**

The course is designed for managers in the community sector who are seeking to upgrade their knowledge and skills in management within the specific context of the community sector. It is primarily oriented towards managers with a first degree (or equivalent) in another discipline i.e. those who have not previously undertaken a management degree course.

### **ADMISSION REQUIREMENTS**

The general admission requirements are a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience; or an undergraduate diploma, a minimum of two years' relevant work experience, and evidence of capacity to complete postgraduate studies; or other post-secondary qualifications, and a minimum of two years in a senior specialist or administrative position with a minimum of five years' relevant work experience prior to that, plus evidence of capacity to complete postgraduate studies.

This course is offered on the Kuring-gai campus only.

### **COURSE FEES**

Tuition fees are covered by HECS.

### **COURSE STRUCTURE**

The course comprises 12 subjects taken over six semesters. It provides a mix of core general management subjects and electives. In the final two semesters students may opt for a specialist Research Stream. Some subjects are designed specifically for community management while others have a more general management focus. The latter are offered to students enrolled in Master of Management as well as to Master of Management (Community) students.

## COURSE PROGRAM

### Semester 1

- 
- 21766 Managing Community Organisations  
21767 Environment of Community Organisations

### Semester 2

- 
- 21731 Resources Management  
21769 Human Resource Management (Community)

### Semester 3

- 
- 21782 Advanced Resource Management<sup>1</sup>  
21762 Clients and Markets<sup>1</sup>

### Semester 4

- 
- 79749 Law for Managers<sup>1</sup>  
21778 Raising and Managing Funds

### Coursework stream

#### Semester 5

- 
- 21781 Social and Community Research<sup>1</sup>  
21810 Issues in Community Management

#### Semester 6

- 
- Program option  
21759 Strategic Management (Community)

### Research stream

#### Semester 5

- 
- 21781 Social and Community Research  
21754 Research Proposal (Public/Community)

#### Semester 6

- 
- 21792 Research Project (Public/Community)  
21759 Strategic Management (Community)

<sup>1</sup>These are the subjects currently offered. They may change from time to time.

## Program options

- 21732 Program Evaluation  
21762 Clients and Markets  
21764 Economics for Public and Community Managers  
21765 Values, Ethics and Outcomes  
21768 Policy Studies  
21781 Social and Community Research  
21782 Advanced Resource Management  
79749 Law for Managers

**Note:** The award of Graduate Diploma in Management is available to those who wish to leave the course after successfully completing the first four semesters of the Master of Management (Community).

## Master of Management (Public)

This course has been designed especially for people working in, or aspiring to, management positions in the public sector, and those who wish to position themselves for promotion to the ranks of senior management.

The course provides a blend of knowledge and skills derived from a study of management theory and practice, and political and organisational contexts and processes. The broad aim is to contribute in a significant way to the managerial effectiveness of those who undertake the course, and to enhance their career prospects in the field of public management.

### ADMISSION REQUIREMENTS

The general admission requirements are:

1. a degree from a recognised university or college of advanced education, and at least two years' experience in a specialist administrative or professional role that can be expected to lead to a management position within the public sector;
2. professional training to diploma level plus a minimum of two years' experience in a specialist or administrative role in the public sector for which the attainment of a diploma was a prerequisite, and evidence of capacity to proceed with a post-graduate program, demonstrated at an interview;
3. other formal post-secondary qualifications, whether obtained from an educational institution or otherwise, plus a minimum of two years' in a senior specialist or administrative position and at least five years' prior experience in the public sector, and evidence of capacity to proceed with a postgraduate program, as demonstrated at an interview and through the completion of papers/reports reviewed by the interviewers.

### COURSE FEES

The current fee is \$850 per subject.

### STRUCTURE AND SCOPE OF THE COURSE

Normally the course involves six semesters of part-time study; however accelerated progression is possible if students organise their programs to include subjects offered in the intensive-study format.

There is scope within the course structure for students to pursue particular needs or interests by selecting an appropriate elective (in lieu of a program option) from the Faculty's other graduate courses (or, with the approval of the Course Coordinator, from graduate courses offered elsewhere in the University). As a general rule, students are permitted to choose only one elective outside the approved program options; in special circumstances however, a student may be given approval by the Concentration Coordinator to take a further elective instead of a program option. In addition, within individual subjects students may, with the lecturer's approval, examine topics or cases which have a special relevance or application to the area in which they wish to pursue their careers.

The Master of Management (Public) is offered in two major areas of study: a General Management version intended mainly (though not exclusively) for students who seek to equip themselves with management qualifications relevant to a wide range of senior government positions; and a Health Management specialisation for those who see themselves as committed to a career in the public health sector. In both cases, students have the option of completing their final year studies by coursework or by research.

## General Management

### Semester 1

- 21728 Public Sector Management  
21711 Environment of Public Management

### Semester 2

- 21731 Resources Management  
21729 Human Resource Management (Public)

### Semester 3

Two program options

### Semester 4

- 21718 Organisation Analysis and Design  
Program option

### Coursework stream

#### Semester 5

- 21753 Advanced Public Sector Management  
Program option

#### Semester 6

- 21758 Strategic Management (Public)  
Program option

### Management Research stream<sup>1</sup>

#### Semester 5

- 21751 Management Research Methods  
21754 Research Proposal (Public/Community)

#### Semester 6

- 21792 Research Project (Public/Community)  
21758 Strategic Management (Public)

### Health Specialisation (City campus only)<sup>2</sup>

#### Semester 1

- 21728 Public Sector Management  
21738 Environment of Health Management

#### Semester 2

- 21739 Resource Management (Health)  
21729 Human Resource Management (Public)

### Semester 3

- 21749 Computer-based Information Systems for Managers  
79749 Law for Managers

### Semester 4

- 21718 Organisation Analysis and Design  
Program option

### Coursework stream

#### Semester 5

- 21753 Advanced Public Sector Management  
Program option

#### Semester 6

- 21758 Strategic Management (Public)  
Program option

### Management Research stream<sup>1</sup>

#### Semester 5

- 21751 Management Research Methods  
21754 Research Proposal (Public/Community)

#### Semester 6

- 21792 Research Project (Public/Community)  
21758 Strategic Management (Public)

### Possible program options available

- 21730 Managerial Skills Workshop  
21732 Program Evaluation  
21749 Computer-based Information Systems for Managers  
21762 Clients and Markets  
21763 Management Information Systems  
21764 Economics for Public and Community Managers  
21765 Values, Ethics and Outcomes  
21768 Policy Studies  
21780 Readings in Administration  
21782 Advanced Resource Management  
79749 Law for Managers

<sup>1</sup>This optional Management Research stream is available only to those students who attain a minimum credit average across all subjects in Semesters 1 to 4 of this course. The aim of the Research Stream is to equip competent students with a range of fundamental research skills to enable them to complete a significant applied



research project which, while limited in scope to around 15,000 – 18,000 words, meets the requirements of academic rigour of postgraduate research degrees. The subject 21780 Readings in Administration is strongly recommended as the elective in Semester 4. Students considering the Research stream should contact the Course Director at the end of Semester 3.

<sup>2</sup>The Health specialisation of the Master of Management – Public Management Specialisation has been accredited by the Australian College of Health Service Executives.

**Note:** Students who complete Years 1 and 2 may leave the program and apply for an award of a Graduate Diploma in Management. Those continuing may select either the Coursework stream or, if a minimum credit average has been attained in Semesters 1 to 4, the Management Research stream.

## Graduate Diploma in Management

### GENERAL INFORMATION

This course is designed to meet the management education and development needs of individuals and different client organisations. It provides participants with knowledge and experiences that will enhance their professional skills and understanding of the management of people, resources and organisational processes.

Scope exists to explore these issues in a range of contexts including the business, public and not-for-profit sectors, and differing professional contexts. Individuals will acquire conceptual and analytical skills and understanding necessary for successful management within organisations.

Whereas the Graduate Certificate in Management provides an introduction to the above skills, the Graduate Diploma in Management extends these by providing the opportunity to explore them in both greater breadth and depth.

### ADMISSION REQUIREMENTS

The general admission requirements are the prior successful completion of the Graduate Certificate in Management or its equivalent; or a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience.

Students who are admitted after completing the Graduate Certificate in Management or its equivalent will normally be exempted from completion of four subjects (24 credit points) towards the Graduate Diploma in Management.

### COURSE FEES

The current fee is \$1,200 per subject.

### STRUCTURE AND SCOPE OF THE COURSE

The course is a two-year, part-time program. In order to meet the training needs of particular individuals, client organisations and professional bodies, a flexible structure has been adopted. In

consultation with the Course Coordinator, students will tailor a program of study according to their personal and professional needs. Eight subjects, totaling 48 credit points and drawn from the extensive range of postgraduate options provided by the School of Management, will normally be required for completion of the course. However, up to four of these subjects (24 credit points) may be drawn from other schools or faculties, with the approval of the Head of School of Management in consultation with the head of the other relevant school.

Examples of programs might be as follows:

### **Management Skills**

#### **Semester 1**

21725 Organisational Change and Adaptation

21719 Organisational Behaviour

#### **Semester 2**

21722 Leadership and Management Action Elective

#### **Semester 3**

21720 Employment Relations Elective

#### **Semester 4**

21779 Management Skills

21718 Organisation Analysis and Design

### **Public Sector Management**

#### **Semester 1**

21711 Environment of Public Management

21728 Public Sector Management

#### **Semester 2**

21731 Resources Management Elective

#### **Semester 3**

21762 Clients and Markets Elective

#### **Semester 4**

21732 Program Evaluation

21729 Human Resource Management (Public)

Other combinations of programs are also possible.

## **Graduate Certificate in Management**

This course is designed to meet the management education and development needs of individuals and different client organisations. It provides participants with knowledge and experiences that will enhance their professional skills and understanding of the management of people, resources and organisational processes. These topics will be introduced at a basic level in the Graduate Certificate in Management.

Scope exists to explore these issues in a range of contexts including the business, public and not-for-profit sectors, and differing professional contexts. Individuals will acquire conceptual and analytical skills and understanding necessary for successful management within organisations.

### **ADMISSION REQUIREMENTS**

The general admission requirements are a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience; or evidence of general and professional qualifications, such as other post-secondary school qualifications and extensive vocational experience which demonstrates that the applicant possesses the educational preparation and capacity to pursue graduate studies.

A number of places in the latter category will be available to applicants who have extensive experience in business or other organisations, and who have held a position of managerial responsibility, but who have not completed an undergraduate degree.

### **COURSE FEES**

The current fee is \$1,200 per subject.

### **STRUCTURE AND SCOPE OF THE COURSE**

The course is a one-year, part-time program. In order to meet the training needs of particular individuals, client organisations and professional bodies, a flexible structure has been adopted. In

consultation with the Course Coordinator, students will tailor a program of study according to their personal and professional needs. Four subjects totalling 24 credit points and drawn from the extensive range of postgraduate options provided by the School of Management, will normally be required for completion of the course. Up to two of these subjects (12 credit points) may be drawn from other schools or faculties, with the approval of the Head of School of Management in consultation with the head of the other relevant school.

Examples of programs might be as follows:

### **General Management**

#### **Semester 1**

21755 Australian Management  
21717 International Management

#### **Semester 2**

21719 Organisational Behaviour  
21720 Employment Relations

### **Management Research Skills**

#### **Semester 1**

21751 Management Research Methods  
21710 Quantitative Methods

#### **Semester 2**

21718 Organisation Analysis and Design  
21742 Quantitative Management

### **Community Management**

#### **Semester 1**

21766 Managing Community Organisations  
21767 Environment of Community Organisations

#### **Semester 2**

21731 Resources Management  
21769 Human Resource Management (Community)

Other combinations are also possible.

## • MARKETING

### **Master of Business in International Marketing**

This course has been designed to provide professional postgraduate education in the area of International Marketing. It directly addresses the need to enhance Australia's international competitiveness in a rapidly changing global environment. The course offers a thorough grounding in the principles of marketing, leading to a specialisation in international marketing.

#### **ADMISSION REQUIREMENTS**

The general admission requirements are a degree from a recognised university or college of advanced education, and at least two years of relevant work experience; or the completion of the Graduate Diploma in Marketing offered by UTS (or equivalent course offered by a recognised university or college of advanced education) at a credit level, and at least two years' relevant work experience.

Students who are admitted under the first category may be eligible for up to four exemptions. Students who are admitted under the latter category will be required to complete all the International Marketing related subjects (i.e. six subjects if 24712 Multinational Marketing has been completed, or seven subjects if 24712 has not been completed).

#### **COURSE FEES**

The current fee is \$1,200 per subject.

#### **COURSE PROGRAM**

##### **Semester 1**

24702 Marketing Theory and Practice  
22740 Accounting for Marketing

##### **Semester 2**

24710 Buyer Behaviour  
24712 Multinational Marketing

**Semester 3**

24720 Marketing Research  
Elective

**Semester 4**

24730 Advanced Marketing  
Management  
Elective

**Semester 5**

24743 Contemporary Issues in  
International Marketing  
24755 Applied International Marketing  
Research<sup>1</sup>  
*or*  
Elective<sup>2</sup>

**Semester 6**

24744 Competitive International  
Marketing Strategy  
24755 Applied International Marketing  
Research<sup>1</sup>  
*or*  
24791 Business Project – International  
Marketing<sup>2</sup>

**Electives**

21784 Global Business Competitive  
Intelligence  
21717 International Management  
79742 International Business Law<sup>3</sup>  
25731 International Financial  
Management<sup>4</sup>  
25736 Asian–Australian Economic  
Relations  
24703 Marketing and International  
Trade Relations  
24705 Marketing Projects and Services  
Overseas  
*or*  
any other approved and relevant  
postgraduate subject(s) at UTS or  
other tertiary institutions.

<sup>1</sup>24755 Applied International Marketing Research is a two-semester elective subject. Students enrolling for this subject must take it in both Semesters 5 and 6.

<sup>2</sup>Students not taking 24755 Applied International Marketing Research must take an elective in Semester 5 and 24791 Business Project – International Marketing in Semester 6.

<sup>3</sup>Basic knowledge of Commercial Law required.

<sup>4</sup>25731 International Financial Management has a prerequisite of 25742 Financial Management, or its equivalent.

**Master of Business in Marketing**

The Graduate Diploma in Marketing (GradDipMktg) course provides the basis for entry into the Master of Business in Marketing course. Essentially, the Master of Business in Marketing course adds a further part-time year to the two-year (part-time) GradDipMktg. A further four subjects are studied to complement the eight in the GradDipMktg making a total of 12 subjects.

**COURSE FEES**

The current fee is \$1,200 per subject.

**COURSE PROGRAM****Semester 1**

24702 Marketing Theory and Practice  
22740 Accounting for Marketing

**Semester 2**

24710 Buyer Behaviour  
Elective

**Semester 3**

24720 Marketing Research  
Elective

**Semester 4**

24730 Advanced Marketing  
Management  
Elective

**Semester 5**

24750 Marketing Decision Analysis  
Elective

**Semester 6**

24790 Business Project – Marketing  
Elective

**Electives**

24712 Multinational Marketing  
24713 Sales Management  
24731 Advertising Management  
24742 New Product Management  
79741 Marketing Legislation in  
Australia

## Graduate Diploma in Marketing

### COURSE OBJECTIVES

The objectives of the course are to provide an understanding of the disciplines of marketing and marketing management; to develop an ability to generate relevant information, and to identify and analyse marketing management problems; and to foster skills in developing marketing strategies to solve problems in the marketing domain.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience; or evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue postgraduate studies.

A limited number of places in the latter category will be available to applicants who have extensive business experience and who have held a position of responsibility but who have no formal tertiary education.

In addition to the above formal qualifications, applicants are required to provide evidence of substantial relevant experience in business or the public sector.

### COURSE FEES

The current fee is \$1,200 per subject.

### STRUCTURE AND SCOPE OF THE COURSE

The study program is a combination of formal lectures, case studies, academic paper presentations, projects and field work. Because of the small numbers of students in each class, emphasis throughout the course will be placed on the collaborative effort of students and staff. In the final stages of the course, students will be involved to a greater degree in seminar activity involving independent

reading and discussion of topics essential to the field. The aim of the course will be to achieve a sound balance of theory and practice. Consequently, the course will include such practical activities as developing marketing programs, participation in a market research project and examination of current marketing case studies.

The course has been designed so that it will have some flexibility. Thus the individual's program will cater for the professional development needs of each student. There are a number of common subjects to be completed by all students. In addition, provision has been made to allow some specialised concentration in the final stages.

The course commences with necessary foundation subjects, branches into functional sub-disciplines and concludes with an integrating subject.

The practical nature of the course means that students will be required to participate in projects set by individual subject coordinators. These will not extend beyond one semester and will be aimed at integrating subject matter, particularly in the final semester subject.

### COURSE PROGRAM

#### Semester 1

24702 Marketing Theory and Practice  
22740 Accounting for Marketing

#### Semester 2

24710 Buyer Behaviour  
Elective

#### Semester 3

24720 Marketing Research  
Elective

#### Semester 4

24730 Advanced Marketing  
Management  
Elective

#### Electives

24712 Multinational Marketing  
24713 Sales Management  
24731 Advertising Management  
24742 New Product Management  
79741 Marketing Legislation in  
Australia

• OPERATIONS MANAGEMENT

## Master of Business in Operations Management

### ADMISSION REQUIREMENTS

The general admission requirements are a cognate degree from a recognised university, and a minimum of two years' relevant work experience; or completion of the Graduate Diploma in Operations Management at a credit level, and a minimum of two years' relevant work experience.

### COURSE FEES

The current fee is \$850 per subject.

### COURSE PROGRAM

#### Semester 1

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21741 Operations Management  
21742 Quantitative Management

#### Semester 2

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22726 Accounting and Financial  
Administration  
21743 Productivity and Quality  
Management

#### Semester 3

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21719 Organisational Behaviour  
21744 Production Planning and Control  
*or*  
21745 Service Operations Management

#### Semester 4

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21747 Operations Management Policy  
Elective

#### Semester 5

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21751 Management Research Methods  
21794 Research Proposal – Operations  
Management

#### Semester 6

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21795 Research Project – Operations  
Management  
Elective

### Electives

21717 International Management  
21720 Employment Relations  
21718 Organisation Analysis and  
Design  
21717 International Management  
21779 Management Skills  
21787 Quality Strategy  
24734 Managerial Marketing  
*plus any one other elective approved  
by the Course Coordinator*

Students expecting to complete the requirements for the Graduate Diploma in Operations Management with a credit average may apply to transfer to the Master of Business in Operations Management. Places are subject to quota.

## Graduate Diploma in Operations Management

This course is directed at two levels; first, the operations manager (or potential operations manager) who recognises the need for training in the management of operations, and second, other functional managers, including those in general management, who seek to improve their managerial effectiveness by developing some knowledge of operations management.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree from a recognised university or college of advanced education, and a minimum of two years' relevant work experience; or evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue postgraduate studies.

A limited number of places in the latter category will be available to applicants who have extensive business experience in business or the public sector and who have held a position of responsibility but who have no formal tertiary education.

### COURSE FEES

The current fee is \$850 per subject.

### COURSE PROGRAM

#### Semester 1

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- 21741 Operations Management
- 21742 Quantitative Management

#### Semester 2

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- 22726 Accounting and Financial Administration
- 21743 Productivity and Quality Management

#### Semester 3

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- 21719 Organisational Behaviour
- 21744 Production Planning and Control

*or*

- 21745 Service Operations Management

#### Semester 4

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- 21747 Operations Management Policy Elective

#### Electives

- 21717 International Management
  - 21718 Organisation Analysis and Design
  - 21720 Employment Relations
  - 21787 Quality Strategy
  - 21779 Management Skills
  - 24734 Managerial Marketing
- plus any one other elective approved by the Course Coordinator*

• **PURCHASING AND MATERIALS MANAGEMENT**

## **Graduate Diploma in Purchasing and Materials Management**

The graduate programs in Purchasing and Materials Management will provide practitioners with a range of skills to allow them to fulfil more expertly the purchasing and materials management role within their organisation. The programs have been developed in conjunction with the Australian Institute of Purchasing and Materials Management (NSW). Funding for the course development was provided by the NSW Education and Training Foundation.

As senior purchasing and materials management professionals are expected to manage purchasing as a strategic function, the need for professional education becomes critical. The post-graduate programs in this discipline area have been developed to fulfil this need.

The Graduate Diploma in Purchasing and Materials Management course focuses on the skills, knowledge and vision needed in the purchasing and materials management function at senior management level in business, government and the non-profit sectors. It includes a strong international, quality and strategic management focus.

### **ADMISSION REQUIREMENTS**

The general admission requirements are the prior successful completion of the Graduate Certificate in Purchasing and Materials Management (therefore exempt from Semester 1 and 2 subjects); or a degree from a recognised university or college of advanced education and a minimum of two years' relevant work experience.

### **COURSE FEES**

The current fee is \$1,200 per subject.

### **STRUCTURE AND SCOPE OF THE COURSE**

This is a two-year, part-time program consisting of eight subjects, the first four of which are common to the Graduate Certificate and Graduate Diploma. It builds upon the skills and knowledge covered in the early subject areas with the aim of giving the purchasing professional a much broader view of the purchasing and materials management function as a dynamic, strategic function.

#### **Semester 1**

21797 Materials Management Systems  
21741 Operations Management

#### **Semester 2**

79703 Legal Aspects of Contracts Administration  
21779 Management Skills

#### **Semester 3**

21796 Global Materials Management Elective

#### **Semester 4**

21743 Productivity and Quality Management  
21798 Strategic Supply Management

### **Electives**

Students may choose an elective subject from the following:

21718 Organisation Analysis and Design  
21719 Organisational Behaviour  
21720 Employment Relations  
22726 Accounting and Financial Administration  
21745 Service Operations Management  
21747 Operations Management Policy  
21787 Quality Strategy



## Graduate Certificate in Purchasing and Materials Management

The graduate programs in Purchasing and Materials Management will provide practitioners with a range of skills to allow them to fulfil more expertly the purchasing and materials management role within their organisation. The programs have been developed in conjunction with the Australian Institute of Purchasing and Materials Management (NSW). Funding for the course development was provided by the NSW Education and Training Foundation.

As senior purchasing and materials management professionals are expected to manage purchasing as a strategic function, the need for professional education becomes critical. The post-graduate programs in this discipline area have been developed to fulfil this need.

The Graduate Certificate in Purchasing and Materials Management course focuses on the skills, knowledge and vision needed for success in the purchasing and materials management function.

### ADMISSION REQUIREMENTS

The general admission requirements are a degree from a recognised university or college of advanced education and a minimum of two years' relevant work experience; or evidence of general and professional qualifications, such as other post-secondary school qualifications and extensive vocational experience (for example, the completion of a TAFE Advanced Certificate in Materials Management and five years' vocational experience in a purchasing or materials management function), that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies.

### COURSE FEES

The current fee is \$1,200 per subject.

### STRUCTURE AND SCOPE OF THE COURSE

This is a one-year, part-time program consisting of four subjects. It aims to give the purchasing professional a set of concepts with which to accept the challenges of the contemporary purchasing and materials management role and to apply these tools in terms of industry best practice in the business, government and non-profit sectors.

#### Semester 1

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21797 Materials Management Systems  
21741 Operations Management

#### Semester 2

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79703 Legal Aspects of Contracts  
Administration  
21779 Management Skills

## SUBJECT DESCRIPTIONS

### UNDERGRADUATE SUBJECTS

#### Key to subject numbers

Each subject number contains the following information:

*First* digit indicates faculty

2 = Business

3 = Mathematical and Computing Sciences

4 = Engineering

5 = Humanities and Social Sciences

7 = Law and Legal Practice

*Second* digit indicates School/Department within Faculty of Business

1 = Management

2 = Accounting

3 = Economics

4 = Marketing

5 = Finance and Economics

7 = Leisure and Tourism

*Third* digit generally indicates the level of subject in the course or prerequisite sequence. Postgraduate subjects are indicated by '7' and '8'.

#### Guide to subject descriptions

The subject descriptions shown below indicate the subject code and name, and the number of credit points for the subject (e.g. 3cp). For some subjects there may also be practical components off-campus, and this is indicated in the text. Also shown are the prerequisites or corequisites, if any, and a brief outline of the content.

Prerequisites are subjects which must be completed before taking the subject to which they refer. Corequisites may be completed before, or be taken concurrently with, the subject to which they refer.

### 21030

#### INTRODUCTION TO BUSINESS (PROJECT)

5cp

This is an introductory Management subject which is run on a cooperative basis whilst the student is on an industry placement. The subject aims to assist students in understanding the role of management and the business world. It combines a lecture content and a coverage of management theory with assignments involving the student's place of work. Topics covered include planning, organising, leading and controlling; SWOT analysis and quality control.

### 21125

#### AUSTRALIAN BUSINESS ENVIRONMENT

5cp

A foundation subject which gives students an insight into Australian business organisations.

The context of Australian business and its historical development; the interaction of the national and international, social, political and economic forces in Australia and their impact on Australian business; the changing roles and demands upon managers both historical, contemporary and in the future.

### 21130

#### ORGANISATIONAL BEHAVIOUR

5cp

Examines behaviour in organisations, theories which attempt to explain this behaviour and the implications of these theories for management practices.

An organisational analysis perspective is used to examine topics such as individual and group responses to organisational processes, motivation, conflict, power and control, culture, leadership, decision making, communication, and organisational change.

## **21131 OPERATIONS MANAGEMENT**

*5cp*

Develops an understanding of the workings of business operations and systems, as a base for discussion of various techniques for effectively managing operations functions.

Examines decision making in operations management, product design and process planning including continuous flow process, job shop, batch flow, machine-paced and worker-paced line flow process, hybrid and other processes; matching process technology with product/market requirements; service operations management; operations management strategy including new technology management, management information systems, and performance measurements; planning, scheduling, and controlling production including capacity planning, capacity control, service systems and scheduling personnel, and process control (monitoring production schedules, JIT and Kanban techniques); materials management including nature and scope of materials systems, resource requirements systems, inventory replenishment policies (inventory management, MRP); current issues in quality and productivity management; and current issues in human resource management.

## **21150 WORKING IN THE COMMUNITY SECTOR**

*5cp*

The objectives are to provide an innovative and structured means by which students can reflect upon themselves and society; to introduce the scope of the community sector; to explore the wider social, historical, and economic contexts in which the community sector operates; to locate the organisation within that context and the worker within the organisation; to provide the individual students with opportunities to reflect on the forces and pressures

operating on them, and ways they may respond.

## **21152 COMMUNITY PRACTICE AND PRACTITIONERS**

*5cp*

*prerequisite: 21150 Working in the Community Sector*

Investigates the origins of community protests and projects and the emergence of 'community' as a challenge to increasing bureaucratisation and professionalisation; investigates the origins and philosophies of community-based services within large government departments; critically analyses the meanings of community practice as an alternative to other forms of provision; explores the nature of the relationships between community practitioners and members of a community; evaluates the impact of community practice and practitioners on recent social change.

## **21153 COMMUNITY RESEARCH 1**

*5cp*

*prerequisite: 21150 Working in the Community Sector*

The objectives are to facilitate an understanding of research as a process of enquiry that has an applied dimension in community projects; to alert students to the social and political contexts of research for community projects; to examine the ethics of particular forms of research and research methodologies; to develop skills in simple research methods for the investigation of local issues and the development of locality profiles; and to develop appropriate evaluation and monitoring techniques to apply to local projects.

**21155****FUNDING**

5cp

*prerequisite: 21150 Working in the Community Sector*

Introduces students to the variety of sources of funds and ways of funding community endeavours; examines the way in which different sources of funds and ways of funding can shape the activities of the organisation being funded, particularly its relationship with clients/users; encourages students to view the process of approaching potential funding sources for funds as the establishment of a relationship between the organisation seeking funds and the organisation providing funds; reviews the fund allocation process of the major organisational source of funds, with particular emphasis on government organisations; teaches students ways of approaching sources for funds; explores by way of practical examples varieties of methods for charging for services and the implications of these for relationships with clients/users; examines the variety of financial institutions which lend money for community endeavours, the forms of these loans, their implications and how to obtain them.

**21156****MONEY MANAGEMENT 1 (BASIC ACCOUNTING)**

5cp

*prerequisite: 21150 Working in the Community Sector*

Introduces students to basic cash accounting – cash receipts, payments, petty cash, bank reconciliations and salary records; introduces students to the concepts of budgeting and fund accounting; develops skills and understanding of basic financial reports.

**21157****MONEY MANAGEMENT 2 (BUDGETING)**

5cp

*prerequisite: 21150 Working in the Community Sector*

An introduction to the principles of basic accrual accounting, particularly as these relate to the balance sheet, statements of revenues and expenditure, assets and liabilities; develops skills in program budgeting; and examines issues of financial management in the context of government funding, donations and fees for service.

**21158****GOVERNMENT AND POLITICAL PROCESSES**

5cp

*prerequisite: 21150 Working in the Community Sector*

Explores with students the dynamics of the varied relationships that exist between ministers, parliamentarians, and public servants; develops students' understanding of government policy making and resource distribution processes, especially the budgetary process; gives students a clear understanding of the way responsibilities for providing welfare services have been divided between government organisations and, within these, between groups of service providers; examines closely the dynamics of the ways government organisations interact with non-government organisations; studies the ways in which government departments generate information and ways in which that information can be accessed by non-government groups; incorporates the variety of insights and understanding obtained elsewhere in the subject to develop lobbying skills.

**21160****GROUP PROCESSES**

5cp

*prerequisite: 21150 Working in the Community Sector*

Develops an understanding of how people function in groups; identifies the characteristics of an effective group; develops skills which will assist in the analysis of ineffective behaviour in groups; increases knowledge about how the behaviour of oneself affects the operation of the group to study the structures of community and power in groups; develops skills in negotiation and handling conflict; develops the ability to practise and apply the above knowledge and skills in special purpose groups such as committees and meetings.

**21161****LOCAL PROCESSES**

5cp

*prerequisite: 21150 Working in the Community Sector*

Investigates the ways in which local processes have been theorised within sociology; develops in students an understanding of local communities as an arena for the expression of different interests; analyses case studies of community conflicts in order to illustrate why and how some interests are expressed and pursued while others are pushed aside and ignored; locates the sources of these interests in differing communities by examining local demography, industry and employment structures.

**21162****PERSONNEL PRACTICES**

5cp

*prerequisite: 21150 Working in the Community Sector*

Teaches students aspects of the employment process relevant to community organisations; introduces students to those aspects of the industrial relations system (laws, institutions and organised

interests) that bear upon and help shape employment practices in community organisations; and develops students' capacities to recruit, train and manage volunteers, partly by reviewing aspects of the employment process identified above.

**21163****PROMOTION FOR COMMUNITY ORGANISATIONS**

5cp

*prerequisite: 21150 Working in the Community Sector*

Introduces students to promotion and marketing of community organisations and programs; provides skills in identifying target groups and ensuring effective promotion to and communication from these; introduces students to the variety of media sources available for specific information and promotion purposes; enables students to assess the effectiveness of media usage in particular projects; develops a critical understanding of the role of various media in aiding or hindering the aims of community projects; and analyses case studies of media usage in community projects.

**21165****SETTING UP A COMMUNITY ORGANISATION**

5cp

*prerequisite: 21150 Working in the Community Sector*

Gives students knowledge of the ways in which organisations can be formed and the advantages and disadvantages of each; makes students aware of the various legal issues impacting on community organisations and of State and local government requirements; outlines the types of records that should be kept to enable the organisation to be efficiently managed and to fulfil the requirements of accountability i.e. a simple management information system; and introduces the various issues that arise when forming an organisation e.g. insurance, maintenance of property and equipment, location, lease or buy.

**21166****SOCIAL INEQUALITIES**

5cp

*prerequisite: 21150 Working in the Community Sector*

Analyses the manner in which inequality is part of the fundamental structuring of Australian society; traces the historical and economic sources of social inequality in Australian society; develops an understanding of present economic and social forces that maintain and change levels of inequality in Australian society; investigates schooling and the division of labour in Australian society for a perspective on social inequality; identifies disadvantaged groups within Australian society and promotes an awareness of the social and economic difficulties they encounter; recognises that inequality is explained in different ways and that these explanations inform action; and examines differing modes of intervention aimed at redressing social inequalities and their intended and unintended consequences.

**21167****STRUCTURES AND PROCESSES IN COMMUNITY ORGANISATIONS**

5cp

*prerequisite: 21150 Working in the Community Sector*

Reviews conventional forms of organisations within the community sector; investigates how certain organisational structures reinforce fundamental social divisions; examines the processes whereby organisations produce specific power structures, languages, expectations, divisions of labour and relationships; illuminates conventional organisational forms by examining alternative models and evaluating different approaches to organisational design; investigates alternative models of organisational design and their potential to establish more democratic relationships between workers, management committees and users; and examines the additional difficulties in establishing

and maintaining alternative forms of organisation and develops skills in overcoming these difficulties.

**21168****AUSTRALIAN MANUFACTURING IN PERSPECTIVE**

7cp

Introduces students to the concepts and processes of management which have influenced the evolution of manufacturing in Australia and in the international context. Gives an outline of the economic, political and legal institutions which have shaped the evolution of manufacturing enterprise in Australian history as well as developing an awareness of the factors which have circumscribed manufacturing and its management in the Australian context.

Students will develop a basis for research and analytical skills specifically appropriate to manufacturing management, as this involves: the identification of different sorts of information resources for research purposes, the critical evaluation of different types of information, the practice of oral and written report presentation and the development of communication skills. They will use these skills when they participate in the industry site inspection project. This project includes a series of site inspection tours; interview and survey exercises with specified members of firms visited; documentary search of publicly available material and non-confidential internal reports of firms and preparation of an inspection tour report, and presentation of tour findings in either a seminar or debating forum. The project aims to familiarise students with the various sectors of Australian industry and expose them to the varying demands on managers operating in these sectors; and to help students understand the position of Australian manufacturers vis-a-vis their international counterparts both in the past as well as in the present.

**21169****REASONING, JUDGEMENT AND ETHICS**

4cp

*prerequisite: 21168 Australian Manufacturing in Perspective*

Introduces students to important varieties of reasoning, and enables them to develop facility in constructing reasoned approaches to problems, and in critically analysing the proposals and arguments of others. The focus will be on a method of practical reasoning and judgement that will enable them to reach decisions, especially in conflict situations, with skill and self-confidence. Practical application of this method of reasoning and decision making will be made in the areas of ethics and social responsibility likely to be faced in manufacturing management.

Participants will be encouraged to: develop understanding of a variety of methods of reasoning and argument, and of conditions under which it is appropriate to use these; gain facility in identifying, analysing, and evaluating arguments and major philosophical traditions; develop an understanding of the process of practical reasoning as understood by contemporary exponents of a major philosophical tradition; become more skilled in organising their own proposals and views in accordance with sound reasoning; become more skilled in using this method of reasoning in reaching decisions in the typical conflict situations arising in manufacturing management; make practical applications of these reasoning and decision-making skills in areas of ethical conflict, and so develop a methodology for dealing with complex ethical issues; and gain insight into ways of implementing ethical decisions effectively and as harmoniously as possible.

**21170****WORKSHOP TECHNOLOGIES: SKILLS PRACTICE (SYDNEY INSTITUTE OF TECHNOLOGY)**

6cp

Students who have completed Industrial Arts at the HSC, or have an appropriate trade or certificate course qualification, may qualify for exemption from this subject. The aims are to: acquaint students with the fundamentals and basic working knowledge of manufacturing workshop technologies; develop an appreciation and basic level of competency in hand-controlled and machine-controlled equipment, related operating techniques and tolerancing; develop a level of personal confidence in dealing with trade and operator related functions; understand the technical language of shop floor operations through mixing with trainee apprentices to appreciate workplace culture and develop communication and interpersonal skills; and appreciate the requirements for team management of workshop projects.

Content covers a technical training program with instruction in the following basic trades: fabrication and welding; machining and turning; bench and mechanical fitting; sheetmetal work; industrial wiring; hydraulics/pneumatics; engineering drawing. In addition to the degree, students will also qualify for Certificates of Proficiency from the NSW Vocational Training Registry, for at least three trade areas.

**21171****SUPERVISED INDUSTRY PRACTICUM 1**

8cp

*prerequisites: all Year 1 subjects*

The first industry training period is designed in a closely structured format to ensure academic rigour in the design of the learning material; consistency in the delivery and assessment components; and comparability of educational experiences and assessment outcomes.

The subject affords an opportunity for students to integrate their theoretical and disciplinary studies with current industry practices at an **introductory level**. This educational experience is central to the philosophy of the course i.e. integration of the strategic manufacturing process. Students use a self-directed computer-aided learning package to control their Supervised Industry Practicum (SIP) experience and will be assisted by a SIP Course Coordinator.

Content covers matching student and host company interests; placement of the student in the host company; establishment of a learning contract; selection of topic/project assignments; introduction of CAI (Computer-aided Instruction) discs to students; conducting an assignment according to gantt chart; and preparing and presenting a report to the host company, and a theory paper and critical debate to UTS staff. There is provision to focus the set of topics/projects investigated into specialised areas of operational and management concern in order to achieve a functional Specialisation in the degree.

## **21172**

### **STRATEGIC MANUFACTURING SYSTEMS 1**

6cp

*prerequisites: all Year 2 subjects*

*corequisites: all Year 3 subjects*

This subject provides a perspective on business management and corporate operation as a basis for linking business strategy with manufacturing strategy. It explores the process of developing a manufacturing strategy to achieve the corporate objectives of the company. The subject acquaints students with: the context of managing in uncertain, political and risk-laden environments; managing the interfaces between functional areas of the company; the need to develop a 'strategic thinking' approach to corporate management; to develop powers and skills of business judgement; to learn what it is to be at the

'helm' of the firm; to learn how to act in situations of imperfect information and make decisions under pressure and at speed; to appreciate the links between business strategy and manufacturing strategy, and the methods for achieving these links; and, generally, to experience the 'business process' in an experiential-based learning environment.

The course is structured around *The Business Strategy Game* (BSG) as a way of simulating the dynamics, uncertainties, pressures and politics of business operation and management. The BSG requires students to operate in teams of three or four managers who run companies producing a range of products and competing in domestic and global markets. The weekly operation of the BSG is supported by lecture and seminar material and accompanying readings and references.

Content covers preparation of an environment audit; an industry analysis report; a five-year strategic plan; and a five-year company performance report and presentation to a Board of Directors.

## **21173**

### **BUSINESS DEVELOPMENT**

5cp

*prerequisites: all Year 1 subjects*

*corequisites: all Year 2 subjects*

This subject is complementary to Strategic Manufacturing Systems 1, and provides both the intellectual and applied framework for linking business strategy with manufacturing strategy. This aim is the key objective of the subject. The subject demonstrates how business strategies, related to cost leadership and market differentiation, are developed by the corporation in conjunction with competitive strategic priorities for manufacturing such as price, flexibility, delivery, and service. The manner in which action plans and programs to implement these strategies are developed and evaluated is also addressed. Given the focus of world-class manufacturing, particular empha-



sis is placed on value creation for competitive internationalisation of the firm.

Course content covers the topics of determining strategic direction; value creation; enterprise focus; internationalisation; company performance; business planning and project management.

## **21175**

### **MANUFACTURING FACILITIES DESIGN**

5cp

*prerequisites: all Year 2 subjects*

*corequisites: all Year 3 subjects*

This subject introduces students to the design, operation and overhaul of manufacturing facilities. It covers areas of plant layout, design, materials handling systems, assembly design (manual, robotic and hybrid), storage and retrieval systems, computerised manufacturing facilities, and maintenance. Special attention is paid to ergonomics in relation to design and safety issues in workplace planning. Computer simulation software is used to optimise the location, planning and design of facilities.

The modularised course content covers strategic and locational decisions; materials handling; computer integrated systems; ergonomics and safety; and total preventative maintenance programs.

## **21176**

### **QUALITY MANAGEMENT SYSTEMS**

5cp

*prerequisites: all Year 2 subjects*

*corequisites: all Year 3 subjects*

Quality is the key factor in the successful performance of manufacturing operations and the non-manufacturing activities which support them. This subject aims to develop a clear understanding of the practical and managerial aspects of quality, including the fundamentals of Total Quality Management and its relationship to productivity. Students completing this course will have a sound philosophical and practi-

cal basis for evaluating quality systems and quality and productivity improvement programs, as well as Total Quality implementation programs.

The course is divided into modules, covering the fundamentals of quality and productivity; total quality management; quality; and productivity.

## **21177**

### **PERFORMANCE MANAGEMENT SYSTEMS**

5cp

*prerequisites: all Year 2 subjects*

*corequisites: all Year 3 subjects*

Provides an understanding of how to monitor and manage key performance indicators related to business operations, especially those related to linking business strategy with manufacturing strategy for productivity and quality objectives. Special attention is paid to 'benchmarking for best practice'.

The course modules cover: master planning – forecasting and demand management; order entry and customer service systems; quality management systems; inventory management systems; pre-production systems; production engineering systems; production, planning and control systems (capacity management); financial control systems; activity-based costing systems; human resource management – PRIMS; production activity control systems; benchmarking and validation of key performance indicators (KPI).

## **21178**

### **LOGISTICS AND DISTRIBUTION RESOURCES PLANNING**

5cp

*prerequisites: all Year 2 subjects*

*corequisites: all Year 3 subjects*

Introduces students to the total area of physical distribution and materials management; examines the principles of logistics management for controlling warehousing, distribution and inventory costs; designs and plans supply and

distribution operations, and stock deployment levels; provides students with an understanding of the link between quality customer service, inventory management, cost minimisation and productivity maximisation strategies; familiarises students with computer-based inventory, warehouse, and materials handling equipment.

The modularised course content covers logistics in perspective; customer service and order processing; logistics networks; distribution systems planning; inventory management (stock levels and spare parts inventories); designing, costing, control and reporting procedures; warehouse and distribution centre management; work and staff planning; and computer tools for logistics and DRP management.

## 21179

### SUPERVISED INDUSTRY PRACTICUM 2

9cp

*prerequisites: 21171 Supervised Industry Practicum 1 and all Year 2 subjects*

The second industry training period is designed in a closely structured format to ensure academic rigour in the design of the learning material; consistency in the delivery and assessment components; comparability of educational experiences and assessment outcomes. The subject affords an opportunity for students to integrate their theoretical and disciplinary studies with current industry practices at an **advanced level**. This educational experience is central to the philosophy of the course i.e. integration of the strategic manufacturing process. Students use a self-directed computed-aided learning package to control their Supervised Industry Practicum (SIP) experience and will be assisted by a SIP Course Coordinator.

Content covers matching student and host company interests; placement of the student in the host company; establishment of learning contracts; selection of topic/project assignments; introduction of CAI (Computer-aided Instruc-

tion) disks to students; the conduct of an assignment according to a gantt chart; and preparation and presentation of a report to the host company, and a theory paper and critical debate to UTS staff. There is provision to focus the set of topics/projects investigated into specialised areas of operational and management concern in order to achieve a functional specialisation.

## 21180

### STRATEGIC MANUFACTURING SYSTEMS 2

6cp

*prerequisites: all Year 2 subjects*

*corequisites: all Year 3 subjects*

This subject is complementary to Business Development, and provides the manufacturing strategy contribution to linking business policy and company performance at an advanced level. How strategic priorities in quality, reliability, performance, product flexibility, delivery and price are achieved through action plans and programs, and contribute to firm objectives, is the major focus of the subject and the course. The course is structured around the examination of a number of case study episodes of firms in different industry/market situations.

The advanced case studies require the student to grapple with uncertainty, reduce this uncertainty through critical analysis, apply reasoned judgement, and to make a decision and live with it. Leads to maturity and intellectual growth by broadening a student's frame of reference through mastering increasingly complex situations in a systematic manner. The case-study structure provides the format for integrating the disciplinary subject streams, plus opportunities for interrelating theory with practical experiences from the Industry Training periods.

Course content covers general background; industry structure, competition and the organisation; core concepts; product demand forecasting and master planning; principles of production;

purchasing; physical distribution; maintenance management; the role and fit of packaged approaches; business performance monitoring; and matching manufacturing strategy to business strategy.

### **21181** **POLICY ISSUES IN** **MANUFACTURING MANAGEMENT**

6cp

*prerequisites: all Year 2 subjects*

*corequisites: all Year 3 subjects*

As a capstone unit, this subject provides the basis for integrating the material taught in the parallel subject streams with the case studies and experiences gained from industry training. It provides students with opportunities for critical reflection on the course as a whole, and to relate disciplinary bodies of knowledge to industry practice. Guest lecturers are invited to present and lead seminar discussions on current issues related to manufacturing revitalisation and industry restructuring.

Course content covers conclusion to disciplinary subject streams; review and critique of strategic models of the manufacturing process; review of competencies and skills developed by students; review of contemporary issues facing manufacturing management in Australia; preparation of students for employment (e.g. job applications; presentation skills; interview techniques; and curriculum vitae).

### **21210** **BUSINESS AND GOVERNMENT**

5cp

*prerequisite: 21125 Australian Business Environment*

The objectives of this course are to: identify and understand the structure and functions of the three levels of government in Australia, and the nature and significance of the role of the public sector as it impacts on business and commerce; develop insight into the complex interrelationship between

business and government in Australia; and critically appreciate current and emerging issues and problems in business-government relations.

### **21215** **MANAGEMENT AND** **COMMUNICATION SKILLS**

5cp

*prerequisite: 21130 Organisational Behaviour*

Develops an understanding of the nature of intrapersonal and interpersonal competencies and their relevance to management and communication practices in contemporary organisational settings. Explores skill learning in order to establish a platform for continued development on the part of the student.

The nature of intra/interpersonal competence; contributions from modern communication theory; self-management skills; basic interpersonal communication skills; small group communication skills; and organisational communication; interviewing skills; conflict management skills.

### **21221** **ORGANISATIONAL DESIGN AND** **CHANGE**

5cp

*prerequisite: 21130 Organisational Behaviour*

Introduces the basic structural form of business organisations, and the influences which act upon the structural forms. Discusses the importance of organisational change and the change process in organisations.

Basic structural forms of business; the influence of technology; environment strategy and size structure; power politics in organisations, organisation culture; organisational forms of the future; and organisational change and change process.

**21306****EMPLOYMENT RELATIONS**

5cp

Provides an understanding of the context of the employment relationship and how it is influenced by economic, legal, social, technological and political forces; develops in students an understanding of the causes, manifestations and results of industrial conflict from an employer and employee point of view; outlines the form and function of industrial relations institutions; introduces students to the basic aspects of managing workplace relations and develops effective skills in these areas.

Approaches to employment relations; development of employment relations in Australia; industrial conflict; form and function of Australian trade unions; role of employers; federal and State industrial relations systems; wage determination; human resource planning; recruitment; selection and induction; training and development; appraisal and career planning; legal aspects of employee relations; and participatory structure and decision making in the workplace.

**21311****MANAGEMENT OF SERVICE OPERATIONS**

5cp

*prerequisite: 21215 Management and Communications Skills*

Examines the importance of the services sector to the Australian economy. Presents the challenges of designing, producing and delivering services and explores the managerial tasks faced by different types of service-producing organisations. Provides management tools and service concepts useful to service management, and identifies the role services play in a manufacturing setting.

Focuses on the significance of services in the economy; classification of services; the overlap of operations, marketing and human resources; the management

challenges for different types of service businesses; analysis of delivery systems including location, layout and capacity; quality assurance; and organisation behaviour and design issues for services.

**21321****ORGANISATIONAL DIAGNOSIS AND EVALUATION**

5cp

*prerequisite: 21221 Organisational Design and Change*

Builds on the knowledge gained from studying Organisational Behaviour, Organisational Design and Change and related subjects. Provides students with the practical knowledge and skills required for diagnosing issues and problems and evaluating planned changes in organisations.

It is expected that by participating in this course students will further develop their analytical skills and knowledge; become aware of the interpersonal processes that are an integral part of conducting a diagnosis or evaluation; learn how to select and apply a range of research methods and diagnostic instruments for gathering and interpreting information; and gain practical experience in organisational diagnosis or evaluation by participating in a group research project.

**21343****QUANTITATIVE MANAGEMENT**

5cp

*prerequisite: 26122 Business Statistics*

The emphasis in this subject is on the practical value of operations research/management science techniques in assisting decision making in a business context. It uses up-to-date software packages for quantitative management and decision making.

Decision theory; waiting line models; linear programming and sensitivity analysis; network analysis (PERT/CPM); inventory models; forecasting; decision support systems; and simulation techniques.

**21407****STRATEGIC HUMAN RESOURCE MANAGEMENT**

5cp

*prerequisite: 21306 Employment Relations*

Students will be able to describe the development of Human Resource Management (HRM) as a field and explain how this development relates to HRM roles and problems; explain the concepts of strategic HRM and human resource planning and how they relate to business planning, in theory and in practice; describe and criticise suggested relationships between the organisation's external environment, stage of development, strategy, structure and HRM; explain the suggestions that have been made as to how training and staff development, career development and staff appraisal systems should be managed strategically; and list and explain the major capabilities of a human resource information system.

Explores the field of human resource management (HRM), including views on its evolution, roles that it can play within the organisation and critiques of HRM; human resource planning; alternative views of strategic HRM such as vision-driven organisational transformation and issue-focused incrementalistic approaches; the concept of external-internal 'fit' and its critics; changes in the environment of Australian organisations and their effect upon HRM; hypothesised relationships between HRM and types of external environments, stages of organisational development, organisational strategy, organisation structure; strategic approaches to managing HRM sub-fields such as training and staff development, career development and staff appraisal systems; and computers and strategic HRM, including human resource information systems and expert systems.

**21408****EMPLOYMENT RELATIONS SKILLS**

5cp

*prerequisite: 21306 Employment Relations*

Develops knowledge and skills in a range of practical or applied areas critical to effective performance in employee relations. Focuses on employee relations problem solving; evaluating strategic options; measuring employee relations initiatives; selection interviewing; counselling and disciplining; appraisal interviewing; negotiating to reach agreement; and advocacy before industrial tribunals.

**21409****ENTREPRENEURSHIP AND INNOVATION**

5cp

*prerequisite: completion of Semesters 1-4 of the full-time program, Semesters 1-8 of the part-time program*

Encourages students to consider entrepreneurial ventures as a serious career option and to analyse their interests and abilities in achieving such a goal; develops skills, attitudes and knowledge relevant to the successful launching and management of a new business venture; provides an understanding of the process of innovation and its function in creating business opportunity; and gives students a methodology for and experience in the preparation of business plans, particularly those related to new ventures.

Personal preferences and skills audit; definition of entrepreneurship and characteristics of the entrepreneur; definition and explanation of the theory of innovation; entrepreneurship, theory and practice; the difference between an idea and a business opportunity; the business planning process overview; components of the business plan; and business plan finalisation and presentation.

**21410****QUALITY MANAGEMENT***5cp**prerequisite: 26122 Business Statistics*

Provides the basic framework for the understanding of quality and productivity issues in both service and manufacturing operations. The subject aims to develop a clear understanding of the practical and managerial aspects of quality, including the fundamentals of Total Quality Management and its relationship to productivity.

Topics include the fundamentals of quality and productivity; Total Quality Management; traditional concepts and modern definitions of quality; traditional quality control tools and techniques; quality standards and accreditation; performance measurement; productivity models and measurement; productivity management.

**21430****ADVANCED INDUSTRIAL RELATIONS***5cp**prerequisite: 21306 Employment Relations*

Provides students with up-to-date knowledge in the more strategically important areas of industrial relations. Topics include government policy and industrial relations strategy; union policy, strategy and prospects; employer reform proposals; forms of co-determination; implications of equal employment opportunity and occupational health and safety legislation; the changing role of the arbitration bodies; and the role of industrial relations practitioners in the business environment.

**21503****ORGANISATIONAL INFORMATION***5cp**prerequisite: 22115 Business Information Systems*

This subject increases students' understanding of: the role of information within modern organisations; the

technologies currently available for information delivery and information sharing; and the behavioural and organisational factors that determine whether the information is used effectively.

Topics include sources and types of organisational information; humans as information processors; systems that support organisational processes; expert systems and artificial intelligence; human-computer interfaces; integrated networks; messaging systems; support for groups; and future developments.

**21509****CORPORATE STRATEGY***5cp**prerequisites: completion of all subjects to Semester 4*

This is a capstone subject which aims to integrate and consolidate much of the knowledge and skills acquired in diverse subject areas already studied and in the workplace whilst on attachment. With its emphasis on strategic planning and decision making, it enables students to appreciate the hierarchical nature of organisational objectives. It also demonstrates the interrelationships between functional activities within organisations.

**21591****INTERNATIONAL MANAGEMENT***5cp*

Allows students to study a number of other management models and so assists them in a better understanding of the evolution of Australian management. At the same time it enables students to gain a clearer understanding of doing business outside Australia.

Examines the nature of international management and researches international management; variables determining management styles and practices; multinational and transnational corporations; international human resource management; evolution of Japanese management styles; management in a command economy – People's Republic

of China; the Four Dragons – Hong Kong, Taiwan, Korea, and Singapore; K-type management; emerging NICs – India and Thailand; the Swedish model; and Germany and co-determination.

## 21609

### CORPORATE STRATEGY

9cp

*prerequisite: completion of Semesters 1–5 of the full-time program, Semesters 1–10 of the part-time program*

Introduces responsible whole-business decision making at management level and higher. This includes an appreciation of cooperation in organisations and gives students a practical perspective on how the specialist subjects relate to each other.

Foundations of business activity; purpose and processes of corporate strategy; what really happens in board-rooms; developing and selecting strategy; power relationships; the business environment; change and strategy; implementing strategy in turbulent times; and whole-business management.

## 21613

### CONTEMPORARY MANAGEMENT PRACTICES

5cp

*prerequisite: 21130 Organisational Behaviour*

Addresses a range of management practices appropriate to contemporary organisations. Provides students with an understanding of key aspects of current management practices including managerial relationships; intercultural management; leadership, status and power; negotiation; interviewing; team building; managerial audits; management information systems; and managerial ethics. Students explore a range of strategies for handling management issues, including competencies relevant to people, organisational structures, and international environments.

## 21630

### MANAGING STRATEGIC CHANGE

5cp

*prerequisite: completion of all subjects to Semester 5 of the full-time program, Semester 10 of the part-time program*

Extends and develops the business student's understanding of strategic change. The primary purpose of the subject is to explore the variety of strategic options available to organisations rather than to set up any prescription or blueprint for action. Emphasis will be placed on the inevitability of change; the impossibility of accurate prediction of the extent or direction of the change and, in consequence, the overriding need for strategists within all organisations to be flexible in their strategy development, highlighting indeed the necessity for frequent performance reviews and contingency planning.

Examines factors influencing strategic choice: the need to prioritise environmental forces and the need to make specific decisions; maximising the return from people; strategy and social responsibility; strategy and social responsibility – ethics; strategy and growth; the strategist as a change agent; and detailed planning.

## 21901

### RESEARCH METHODS IN MANAGEMENT

6cp

An introduction to a variety of research methodologies and data-analytic techniques, with a special emphasis on those which are relevant to the student's planned research to be undertaken in the subjects Readings for Thesis in Management, and Thesis in Management.

**21902****ADVANCED THEORY IN  
MANAGEMENT (F/T)***12cp*

This is a readings and seminar subject, with students being allocated to supervisors within the School according to their specific topic areas. Students will be required to attend and present papers to a graduate seminar. This involves preparing two major papers, each of which will critically review the literature and evaluate recent trends and practices in an area not directly related to that chosen for the subjects Readings for Thesis in Management, and Thesis in Management. Empirical research is not required for this subject.

**21903****READINGS FOR THESIS IN  
MANAGEMENT***6cp*

Provides the necessary groundwork for completion of 21904/21905 Thesis in Management. Students will be allocated to supervisors within the School according to the topic area and it is expected that a student will have the same supervisor for Thesis in Management. Students will be required to prepare a single written research proposal which will contain a literature review of the relevant area and the aims and research methodology of the study to be undertaken for Thesis in Management.

**21904****THESIS IN MANAGEMENT (F/T)***24cp*

*prerequisite: 21903 Readings for Thesis in Management*

The major research component of the Honours program which will give students experience in the design, execution and reporting of an empirical research project. The topic and the student's supervisor will remain the same as for 21903 Readings for Thesis in Management.

**21905****THESIS IN MANAGEMENT (P/T)***24cp*

*prerequisite: 21903 Readings for Thesis in Management*

The major research component of the Honours program which will give students experience in the design, execution and reporting of an empirical research project. The topic and the student's supervisor will remain the same as for 21903 Readings for Thesis in Management.

**21906****ADVANCED THEORY IN  
MANAGEMENT (P/T)***12cp*

This is a readings and seminar subject, with students being allocated to supervisors within the School according to their specific topic areas. Students will be required to attend and present papers to a graduate seminar. This involves preparing two major papers, each of which will critically review the literature and evaluate recent trends and practices in an area not directly related to that chosen for the subjects Readings for Thesis in Management, and Thesis in Management. Empirical research is not required for this subject.

**22028****ACCOUNTING PRACTICES  
(LEISURE SERVICES)***5cp*

Enables students to list factors critical to the successful financial management of leisure services; to develop practical skills in keeping basic accounting records, preparing basic financial reports of the performance and position of an organisation and financial analysis; and to identify and use in managing on a day-to-day basis, the factors that are critical to continued funding of leisure services.



**22105****ACCOUNTING A***5cp*

Establishes the basic concepts of accounting and introduces accounting as an integral part of organisations and marketplace interaction. Considers in terms of a conceptual framework the generally accepted ideas that underpin the practice of accounting; provides an ability to prepare accounting reports together with an understanding of the nature and quality of accounting information; and introduces the use of accounting information for the purposes of accountability, decision making and control.

The content of this subject covers two broad areas: (a) an introduction setting out the nature of accounting and its relationships to financial and products markets, together with double entry bookkeeping's unique ability to record market activity; (b) the body of the subject dealing with the accounting process (journals to ledger), double entry bookkeeping, definition of the elements of financial statements, using control accounts, control of cash, using accrual accounting, inventory, non-current assets, preparation of financial statements and the so-called limitations of the historical cost model.

**22115****BUSINESS INFORMATION SYSTEMS***5cp*

Introduces computer technology and information systems concepts in a business setting to students who have had little or no prior experience in these areas. Students will examine these concepts in relation to information systems in organisations, and sociological issues emanating from the application and use of computer technology. They will be exposed in a practical manner to the use and application of productivity software tools, including comprehensive hands-on coverage of Lotus 1-2-3 spreadsheet program, MicroSQL database operations, and SAS statistics.

Topics covered include an introduction to computers and information systems; information systems in business; computer hardware and software; telecommunications; database management; information systems applications to office automation and transaction processing; decision support and expert systems; developing, planning, managing and controlling information systems.

**22116****ACCOUNTING AND FINANCIAL MANAGEMENT***5cp*

Enables students to prepare, analyse and utilise accounting and financial information in decision making, particularly in the context of manufacturing organisations.

Specifically, the subject is designed to provide students with learning experiences which will enable them to appreciate the concept of accounting as an information system; develop skills in recording and processing accounting information; develop skills in the generation of accounting reports (outputs) to meet users' decision needs; develop skills in the analysis and interpretation of accounting reports; appreciate the contemporary financial accounting and reporting environment and the accounting standards setting process; understand methods available for evaluating alternative investment opportunities; understand the costs and benefits of alternative means of financing investments; appreciate the elements of computer-based accounting systems; appreciate the way in which the computer can be used as an aid in financial analysis and investment evaluation; access relevant literature on accounting, finance and management.

Subject content covers the field and role of accounting; the books of account; income statement and balance sheet; management of resources; using basic accounting reports for analysis and decisions on financing; management accounting; absorption versus variable

costing; cost–volume–profit relationships; the use of cost data for internal decisions; planning and controlling operations; new developments in cost accounting.

## 22125

### ACCOUNTING EXPERIENCE 1

9cp

*prerequisites:* 22105 Accounting A; 22205 Accounting B

Introduces students to accounting principles and their application in practice; identifies the purposes and uses of accounting data; enables them to discover the methods of recording, classifying, analysing and reporting financial data used in practice; ascertain the role of computing in these processes; ascertain and critically analyse the structure of the accounting system used in practice; analyse sub-systems of accounting e.g. payroll, debtors, inventory.

## 22205

### ACCOUNTING B

5cp

*prerequisite:* 22105 Accounting A

Equips students with appropriate skills in the accounting techniques necessary to understand the format and content of financial accounting statements and to participate in a managerial capacity in the analysis of accounting information as it is used to facilitate decision making.

The topics in this subject cover areas in both financial and management accounting including analysis of financial statements and projection of cash flows; the preparation of accounting reports for companies and partnerships; the development of relevant cost concepts used in costing systems that also facilitate product costing and the preparation of budgets; accounting information as it aids the evaluation of performance as well as responsibility accounting will be also covered.

## 22225

### ACCOUNTING EXPERIENCE 2

10cp

*prerequisite:* 22321 Management Accounting 1  
*corequisite:* 22421 Management Accounting 2

Introduces students to management accounting principles and their application in practice; assists in identifying the purposes and uses of management accounting data; discovers the methods of recording, classifying, analysing and reporting cost and revenue data used in practice; and their uses in ascertaining the role of computing in these processes.

This subject will give structured exposure to a number of important management accounting topics such as accounting for divisions, departments and other responsibility centres; tax planning; factory accounting; accounting for inventories; and changes in management accounting requirements in the light of changing technologies and increasing automation e.g. JIT (Just-in-Time), TQC (Total Quality Control), CIM (Computer Integrated Manufacturing), FMS (Flexible Manufacturing Systems), and MRP (Material Requirements Planning).

## 22240

### INTERNATIONAL ACCOUNTING

5cp

*prerequisite:* 22105 Accounting A

In a rapidly changing world environment, the significance of international accounting has grown substantially, along with the expansion of international business activity, and it is the objective of this subject to enable students to explore the complexity and the diversity of the international dimensions of accounting. A range of issues will be introduced with special reference to the comparative development of national accounting systems, international accounting standards and transnational reporting issues. The subject covers a number of important areas and will not only inform students about the major issues, ideas and developments, but it will also stimulate further inquiry and debate.

Examines the context of international accounting including the political, cultural and regulatory environment of multinational enterprises; comparative accounting systems of European countries, Japan and developing nations, and the implications for disclosure and measurement practices; international financial reporting issues, accounting principles, and standards including proposals for uniformity; and future trends in multinational enterprises and accounting standards.

### **22309**

#### **ACCOUNTING FOR OVERSEAS TRANSACTIONS**

5cp

*prerequisite: 22205 Accounting B*

Introduces students to the basic concepts underlying the variety of accounting issues involved in the recording and, where necessary, the reporting of overseas transactions. The subject will cover aspects of documentation; foreign exchange gains and losses; foreign exchange hedging; forward exchange contracts; accounting for the effects of overseas inflation; financing overseas transactions; and facilitation through government and non-government agencies. It will provide the skills and information needed to enable the accountant to advise clients on overseas transactions. It will also concentrate on the accounting treatment of overseas transactions as distinct from a marketing or economic approach to the subject area.

Import/export documentation as a source of accounting data; implications of foreign exchange concepts on accounting treatment; accounting in foreign currency; accounting for the impact of foreign inflation; and transfer pricing.

### **22310**

#### **MANAGEMENT ACCOUNTING 3 (PROJECT)**

5cp

*prerequisites: 22321 Management Accounting 1; 22421 Management Accounting 2*

Provides students with an understanding of the functions of controllership, and of the role of the Management Control System in organisations. Emphasises the development and application of analytical skills in identifying and solving a wide variety of problems in organisations. Offers to students the knowledge and skills required to effectively control any organisation. The subject is offered in the industrial semester and draws on the opportunities for the student to review the in-place MCS of their sponsor, to analyse its strengths and weaknesses and apply the theory of controllership to real life situations.

### **22319**

#### **ISSUES IN FINANCIAL STATEMENT ANALYSIS**

5cp

*prerequisites: 22205 Accounting B; 26122 Business Statistics*

Focuses on the relevance of financial accounting information to economic decisions such as investment and lending decisions. Includes the use of statistical techniques for understanding the relationship between accounting numbers and accounting phenomena such as financial distress and corporate failures, and for understanding the behaviour of accounting numbers over time.

Objectives of financial accounting; sources of accounting information; introduction to accounting ratios; cross-sectional and longitudinal accounting studies; relationships of accounting numbers to share price behaviour, corporate financial distress, mergers and acquisitions activities and other corporate accounting phenomena.

**22320****FINANCIAL ACCOUNTING 1***5cp**prerequisite: 22205 Accounting B*

Provides students with learning experiences which will enable them to develop the necessary skills and knowledge to appreciate the environment of contemporary company financial accounting and reporting; describes and evaluates the role and functions of the legislature, regulators and professional bodies in shaping the form and content of the financial statements of companies; applies and evaluates the requirements of the Companies Code, stock exchange listing requirements and specific accounting standards in accounting for and reporting on corporate activity.

The contemporary environment of corporate accounting and reporting; accounting for company income tax; reserves and dividends; accounting for company liquidations; accounting for the acquisition of companies; equity accounting; cash flow statements.

**22321****MANAGEMENT ACCOUNTING 1***5cp**prerequisite: 22205 Accounting B*

Introduces the student to the basic concepts underlying management accounting in its historical development and its organisational setting. The objective is to introduce appropriate cost terminology and a study of cost behaviour patterns in a variety of costing systems. Job/order costing, process costing and standard costing systems will be studied in depth as a foundation for subsequent management accounting subjects. Analysis of the cost-volume-profit model will allow the students to bring together the techniques developed in the subject and to apply them in a managerial decision context.

Introduction to management accounting; accounting for material, labour and overhead costs; job-order costing; process costing; standard costing; joint

product costing; cost-behaviour analysis; cost-volume analysis; direct costing.

**22409****AUDITING PROJECT***5cp**prerequisites: 22115 Business Information Systems; 22205 Accounting B; 79365 Company Law*

Provides students with an understanding of the auditing process of obtaining evidence about the entity under audit, evaluating the evidence, making judgments and communicating those judgments to the interested parties. A major project will be used to develop skills in analytical review, internal control and risk analysis and systems-based auditing in both EDP and manual environments. Other concepts covered in the project include audit objectives, evidence, documentation, materiality, audit planning, sampling and the development of audit programs.

Auditing theory, the legal and ethical environment in which auditing operates, the audit report and public sector audits will be presented in lectures.

**22420****FINANCIAL ACCOUNTING 2***5cp**prerequisite: 22320 Financial Accounting 1*

Develops the skills and knowledge necessary to understand, apply and evaluate, using a costly contracting perspective, accounting standards, conceptual framework and related professional and academic issues.

Topics covered are: an introduction presenting the extant accounting position on the nature and objectives of external financial reporting. Building on this will be a detailed examination of the character, definition and issues relating to the accounting for assets, equity, liabilities and income, combined with the analysis of the statements of accounting concepts, accounting standards, accounting guidance releases, corporations law and stock exchange

requirements used in Australia to regulate accounting activity.

## **22421**

### **MANAGEMENT ACCOUNTING 2**

5cp

*prerequisite: 22321 Management Accounting 1*

Develops skills in the understanding and application of advanced techniques in cost determination, cost control, budgeting and costing systems. The subject also introduces a range of quantitative techniques in management accounting applications.

Financial control systems; cost–volume–profit analysis; the estimation of cost, revenue and profit functions; deterministic and probabilistic cost models; cost analysis and forecasting using regression analysis; budgeting – the budgeting process: objectives, procedures and issues; the master budget and sub-schedules; cash-flow forecasting and budgeting; capital budgeting and its integration into the master budget; cost and profit analysis under constrained conditions; management accounting applications of linear programming techniques; decision analysis and management accounting; decision making under uncertainty; information economics; the expected value of information; project costing and management – critical path method, project evaluation and review technique and management accounting; inventory management.

## **22512**

### **ADVANCED AUDITING TECHNIQUES**

5cp

*prerequisites: 221155 Business Information Systems; 22522 Auditing*

Teaches students the skills and knowledge required to perform audit in a computerised accounting environment. Aims to examine the objectives of computer security and controls, and the application of auditing techniques to verify the adequacy of such security and

controls. These techniques are used to ensure the accuracy of information transmitted, received and recorded in a computer network e.g. in electronic banking, and to safeguard the assets of the organisation.

Topics include the use of communication networks; cryptographic security for safeguarding the integrity of computer systems; and risk analysis to evaluate threats and danger posed by computer crime and other fraudulent activities. Covers topics which are examinable in Accounting 2 and Advanced Auditing modules for the professional year examination of the Institute of Chartered Accountants in Australia.

## **22515**

### **COMPUTER-BASED ACCOUNTING**

5cp

*prerequisites: 22205 Accounting B; 22115 Business Information Systems*

Introduces students to the concepts of computerised accounting and the general operation of several microcomputer accounting packages; provides opportunities for students to become experienced in the installations and operation of accounting packages for the small business; enables students to evaluate and advise on their suitability of several accounting packages for a variety of small businesses.

Accounting framework for small business; hardware selection; several microcomputer accounting packages will be introduced; general ledger; stock and accounts receivable; accounts payable and cash books; comparison and evaluation of the major features of several accounting packages.

## **22520**

### **FINANCIAL ACCOUNTING 3**

5cp

*prerequisite: 22420 Financial Accounting 2*

A capstone subject involving the theoretical/conceptual framework for the information content and disclosure

requirements of contemporary corporate reporting.

Evolution of accounting thought and language; development of accounting principles and structure; nature and role of theory; theory construction and verification in accounting; positive accounting theory and methodology; accounting information and securities markets; information asymmetry – creative accounting practices and insider trading information; accounting earnings and security prices; accounting disclosure regulation rationales; contracting process and agency relationships; role of accounting numbers – management compensation plans and corporate debt contracts; accounting and the political process; corporate accounting and culture; social accounting and additional disclosures.

## 22521

### MANAGEMENT ACCOUNTING 3

5cp

*prerequisite: 22321 Management Accounting 1*

Provides students with an understanding of the functions of controllership and of the role of management control systems in organisations. The subject emphasises the development and application of analytical skills in identifying and solving a wide variety of problems in organisations.

The fundamental elements of organisations and the controllership function. Planning, organising, activating and controlling in manufacturing organisations, in discretionary expenditure centres and in service organisations. Motivational/behavioural aspects of the Management Control System. Current developments in manufacturing environments and practices, and their impact on the respective roles of management, the controller and other key parties in the organisation.

## 22522

### AUDITING

5cp

*prerequisites: 22115 Business Information Systems; 22320 Financial Accounting 1*

*corequisite: 22420 Financial Accounting 2*

Provides students with an understanding of the role of auditors and auditing in providing assurances to diverse parties interested in the entity under audit, that the information presented about the entity is properly drawn up in accordance with prescribed criteria; of the economic and social context in which auditors and auditing operates; and of the conceptual issues of risk analysis and systems-based auditing in both EDP and manual environments. Knowledge of the concepts which underpin the audit activities e.g. internal controls, will also provide students with a framework for developing sound business practices.

Auditing theory; the audit report; public sector audits; legal and ethical environment; audit objectives; evidence; documentation; materiality; risk; audit planning; internal control; audit program; revenue and cash receipts cycle; audit sampling; computer-based auditing; purchases and payments cycle; inventory cycle; payroll cycle; assets; equities and liabilities; ethics and accountability.

## 22523

### SPECIAL TOPICS IN AUDITING

5cp

*prerequisite: 22522 Auditing*

Builds on the knowledge gained by students in Auditing by enabling them to study in greater depth some of the topics covered briefly in the earlier course. Topical issues in auditing will be emphasised. These could include comprehensive auditing and the changing focus of the internal audit function; ethics and environmental audits; fraud control; program audits; auditor liability; expectation gap issues; and some EDP audit issues such as electronic data

interchange. Students will be required to make a presentation and to prepare two papers, one of which will be based on the presentation.

## **22565**

### **BUSINESS INFORMATION SYSTEMS 2**

*5cp*

*prerequisite: 31224 Data Processing or 22115 Business Information Systems*

Presents a basic set of tools and techniques that can be used by the analyst and designer. Information systems and the organisation; documentation; files concepts; implementation and testing; application package evaluation; overview of information systems.

## **22566**

### **ACCOUNTING FOR SMALL BUSINESS 1**

*5cp*

Develops the knowledge and skills required by accountants in dealing with the problems which are unique to their professional work in the small business sector. The subject will highlight and emphasise the practical matters associated with the initiation and growth of a small business.

Overview and requirements of establishing a business; economic business cycles' growth and future; financing the business; accounting – records, control, costing and pricing; financial analysis and management; appraisals and acquisitions; taxation and tax planning; insurance and risk; planning and budgeting.

## **22567**

### **ACCOUNTING FOR SMALL BUSINESS 2**

*5cp*

Develops an understanding of the techniques used to analyse financial data for small business; to apply these techniques with the aid of microcomputers; and to develop integrated business

plans to assist in the decision-making process in small businesses.

Outline and revision of basic spreadsheet terminology and function; data collection and analysis; cost–volume–profit relationships; budgeting planning models; financial budgeting; budgeting for cash flows and capital expenditure budgets; performance evaluation.

## **22568**

### **BUSINESS SYSTEMS IMPLEMENTATION**

*5cp*

*prerequisites: 22115 Business Information Systems; 22565 Business Information Systems 2*

Introduces students to the development and implementation of computer systems using COBOL\*. In an accounting and business environment COBOL is the most common programming language used. The quality of the software developed and the efficiency of the development can only be fully appreciated if the user possesses a reasonable level of understanding of the language and its syntax. In addition, students will be introduced to data flow design and methodologies; copy-down structure design; structured programming and other program design techniques. Test data specification and implementation procedures will be used for testing the program produced.

COBOL language history; concept of compilers; COBOL syntax, COBOL structure; program design; testing methods; top down implementation; structured programming techniques.

*\*At present COBOL is being replaced by another 4GL language.*

**22606****INFORMATION SYSTEMS PROJECT**

5cp

*prerequisites: 22115 Business Information Systems; 22565 Business Information Systems 2; 22568 Business Systems Implementation*

Builds on the knowledge gained by students in the two earlier subjects in information systems design and programming by means of a supervised implementation of an information systems project in an accounting/business environment. Advanced program design and structured techniques, team programming techniques will develop project management skills in the participants. In addition, systems software such as UNIX, MS DOS, VAX VMS will be taught so that students will appreciate the problems of interfacing systems software at the application implementation level. A final segment will deal with a comparison of a range of programming languages used in systems. Specific emphasis will be placed on database systems such as PICK and UNIFY.

Structured design techniques; walk-throughs; software engineering; database design; database implementations such as PICK and UNIFY; operating systems such as MS DOS, UNIX, XENIX, and VAX VMS.

**22610****ACCOUNTING FOR INSOLVENCY**

5cp

*prerequisite: 22205 Accounting B*

Provides students with the accounting knowledge needed for businesses which are being liquidated; studies the characteristics and financial management mistakes leading to the failure of such businesses; and introduces students to the accounting requirements of deceased estates. Executorship; bankruptcy; the practice of termination accounting; case studies including financial management aspects of failed businesses.

**22901****RESEARCH METHODS IN ACCOUNTING**

4cp

*prerequisite: admission to the Honours program*

Acquaints students, first, with the nature of accounting theory and research and, secondly, equips students with the skills to carry out empirical research in accounting. Various schools of thought are covered from natural scientific (positive) accounting research, to interpretive and critical accounting research. Students are also taught how to design (true and quasi-) experimental research and case study research, as well as how to conduct a survey. Students are also exposed to accounting research using the various approaches.

**22902****ADVANCED THEORY IN FINANCIAL ACCOUNTING**

8cp

*prerequisite: admission to the Honours program*

Introduces students to the current developments in financial accounting research. The issues considered are intended to provide students who are interested in conducting empirical research in financial accounting with the knowledge base with which to conduct their own financial accounting research.

**22903****ADVANCED THEORY IN MANAGEMENT ACCOUNTING**

8cp

*prerequisite: admission to the Honours program*

Introduces students to the current developments in management accounting research. Various roles of management accounting in organisations and society are considered. Students who have taken this subject will acquire the knowledge base essential for conducting their own management accounting research.



**22905****READINGS IN ACCOUNTING**

4cp

*prerequisite: admission to the Honours program*

The student is expected to work very closely with a supervisor to identify a research topic which will form the basis for the Honours thesis. The student is expected to carry out extensive research in the library in order to be familiar with the specific research issues as well as the current developments in an area of concern. The role of the supervisor is to provide students with the appropriate guidance in the development of a research proposal. The student is expected to write a thesis proposal of approximately 5,000 words (which can form the basis for the first part of the thesis) which is usually in the following format:

- introduction to the research problem
- review of the literature
- statement of research objective
- statement of the research methodology and methods
- statement of the expected contribution to accounting knowledge.

**22906****THESIS IN ACCOUNTING**

24cp

*prerequisite: admission to the Honours program*

The thesis is the most important component of the Honours program. The coursework and readings are mainly intended to prepare students to conduct the empirical research on which the Honours thesis in accounting will be based. Whilst the Honours thesis is not necessarily expected to make a major contribution to accounting knowledge, it should show the student's ability to grasp the relevant accounting issues, and to conduct a 'good' piece of social science research (what is 'a good piece of research' very much depends on the methodology adopted).

**24105****PRINCIPLES OF MARKETING**

5cp

Develops an awareness and understanding of marketing concepts and how these apply to profit and not-for-profit organisations. Provides the foundations from which a more advanced study of marketing may be pursued. Shows the relevance of the need for a marketing orientation in a dynamic and changing business environment. Allows students to test and apply marketing concepts in a dynamic simulated business environment. Develops the skills necessary to formulate a basic marketing plan. The projects also highlight the need for group decision making for effective management.

The marketing concept; the marketing environment; buyer behaviour; market segmentation; elements of product planning; product life cycle and new product development; distribution; promotion and mass selling; personal selling; pricing strategy/financial assessment; marketing research/planning and controlling; international marketing.

**24106****ADVANCED MARKETING**

5cp

*prerequisites: all Year 1 subjects; 24105**Principles of Marketing*

Designed to enable Manufacturing Management students to understand the marketing systems and relationships critical to the manufacturing process. Students will gain an understanding of the interrelationships between marketing and manufacturing through in-depth consideration of the marketing planning process. After this overview, specific marketing areas which impact on manufacturing will be presented and discussed. These include: new product feasibility analysis (how to decide what to manufacture); customer relationships including how to develop and maintain an efficient distribution channel;

purchasing (how to develop cost-efficient and productive long-term relationships with providers of inputs of goods and services to production).

The marketing planning process – the marketing plan; the marketing system; end-user relationships; new product feasibility analysis; marketing across international boundaries; customer relationships; distribution analysis; physical distribution management; sales force management; trade marketing; marketing communications; tenders; selecting a supplier; supplier relationships – the purchasing process; buying, selling and negotiating; logistics.

## **24202**

### **BUYER BEHAVIOUR**

5cp

*prerequisite: 24105 Principles of Marketing*

Introduces the student to the basic concepts, principles, and theories of buyer behaviour in the context of marketing both consumer goods and industrial goods. In examining buyer behaviour, viewpoints and insights established in the social sciences – psychology, sociology, social anthropology and economics – are applied to marketing. From this basis, a broad understanding of the intricacies of consumer behaviour is developed by examining the current theories and models in the buyer behaviour literature. The major objective is to provide students with a sound framework for analysing the complex processes involved in consumer interactions.

The consumer decision process; the social and cultural environment; the psychological foundations of consumer behaviour; high involvement decision processes; low involvement decision processes; public policy issues in buyer behaviour; the regulation and ethics of buyer behaviour.

## **24203**

### **QUANTITATIVE ANALYSIS IN MARKETING**

5cp

*prerequisite: 24309 Fundamentals of Marketing Research*

Develops expertise in the application of quantitative methods relevant to the marketing profession. Introduction to decision analysis: marketing models in Lotus 1–2–3 exploratory analysis; sales forecasting; optimisation.

## **24205**

### **BUSINESS TO BUSINESS MARKETING**

5cp

*prerequisites: 24105 Principles of Marketing; 24202 Buyer Behaviour*

Develops an understanding of the concepts and theories which guide the conduct of business in markets between organisations. This includes business-to-business buying and selling; management of interfirm relationships; negotiation; sales force management; distribution and network relationships development.

## **24210**

### **ADVERTISING MANAGEMENT**

5cp

*prerequisite: 24105 Principles of Marketing*  
*corequisite: 24202 Buyer Behaviour*

Provides a theoretical framework for students to appreciate the interrelationship of the advertising function with the other functional areas of business. Develops and enhances decision-making skills in advertising and sales promotion. Provides students with skills that will directly facilitate advertising and promotion effectiveness; develops students' ability to prepare and present reports to management.

Introduction to advertising and promotion management; marketing objectives applied to advertising and promotion; target audience action objectives; communication objectives; creative strategy;

promotion strategy; media strategy; current issues in advertising.

## 24220

### INTERNATIONAL MARKETING

5cp

*prerequisite: 24105 Principles of Marketing*

Introduces international marketing using the marketing concepts, and considers how marketing strategies are affected by environmental factors; students are expected to formulate strategies for international environments.

International marketing-nature-concepts; economic environment; cultural environment of political and legal environment; international marketing task; marketing intelligence; product decisions; pricing decisions; distribution decisions; promotion decisions; planning organisation.

## 24306

### SERVICES MARKETING

5cp

*prerequisite: 24105 Principles of Marketing*

Builds upon existing marketing knowledge by increasing students' understanding and awareness of issues distinctive to services. In conjunction with examining marketing objectives and tasks for services and/or service divisions within companies, students critically assess current marketing approaches by service sector operators.

Services marketing as a field of study; developing frameworks for services marketing; customer focus; the nature of service quality; creating and delivering new services; measurement of customer-perceived quality; marketing to existing customers; marketing to your internal customer; managing the evidence; marketing communication and promotion of services; implementing a service marketing culture; services marketing strategy.

## 24309

### FUNDAMENTALS OF MARKETING RESEARCH

5cp

*prerequisites: 26122 Business Statistics; 24202 Buyer Behaviour*

Examines the purposes and methods of marketing research. Nature of the role of marketing research; the research process of problem formulation; management and research; research design; experimentation in marketing research; questionnaire design; attitude measurement; primary and secondary data; the sampling process; probability versus no probability samples; sampling and research design; sample size determination; sampling/non sampling error; data collection procedures; the marketing research report; marketing information systems.

## 24331

### MARKETING DECISION MODELS

5cp

*prerequisite: 24203 Quantitative Analysis in Marketing*

Studies marketing management decision processes and procedures from a product manager's point of view. Specifically this will involve developing analysis skills to take a verbal description of a decision situation into a 'computer-assisted' domain; developing insights into 'modelling' a variety of product management decisions; familiarising students with current computer software and its application in product management.

Introduction to marketing models; tools for model development; stochastic model applications; deterministic model applications; forecasting – time series; marketing strategy models; new product models; consumer behaviour models; resource allocation models; market segmentation models; implementing marketing models in organisations.

**24415****MARKETING STRATEGY**

5cp

*prerequisite: 24309 Fundamentals of Marketing Research*

Develops the ability to apply decision-making skills to problems of marketing strategy; provides students with experience in developing marketing plans, understanding the ethical dimensions of marketing decisions, and to further the ability to identify, evaluate, recommend and implement long-term marketing strategies which will positively impact the profitability of the firm.

The marketing planning process; strategic marketing; environmental analysis; competitive analysis; competitive advantage; the marketing plan; marketing tactics; implementation of marketing decisions; advanced topics in marketing management; ethical and social responsibility dimensions of marketing decision making.

**24430****APPLIED MARKETING RESEARCH**

5cp

*prerequisite: 24309 Fundamentals of Marketing Research*

Provides an opportunity for extensive and deep experience in the practicalities of working research. Group projects; computer exercise; developing liaison with client organisations; designing programs of research.

**24510****ADVERTISING RESEARCH METHODS**

5cp

*prerequisites: 26122 Business Statistics; 24210 Advertising Management*

Teaches qualitative and quantitative methods of advertising research relevant to the development, testing, and evaluation of advertising campaigns. Advertising strategy research; advertising content research; ad testing; campaign evaluation (tracking) research.

**24517****CONTEMPORARY ISSUES IN INTERNATIONAL MARKETING**

5cp

*prerequisite: 24220 International Marketing*

Builds upon and applies knowledge gained in International Marketing to specific conceptual and empirical issues in international marketing; increases awareness and improves understanding of issues beyond the scope of topics covered in traditional international marketing subjects.

Macro/micro concerns; the internationalisation of individual organisations, markets and nations; the globalisation of markets and its impact on Australian organisations; the internationalisation of marketing/business education; the multinational; the role of government; standardisation versus differentiation; less developed versus developed countries; marketing and standardisation of life styles across cultures; corruption; Australia's role; concepts, models of theories of consumer behaviour, political risk assessment; impact of culture; comparative marketing systems; life cycles of firms; growth and expansion; research methodologies.

**24518****INTERNATIONAL MARKETING COUNTRY STUDY**

10cp

*prerequisite: 24220 International Marketing*

Broadens and develops students' awareness and appreciation of international marketing as well as developing practical skills in various international marketing research activities.

Comparative systems; frameworks for assessment of systems; secondary research sources; primary methods in international marketing; identification and evaluation of similarities and differences in the Australian and foreign environments; identification of opportunities; country visits – discussion with various trade bodies; collection and assessment of information; report writing.

**24604****ADVERTISING PROJECT**

5cp

*prerequisite: 24510 Advertising Research Methods*

The overall objective is for students, who work throughout the semester in an advertising agency-like team, to gain experience in conducting a comprehensive advertising project for a real client. Conduct background research in response to client's brief; set specific objectives and formulate advertising strategy; create and test advertising and support promotion; select media; establish budget; present report to client.

**24607****INTERNATIONAL MARKETING MANAGEMENT PROJECT**

5cp

*prerequisite: 24220 International Marketing*

Deals with the application of knowledge within a business organisation. Students will develop a project proposal outlining the methodology for in-depth investigation of a particular problem; analyse primary and secondary data gathered from the client organisation and outside sources; prepare an oral and written report of approach and finding, in areas such as entry strategies to foreign international markets, international product, pricing, promotion, distribution strategies, and coordination and control of international marketing programs. Students will also write up and present a case study to the class.

Project proposals; periodic progress reports; final written report; oral presentations.

**24901****ADVANCED THEORY IN MARKETING**

8cp

*prerequisite: admission to the Honours program*

An overview of the theoretical processes that underpin marketing as an academic and managerial function in society.

Major alternative marketing paradigms are examined in an historical and contemporary framework.

**24902****RESEARCH METHODS IN MARKETING**

8cp

*prerequisite: admission to the Honours program*

Advanced theories and methods applied in marketing research. It provides a foundation for developing research topics, analysing their strengths and weaknesses as well as executing a research topic.

**24903****READINGS FOR THESIS IN MARKETING**

8cp

*prerequisite: admission to the Honours program*

Provides an opportunity to engage in a structured literature review prior to selecting a thesis topic. Improves awareness of up-to-date research in marketing by exploring current research activities of recently published authors.

**24904****THESIS IN MARKETING (F/T)**

24cp

*prerequisites: 24901 Advanced Theory in Marketing; 24902 Research Methods in Marketing; 24903 Readings for Thesis in Marketing*

An independent 20,000 word research report.

**24905****THESIS IN MARKETING (P/T)**

24cp

*prerequisites: 24901 Advanced Theory in Marketing; 24902 Research Methods in Marketing; 24903 Readings for Thesis in Marketing*

An independent 20,000 word research report.

**25110****MICROECONOMICS**

5cp

Develops an understanding of micro-economic theory as a basis for further studies in business; an ability to analyse the operation of the economy; and a capacity to predict the microeconomic consequences of economic events. Basic market theory; demand theory; elasticity of demand; short-run cost theory; short-run supply theory and long-run cost theory; resource market theory; perfect and monopolistic competition; oligopoly and monopoly; firm behaviour – theory of competition policy; theory of trade; market failure theory; income redistribution; industry policy; regulation.

**25111****ECONOMICS OF LEISURE AND TOURISM**

5cp

Develops an understanding of micro-economic theory and concepts; applies microeconomic theory and concepts to the contemporary Australian economy; explains how economic analysis can be used to examine firm and corporate behaviour and decisions relating to issues such as pricing, production and adaptation to change; outlines the various aims that may be adopted by firms and corporations and examines how and why those aims are formed; examines the role of organised labour in the economy, particularly in respect to the demand and supply of labour; develops a framework with which to evaluate the impact of government policy relating to the economic and social impact of firms and corporations; and develops an understanding of the major aspects of government policy relating to markets and resource allocation in Australia and assesses the purposes and effectiveness of these policies.

**25112****BUSINESS ECONOMICS**

5cp

Develops an understanding of basic economic theory and the link between the macro- and microeconomy; examines the effect of economic issues upon corporate behaviour and production decisions; develops an understanding of consumer behaviour and the market mechanism with regard to resource allocation and government macro and micro policy; applies economic theory to production and planning decisions within organisations with special reference to the manufacturing industry; examines the issues in the labour market and examines the effect that current restructuring may have on the Australian manufacturing industry in the context of achieving government aims of world class manufacturing; enables students to have a broad perspective on the contribution of economic theory to the place of the Australian manufacturing industry now and in the future, from both a domestic and international perspective.

Overview of the current state of the Australian economy; aggregate demand and supply; income determination; cost benefit; the monetary sector; money demand and supply; preferences and demand; how markets work; production and production decisions; corporate behaviour and regulation; factor markets; international perspective of Australian industry.

**25113****FINANCE FOR MANUFACTURING MANAGEMENT**

5cp

*prerequisites: all Year 1 subjects*

*corequisites: all Year 2 subjects*

Introduces students to the essential concepts of financial decision making in a manufacturing environment. A study of the basic elements of financial decision making is central to the subject aim of providing minimum vocational and

disciplinary competence for entry into a manufacturing career. It is an essential building block for later elements in the degree such as decision support systems and strategic manufacturing policy and capital equipment investment.

Introduction to corporate finance; mathematics of finance; discounted cash flow (DCF) techniques; financial statement analysis; break-even analysis; the investment decision; working capital management; and dividend policy.

## 25202

### BUSINESS FORECASTING

5cp

*prerequisites: 26122 Business Statistics; 25406 Quantitative Techniques for Finance and Economics*

Develops a sound practical understanding of a variety of forecasting models with the assistance of the University's spreadsheet and statistical software packages. Fundamentals of quantitative forecasting; smoothing methods; decomposition methods; simple regression; multiple regression; econometric models and forecasting; fundamental techniques and a comparison of methods.

## 25209

### MACROECONOMICS

5cp

*prerequisite: 25110 Microeconomics*

Develops an understanding of the fundamentals of macroeconomic analysis in theory and practice. Inflation and unemployment; national accounts; elementary income determination theory; interest rates and expenditure; the monetary sector; combining money and expenditure sectors; the balance of payments; aggregate supply and demand; prices, wages and the Phillip's curve; stagflation.

## 25210

### MICROECONOMIC POLICY

5cp

*prerequisite: 25110 Microeconomics*

Shows how and why governments become involved in the private sector. Topics include the need for public regulation and/or control of business activity; microeconomic policy formulation; theory of firms and markets; restrictive trade practices; consumer protection; small business; industry policy; tariffs and structural change; foreign investment; resources policy.

## 25301

### FINANCIAL MANAGEMENT

5cp

*prerequisite: 23106 Economics*

Financial Management is a specialised field of study which provides the analytical framework for corporate financial decisions. Its objective is to introduce students to finance theory and to the tools of financial decision making in the context of the Australian institutional environment. Financial Management is concerned primarily with investment project evaluation and risk analysis of securities.

## 25303

### INDUSTRY ECONOMICS

5cp

*prerequisite: 25110 Microeconomics*

Examines the changing structure, conduct and performance of Australian industry within the context of international economic restructuring. Theoretical issues include goals of the firm, economies of scale, barriers to entry, product differentiation, market structure and technological change; mergers and takeovers, competition and pricing. Policy issues include industry policy, protection, regional aspects, and international trade blocks. Performance matters include recent investment patterns, export performance and the future of the Australian manufacturing industry.

**25304****ASIAN-AUSTRALIAN ECONOMIC RELATIONS**

5cp

*prerequisite: 25209 Macroeconomics*

Aims to develop an understanding of Australia's developing economic relations with Asia; the history of the economic development of selected Asian economies; and future prospects for Australia within the Asian region.

Specific topics covered include an overview of Australia and Asia; a review of selected fundamental economic concepts – output, growth, inflation, indexes, exchange rates etc; the development of China's political economy; Australia's developing trading relations with China; the development of Japan's political economy; Australia–Japan economic relations; the economic development of Asia's Newly Industrialised Economies (NIEs) – South Korea, Taiwan, Hong Kong and Singapore; Australian trading relations with NIEs; ASEAN – history and economic relations with Australia; aspects of macroeconomic management in Asia and Australia; possible interest topics.

**25305****LABOUR MARKET ECONOMICS**

5cp

*prerequisite: 25209 Macroeconomics*

Examines the market for labour in Australia and government involvement in the labour market. Introduction to the Australian labour market; theories of the labour market; key labour market issues in Australia today – unemployment, technological change, immigration, wage determination, trade unions, manpower planning, structural change and the deregulation debate.

**25307****PUBLIC FINANCE**

5cp

*prerequisite: 25209 Macroeconomics*

Provides an understanding of the multiple objectives of the public sector and the trade-offs which have to be made between objectives. The secular growth of public expenditure; the allocation, distribution and stabilisation functions of budgets; taxation criteria and the case for tax reform; intergovernmental fiscal relations; the public debt and the foreign debt; the economies of privatisation; public enterprise pricing and investment decisions; social cost–benefit analysis; the economics of transfer payments.

**25308****FINANCIAL INSTITUTIONS AND MARKETS**

5cp

*prerequisite: 25209 Macroeconomics*

Provides an understanding of the functioning of Australia's financial markets and institutions; develops skills in pricing financial securities and knowledge of synthetic financial instruments. Valuing financial instruments; the financial system and the Reserve Bank; introduction to banking; financial intermediation; interest rate determination; financial market theory; foreign exchange market; futures and options.

**25309****MACROECONOMIC POLICY**

5cp

*prerequisite: 25209 Macroeconomics*

Within the context of 'open economy models' explains the behaviour of major macroeconomic variables; evaluates the current policy debates, and the performances of the policymakers; 'forecasts' the impacts of various policy and non-policy disturbances on the economy. Short-run output and price determination; micro foundations of aggregate demand, aggregate supply and price



adjustment (including examination of the real business cycle, 'New Classical' and 'wage and price rigidity' models); introduction to macroeconomic policy.

### **25314**

#### **BUSINESS FINANCE 1**

5cp

*prerequisites:* 26122 Business Statistics; 22105 Accounting A

*corequisite:* 25308 Financial Institutions and Markets

Introduces students to the critical decisions and concepts of financial management. For example, decisions like what assets to buy and how much to borrow to buy them. Develops students' skills in using various analytical techniques essential to making informed financial management decisions e.g. in calculating net present value, what cash flows are relevant and how discount rates should be adjusted for risk. Under capital structure theories, the debt/equity decision is reviewed and the implications explored. Various models are reviewed for assessing working capital decisions involving stocks, debtors and cash.

### **25315**

#### **INTERNATIONAL ECONOMICS**

5cp

*prerequisite:* 25209 Macroeconomics

Provides an understanding of the principles and forces of international trade and capital flows and how this economic activity influences business and government decision making in Australia. Balance of payments; international monetary system and problems. Income, money and the balance of payments; economic policy in the short and long run; the Eurodollar market; international capital flows; economic assessment of opportunities and risk; evaluation of alternative economic models for international operation; economic evaluation and performance measurement in a complex international environment.

### **25330**

#### **APPLIED BUSINESS ECONOMICS**

5cp

*prerequisites:* 25209 Macroeconomics; 25314 Business Finance 1; 22115 Business Information Systems

Demonstrates the application of economic principles to a range of practical management problems and issues of relevance to managers in the private and public sectors. Concepts and techniques of decision making. Information for management decisions; research methods; processing and presentation, the economics of MIS; the economics of strategic management; applied topics.

### **25350**

#### **PRINCIPLES OF RISK AND INSURANCE**

5cp

*prerequisites:* 25314 Business Finance 1; 25308 Financial Institutions and Markets

Introduces the theory of risk and discusses the role of insurance as a commercial, economic and social institution. The influence of uncertainty and risk on financial decisions, the evolution of the insurance function and the principal statutory controls governing the transaction of insurance business in Australia will be examined. Theory of risk and the role of the insurance-risk concepts and types of risk and uncertainty; the insurance mechanism and methods of handling risk; an overview of risk management techniques. The insurance institution – historical development; the evolution of insurance functions; contemporary structure. The insurance industry – organisation and industry concentration; regulation of insurance industry; legal issues governing conduct of insurance business in Australia.

### **25403**

#### **THEORY OF GENERAL INSURANCE**

5cp

Aims to develop competence in the application of statistical and quantita-

tive methods to the range of pricing of general insurance products and in the application of underwriting principles to the management of an insurance portfolio. Criteria for insurability; quantitative and statistical method; pricing and rating bases; portfolio mix; insurance portfolio management (portfolio definition, company strategy of sources of business, underwriting policy, claims, reinsurance, administration portfolio performance, business planning).

### **25405**

#### **VENTURE CAPITAL FINANCE**

*5cp*

*prerequisite: 25314 Business Finance I*

Provides a good knowledge of the financial institutions and decision processes involved in financing a range of new ventures. The nature of the venture capital market and investment processes, and the growing number of financial institutions involved as venture capital suppliers; an analysis of the various types of new ventures appropriate for venture finance, including start-up, expansion and management buyout. The knowledge acquired will be relevant to students seeking employment in institutions such as trading and merchant banks, large corporations commercialising new products, and entrepreneurs developing businesses.

### **25406**

#### **QUANTITATIVE TECHNIQUES FOR FINANCE AND ECONOMICS**

*5cp*

*prerequisite: 26122 Business Statistics*

Develops sound quantitative skills to enable students to enhance their understanding of financial and economic models. Students will be introduced to calculus, matrix algebra, regression and financial mathematics and appropriate applications.

### **25409**

#### **COMMERCIAL BANKING AND FINANCE**

*5cp*

*prerequisite: 25314 Business Finance I*

Introduces students to a broader view of the changing banking environment; develops an understanding of financial decision making in banking; introduces students to the relationship between finance theory and practice. Introduction to commercial banking; finance reports and bank performance; costs of funds and capital adequacy; risks of domestic banking; bank's foreign exchange risks; managing bank risks; managing a bank's foreign exchange operations; liquidity management; bank's use of synthetic products; economics of banking operations; bank management and strategic planning.

### **25410**

#### **CORPORATE FINANCIAL STATEMENT ANALYSIS**

*5cp*

*prerequisites: 25314 Business Finance I; 22205 Accounting B; 25406 Quantitative Techniques for Finance and Economics*

Aims to enable students to grasp the importance of financial statement information in financial decisions; to equip students with the necessary analytical skills to discriminate the critical indicators of a firm's current and future performance. Overview of the nature, availability and usefulness of financial and non-financial information; a guide to earnings quality; time series and cross-sectional techniques of analysis; estimating future cash flows and other information from financial statements; and application of analysis to equities, bankruptcy prediction, credit rating, implementation of accounting standards, and takeover predictions.

**25415****PERSONAL INVESTMENT***5cp*

Provides an understanding of the process and strategies of investing from the viewpoint of the personal investor and the personal investment adviser. Principles of investing; the market environment; analysis of investment alternatives: fixed interest securities; shares; property and collectables; options and futures, managed investments, insurance and superannuation; financial and investment planning.

**25416****ECONOMICS OF MONEY AND FINANCE***5cp*

*prerequisite: 25308 Financial Institutions and Markets*

Gives students an understanding of the operations of money markets, with special reference to Australia. Develops an understanding of the flow of funds, money and credit aggregate, the cash market and the mechanisms of Central Bank influence on money markets. Money demand and supply analysis will be emphasised as a framework for analysing the operations of money and financial markets. In addition, the effect on interest rates of monetary, fiscal and exchange rates, as well as wage and price changes, will be examined. This course will assist in equipping students with a capacity to understand past and likely future money market developments.

**25417****LIABILITY INSURANCE***5cp*

*prerequisites: 25350 Principles of Risk and Insurance*

Develops an understanding of the areas of law giving rise to insurance liabilities, assessment of liability risks, and the various forms of liability insurance contract wordings and their interpretation. Insurance liabilities – definition; an

overview of relevant areas of law; assessment of liability risk. Major classes of liability insurance – public liability; products liability; umbrella and excess forms; workers' compensation; professional indemnity; directors' and officers' liability; environment impairment liability.

**25418****PROPERTY INSURANCE***5cp*

*prerequisites: 25350 Principles of Risk and Insurance*

Develops an understanding of the underwriting, management and claims settling processes related to property insurance. Property insurance practices – risk assessment; underwriting practices; claims settlement. Major classes of property insurance – commercial property and consequential loss; industrial special risks; contract works; business interruption insurance.

**25420****APPLIED FINANCIAL MANAGEMENT***5cp*

*prerequisite: 25314 Business Finance I*

Students are advised not to attempt this subject until they have made substantial progress in their studies. For a full-time student this subject would normally be taken in Semester 5.

Provides students with the opportunity to integrate, apply and extend their studies in finance, and/or economics, and/or banking, in a practical decision-making setting. A major feature of the subject will be the use of a financial simulation game. Each topic consists of a review of the subject material and the application of that material in the applied decision context of a computer simulation. Typically students will form teams representing the board of directors and executive financial management of a firm. They will be responsible for decisions in production, procurement, pricing, credit management,

inventory management, investment, financing and dividend policy.

## 25421

### INTERNATIONAL FINANCIAL MANAGEMENT

5cp

*prerequisites: 25314 Business Finance I; 25308 Financial Institutions and Markets*

Introduces students to the theoretical framework and the practical techniques associated with exchange rate exposure, differing socio-political environments, international accounting and taxation and capital raising alternatives. International financial management; mechanics and functions of foreign exchange markets; exchange rate determination and parity relationships; forecasting, measurement of foreign exchange risk; multinational working capital management; trade finance; financing foreign operations; long-term asset and liability; international taxation management.

## 25422

### INTERNATIONAL BANKING

5cp

*prerequisite: 25314 Business Finance I*

Develops an understanding and appreciation of sound and practical problems facing bankers when dealing in international markets and trade. Fosters knowledge and organisational awareness within students in current theory and practice relevant to international financial institution transactions. Introduction to international banking, lending, foreign trade, foreign exchange and effects on financial position; foreign exchange markets; international financial relationships; foreign exchange risk management; country risk management; market making; international payments system; and offshore banking units.

## 25501

### FINANCIAL PLANNING MODELS

5cp

*prerequisite: 25314 Business Finance I*

Introduces students to the use of tools available in financial planning and to development of small planning models based on subject work. Overview of types and range; corporate models; forecasting; budgets; mergers and acquisitions; costing systems; bargaining models; project financing; manpower planning; advertising models and decision support systems; scheduling and operating modelling; linear programs and chance constrained programming.

## 25502

### CURRENT ISSUES IN FINANCE

5cp

*prerequisite: 25314 Business Finance I*

Introduces the theoretical foundation of modern finance; examines the implications of theory for corporate financial decision making; and identifies some of the current issues in finance. Methodological issues; capital structure theory; theories of takeovers; the effects of inflation on corporate profitability.

## 25503

### INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

5cp

*prerequisite: 25314 Business Finance I*

Introduces the conceptual and theoretical framework of the portfolio approach to investment in assets; applies techniques of portfolio analysis and investment management; and introduces the pricing and uses of the newer financial securities. Mathematical and statistical basis; combining securities into portfolios; efficient sets; short sales/no short sales; index models; measuring portfolio performance; bills, bonds and the term structure of interest rates; options; futures.

**25506****ASSET PRICING AND CAPITAL MARKET STUDIES***5cp**prerequisites: 25314 Business Finance I; 25406 Quantitative Techniques for Finance and Economics*

Enables Finance majors to review and critically evaluate finance theory and research papers from the mainstream academic and professional literature. Its content focuses, in an integrative manner, on the overall body of finance theory and evidence relating to asset pricing and capital market issues. The contribution of Markowitz and others to modern portfolio theory and the Capital Asset Pricing Model (CAPM), including market equilibrium and efficient market assumptions; empirical tests relating to the CAPM and its derivatives; arbitrage pricing theory; pricing models for contingent claims, in particular, options and futures; efficient capital markets – theory and evidence.

**25522****BANK LENDING***5cp**prerequisite: 25314 Business Finance I*

Develops an understanding and appreciation of sound and practical banking practices including lending – consumer and corporate; international trade; current issues; lending principles and practice; loans, advances and other financing instruments; corporate lending practices; project finance; international financing.

**25552****REINSURANCE***5cp*

Examines the role of reinsurance with respect to the need for risk spreading, and the protection of insurers' funds. Legal principles, types of reinsurance contracts, treaty and facultative forms of reinsurance, proportional and non-proportional treaties, property and

liability reinsurance, and other classes, treaty accounting, financial aspects, Australian legislation governing reinsurance and reinsurance markets.

**25553****RISK MANAGEMENT***5cp*

Offers a framework of risk management within the corporate environment to develop an understanding of the operational aspects of risk management programs. Techniques of stating objectives, the determination of funding mechanisms, the development and use of information systems, optimum risk funding mechanisms, creating both pre-loss and post-loss control programs, risk management information systems, the internationalisation of risk management.

**25605****REAL ASSET INVESTMENT AND MANAGEMENT***5cp**prerequisites: 25621 Financing Decisions; 25506 Asset Pricing and Capital Market Studies*

Consolidates and further develops the concepts introduced in Business Finance 1 as related to investment decisions in real assets. This includes an extensive examination of the various analytical techniques for evaluating capital budgeting decisions. Refers to new capital equipment and ventures, the evaluation of takeovers, spin-offs and other forms of restructuring. Critically reviews current decision making practices and exposes students to recent theoretical developments e.g. strategic considerations of any investment decision such as growth opportunities and divestment are valued using option-pricing theory. Considers other options for dealing with strategic risk. Examines in depth the various analytical techniques and critical factors for evaluating investment and management of working capital such as cash and marketable securities and accounts receivable. Develops various financial planning and

modelling skills to enable more sophisticated decisions.

## **25606**

### **FINANCIAL TIME SERIES ANALYSIS**

5cp

*prerequisite: 25406 Quantitative Techniques for Finance and Economics*

Studies the time series properties of important financial series and examines all the traditional statistical techniques and models e.g. ARIMA. Considers some of the more recent developments in time series analysis such as VAR and nonlinear time series.

## **25607**

### **SECURITIES MARKET REGULATION**

5cp

*prerequisites: 25314 Business Finance 1; 79101 Law for Business*

Develops an understanding of the regulatory nature of securities markets, including the process of regulation and the various players involved. Reviews the different theoretical frameworks, within which regulations can be analysed – both a legal and finance perspective. Critically evaluates current issues of regulatory debate and reform in securities markets, such as insider trading and takeovers. Students are exposed to the different research methodologies of Finance and Law.

## **25620**

### **ADVANCED FINANCIAL INSTRUMENTS**

5cp

*prerequisites: 25314 Business Finance 1; 25406 Quantitative Techniques for Finance and Economics*

Provides students with an understanding of the various derivative instruments used in modern financial markets. Gives an appreciation of the theoretical underpinning of the tech-

niques used to price these instruments and to manage risk. Interest rate and foreign exchange risk; forwards; futures; options; swaps; managing borrowing and investment with swaps; managing a book of derivative instruments; and the choice of instruments.

## **25621**

### **FINANCING DECISIONS**

5cp

*prerequisites: 25314 Business Finance 1; 25406 Quantitative Techniques for Finance and Economics*

Provides an understanding of the theory, empirical evidence and practice of corporate financing decisions. On completion of this subject students should be able to critically evaluate both a company's existing capital structure and proposed methods of raising new finance. Estimating the cost of capital; capital structure and valuation; empirical evidence on capital structure; dividend policy; issues in debt financing; and short term finance.

## **25901**

### **FUTURES AND OPTIONS**

5cp

*prerequisite: admission to the Honours program*

Provides the student with the techniques needed to analyse and price derivative securities as well as some of the key associated quantitative arguments. Topics include an introduction to derivative securities; basic arbitrage arguments; geometric Brownian motion model of asset price movements; Ito's lemma; risk-neutral valuation and the Black-Scholes model; currency and futures options; hedging techniques; interest-rate-derivative securities; alternatives to Black-Scholes option pricing.

**25902****ADVANCED CORPORATE FINANCE**

5cp

*prerequisite: admission to the Honours program*

Provides an understanding of the motivation, construction and empirical testing of finance theory, and prepares students for more advanced work in corporate finance. The subject covers a selection of the classic papers in corporate finance, some current research work and a substantial quantity of Australian empirical work. The research work studied is concerned with the major issues involved in the firm's investment and financing decisions, and the interaction of these activities and investor behaviour in the markets for the firm's securities.

**25905****ASSET PRICING AND CAPITAL MARKET STUDIES (HONOURS)**

5cp

*prerequisites: 26122 Business Statistics; 25406 Quantitative Techniques for Finance and Economics or Second Level (348 Prefix) Mathematics Subject*

Develops equilibrium models for the pricing of risky assets within a capital market structure. Lays the foundation for this development by in-depth examination of decision making under both certainty and uncertainty, as well as the mean-variance analysis of portfolio selection. The well-known Capital Asset Pricing Model (CAPM) is then derived and the risk index, beta, defined. Measurement of beta in practice is critically examined. Relaxation of some of the original CAPM assumptions provides alternative models, with an emphasis on the Arbitrage Pricing Theory. Empirical evidence relating to these models is subjected to extensive review.

**25906****INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT (HONOURS)**

5cp

*prerequisites: 25314 Business Finance I; 25905 Asset Pricing and Capital Market Studies (Honours)*

Provides an advanced understanding of the theory and empirical evaluation of modern financial investment. Topics include the analysis of the basic features of the various types of options, equilibrium models of option valuation, evidence of their empirical testing, the application of the portfolio model to problems in international finance, and a detailed discussion of market efficiency.

**25911****ADVANCED BUSINESS FORECASTING**

5cp

*prerequisite: admission to the Honours program*

Extends students' knowledge of econometrics and model building, thus enabling them to comprehend the advanced research literature and to confidently use econometric techniques in their own research. Topics include data, data sources and transformations; single equation estimation, least squares and maximum likelihood methods; predictive models; extension of basic linear regression ANOVA, ANCOVA, GLS; specification problems, lags and distributed lags, specification error, errors in variables, structural breaks; simultaneous equation systems, identification, indirect and two-stage least squares, instrumental variables, full information maximum likelihood; coverage of some advanced techniques such as ARCH, GARCH cointegration and nonlinear models.

**25912****ADVANCED MACROECONOMICS**

5cp

*prerequisite: admission to the Honours program*

Explores the models and methods used by macroeconomic policy makers. This exploration is conducted on a theoretical level through the investigation of the Neo-Classical and Neo-Keynesian models. The practical aspects of policy making and evaluation are addressed through the construction of a model and through its use in evaluating a government policy change.

**25913****ADVANCED MICROECONOMICS**

5cp

*prerequisite: admission to the Honours program*

The main objective of this subject is to develop a rigorous understanding of the theory of decision making under uncertainty. Topics include the theory of choice; state preference theory; the mean-variance criteria; capital market equilibrium CAPM and APT; efficient capital markets – theory and evidence.

**25914****HONOURS SEMINAR IN FINANCE AND ECONOMICS**

5cp

*prerequisite: admission to the Honours program*

Enhances students' research ability to help them both in selecting a thesis topic and developing the skills required for successful completion of the thesis. Topics include the nature of research; the development of a research proposal; the structure of a thesis; developing theoretical models; normative and descriptive theory; empirical research techniques; experimental design; data collection; the problem of controls; statistical and simulation studies; internal and external validity; measurement and reliability; and a selection of particular methodologies such as event study techniques, experimental econom-

ics, survey research, behavioural research, and testing market efficiency.

**25916****THESIS IN FINANCE AND ECONOMICS**

18cp

*prerequisite: admission to the Honours program*

A thesis on a topic chosen by the student in consultation with his/her supervisor.

**26122****BUSINESS STATISTICS**

5cp

Gives students an appreciation of the power and utility of the statistical method as a practical management tool, and introduces a number of commonly-used statistical techniques. Descriptive statistics; index numbers; exploratory data analysis; probability laws; probability distributions; confidence intervals; hypothesis testing; chi-square tests; simple linear regression; introduction to correlation analysis; forecasting; statistical process control.

**27104****RECREATION LEADERSHIP**

5cp

On completion of this subject the student will: appreciate different roles played by recreation leaders in the provision of recreation programs and services; have developed a basic understanding of prevailing theories of leadership and considered their relevance and application to recreation; be familiar with a range of practical recreation/leadership skills; have demonstrated an ability to apply these skills in a peer leadership situation and through the development of a resource kit.



**27105****NUTRITION FOR PHYSICAL ACTIVITY**

5cp

*prerequisite: 27126 Leisure in Australia*

Examines the importance of nutrition in maintaining a healthy lifestyle and in physical performance. Content includes eating patterns, food groups, weight control, obesity, energy sources, exercise and diet, pre- and post-competition means and myths and fallacies of sports nutrition. This subject is relevant to those pursuing a career in health/fitness management, sports coaching and/or community recreation.

**27106****SOCIAL PSYCHOLOGY OF LEISURE**

5cp

*prerequisite: E2105 An Introduction to Developmental and Educational Psychology (BA in Leisure Studies/Assoc Dip, BA in Human Movement Studies only)*

On completion of this subject the student will understand the social and psychological antecedents of leisure behaviour; understand the processes of cognition which impact on the attitudes, perceptions and motivations of individuals at leisure; understand the assumptions underlying research techniques commonly applied in social psychological studies.

**27115****ARTS AND ENTERTAINMENT MANAGEMENT**

5cp

*prerequisite: 27126 Leisure in Australia*

On completion of this subject the student will have examined the concepts of 'art' and 'entertainment' and their changing roles in social life; appreciate theories of culture and their relevance to the contemporary analysis of leisure; understand the organisation of the arts and entertainment industry in Australia with particular reference to the access and equity, the politics of patronage,

and the composition of audiences; be familiar with current issues shaping the future of arts and entertainment in Australia.

**27117****LEISURE AND EDUCATION**

5cp

*prerequisite: 27126 Leisure in Australia*

Provides an understanding of the relationship between leisure and education within the context of Australian society; enables students to comprehend the structure and organisation of Australian education service delivery systems as they relate to leisure; and to gain an appreciation of the strengths and weaknesses of different agency responses to the need for leisure education services.

**27125****FUNCTIONAL ANATOMY**

5cp

Provides an understanding of the major anatomical systems of the body; to learn and identify the various anatomical structures and their functions; develops a sound structural basis for subsequent physiological and human movement science studies; analyses the anatomical fundamentals of human motion.

**27126****LEISURE IN AUSTRALIA**

5cp

Aims to develop a basic understanding of leisure and recreation in the context of world history and contemporary Australian society; an awareness of the interdisciplinary nature and scope of leisure studies, and an ability to develop a personal philosophy and critical perspective of leisure and recreation; and to be familiar with organisational structures and responses to leisure and recreation in Australia.

**27127****LEISURE IN SOCIAL CONTEXT**

5cp

The development of a disciplined way of understanding leisure in its social context; an introduction to the literature of sociology and sociological analysis; the ability to apply sociological analysis to the phenomenon of leisure; and the development of a critical understanding of the role of leisure in society with specific reference to Australia.

**27128****TOURISM SYSTEMS**

5cp

Provides the ability to demonstrate a conceptual knowledge of the major principles and phenomena involved in leisure-based tourism and other forms of travel. Uses general systems theory principles to: analyse and describe tourism and to develop appropriate models for further investigation; systematically and analytically investigate tourism's elements in terms of their structures, functions, operations, and intra-system interrelationships; demonstrate knowledge and understanding of the interrelationships between tourism (and its individual elements) and the environments with which it interacts; demonstrate a knowledge of the structures, functions, operations and interrelationships of firms and organisations which comprise the tourism industry; and demonstrate awareness of the applicability of such knowledge to management and other business practices in firms and organisations in the tourism industry.

**27129****INFORMATION TECHNOLOGY FOR LEISURE AND TOURISM**

5cp

A compulsory foundation skills subject for students in the Bachelor of Arts in Tourism Management, Bachelor of Arts in Leisure Studies, and Bachelor of Arts in Human Movement Studies. Reviews

and evaluates the range of computer applications used in the leisure, tourism and related fields. Assists in the development of competency in DOS, a popular word-processing program (Word-Perfect), a spreadsheet package (Lotus 1-2-3), and a database application (dBase 3) which are commonly used in the industry.

**27131****COMMUNITY ARTS**

5cp

*prerequisite: 27126 Leisure in Australia*

Provides the ability to develop an understanding of the role of community arts in Australian society; become familiar with the organisations that administer and fund community art forms; and develop a practical appreciation of the skills and resources necessary to organise and lead a community art.

**27132****COMMUNITY FITNESS AND LIFESTYLE 1**

5cp

*prerequisite: 27126 Leisure in Australia*

Provides an understanding of the anatomical and physiological bases of fitness and its evaluation; familiarity with lifestyle factors and related agencies which influence community fitness; and the ability to develop a practical appreciation of the skills and resources necessary to both organise and lead community-based fitness programs.

**27133****COMMUNITY FITNESS AND LIFESTYLE 2**

5cp

*prerequisite: 27126 Leisure in Australia*

Develops an appreciation of the relationship between inactive lifestyle and selected physical and psychological disorders; develops a further understanding of the social, economic and political factors and agencies which influence community fitness and a

further understanding of the skills and resources necessary to organise and lead safe community-based fitness programs with a focus on specific population groups.

### **27134**

#### **OUTDOOR EDUCATION 1**

5cp

*prerequisite: 27126 Leisure in Australia*

Examines the concept of outdoor education from both a philosophical and programming viewpoint. Explores environmental, social, political and economic forces that have influenced, and continue to shape, the development of outdoor education programs in Australia. Develops a practical appreciation of the skills and resources necessary to both organise and lead environmental awareness, bushwalking and light-weight camping programs in the environs of Sydney.

### **27135**

#### **OUTDOOR EDUCATION 2**

5cp

*prerequisite: 27134 Outdoor Education 1*

Explores the development of contemporary attitudes towards the outdoors and the ways in which these attitudes are reflected in behavioural interactions with this environment. Examines the conceptual and practical relationships between outdoor pursuits, the physical environment, and personal development. Develops a practical appreciation of the skills and resources necessary to organise outdoor education programs selected from the following: abseiling, rock climbing, caving, canoeing, cross-country skiing and orienteering.

### **27136**

#### **SPORT AND RECREATION**

5cp

*prerequisite: 27126 Leisure in Australia*

Gives an understanding of the role of sport in Australian society; provides an account of the organisations that admin-

ister and provide opportunities for sport, with an emphasis on community-based programs; and develops a practical appreciation of the skills and resources necessary to both organise and lead sports in a variety of contexts.

### **27137**

#### **WATER-BASED RECREATION 1**

5cp

*prerequisite: 27126 Leisure in Australia*

Examines the growth and extent of water-based recreation in Australian society. Provides an understanding of the administrative structures which have evolved to cater for water-based recreation. Develops a practical appreciation of the skills and resources necessary to program for selected water-based activities.

### **27140**

#### **PROFESSIONAL PRACTICE 1 (AD)**

AND

### **27240**

#### **PROFESSIONAL PRACTICE 2 (AD)**

5cp each

*27140 Professional Practice 1 is a prerequisite for 27240 Professional Practice 2*

Focuses on how to apply and develop the values, knowledge and skills acquired through the academic program. Provides a practical appreciation of the skills necessary to organise and administer programs for different community groups. Assists in clarifying career goals and develops contacts within the field.

### **27149**

#### **PERFORMANCE STUDIES 1**

5cp

Develops an awareness of safety in performing gymnastics, and knowledge and understanding of techniques of performance for basic gymnastic skills; quality of performance of basic gymnastic skills on floor and selected apparatus; and an ability to design sequences of gymnastic movements and to perform

them with confidence, style, rhythm and flow. Demonstrates proficiency and versatility in the skills of bush dance; and develops skill and knowledge of two team sports.

## **27150**

### **PROFESSIONAL PRACTICE 1 (BA)**

AND

## **27250**

### **PROFESSIONAL PRACTICE 2 (BA)**

5cp; 27150

9cp; 27250

*27326 Leisure and Specific Populations and*

*27224 Leisure Program Planning are*

*corequisites for 27150 Professional Practice 1;*

*27150 Professional Practice 1 and 27225*

*Leisure Research 1 are prerequisites for 27250*

*Professional Practice 2*

On completion of these subjects students will have: applied and developed the values, knowledge and skills acquired through their academic program; acquired a practical appreciation of the dynamics of organisational behaviour as it impacts on the delivery of recreation services; and begun to clarify their career goals and developed contacts within the field.

## **27206**

### **MANAGING SMALL LEISURE SERVICE ORGANISATIONS**

5cp

*corequisite: 21130 Organisational Behaviour*

Assists students to appreciate the range and nature of organisations which deliver leisure services; have a basic understanding of techniques which might be used to manage human and financial resources in a small leisure service organisation; and be familiar with selected aspects of the law and how these relate to the management and operation of a small leisure service organisation.

## **27216**

### **LEISURE SERVICES MANAGEMENT**

5cp

*prerequisite: 27126 Leisure in Australia*

Provides an understanding of the management issues emanating from the special nature of service industries; the role and importance of leisure services in contemporary society, and the economic implications arising therefrom; and explores the different perspectives on the quality of service operations and their respective applications to leisure services.

## **27221**

### **PRINCIPLES AND PRACTICES OF SPORTS COACHING**

5cp

*prerequisite: 27126 Leisure in Australia*

Introduces students to the theoretical underpinnings of the coaching process in sport. Includes the role of the coach, skill development, psychological processes in coaching, training for sport and biomechanical analysis in coaching. This subject is applicable to those students pursuing a career in sports coaching, sports management and/or community recreation.

## **27222**

### **EXERCISE PRESCRIPTION**

5cp

*prerequisite: 27126 Leisure in Australia*

Examines the procedures for evaluating fitness and prescribing exercise and is applicable to those aiming to pursue careers in the health/fitness industries, sports coaching and healthy lifestyle planning. Includes relationships among exercise, fitness and health, cardiovascular implications of fitness and exercise, fitness for specific populations (aged, disabled, children), exercise prescription and adherence and implementing and evaluating health/fitness programs.

**27223****MECHANICS OF HUMAN MOTION***5cp*

Provides an understanding of the fundamental concepts of mechanics applicable to a study of human motion; develops an objective and scientific approach to the study of human movement; gives an appreciation of the limitations imposed by physical laws on human motion; develops an awareness of the possibility of optimising human performance through application of mechanical principles; develops skills in the use and application of measuring instruments.

**27224****LEISURE PROGRAM PLANNING***5cp*

Provides an understanding of the theories, models and purposes of recreation programming; the professional frameworks that give shape to recreation service delivery systems; how to translate community need into appropriate recreation programs; development of the necessary skills to plan, implement and evaluate recreation programs in a variety of community settings.

**27225****LEISURE RESEARCH 1***5cp*

*prerequisite: 27129 Information Technology for Leisure and Tourism*

Provides an understanding of the role of research in planning and management, and the basic elements and limitations of research design. Explores how to handle a wide range of data gathering and analysis techniques employed in leisure research; recognise and determine when and where particular research techniques are appropriate; and assess the validity and reliability of data and their analysis as they appear in reports and professional literature. Examines the processes involved in the coding and preparation of data and its analysis by computer; and the presentation of research findings in appropriate format.

**27240****PROFESSIONAL PRACTICE 2 (AD)***5cp*

*(see 27140 Professional Practice 1)*

**27249****PERFORMANCE STUDIES 2***5cp*

*prerequisite: 27149 Performance Studies 1*

Develops an awareness of safety in performing gymnastics, plus knowledge and understanding of techniques of performance for basic gymnastic skills; quality of performance of basic gymnastic skills on floor and selected apparatus; and an ability to design sequences of gymnastic movements and perform them with confidence, style, rhythm and flow. Demonstrates proficiency and versatility in the skills of bush dance; and develops skill and knowledge of two team sports.

**27250****PROFESSIONAL PRACTICE 2 (BA)***9cp*

*(see 27150 Professional Practice 1)*

**27307****THE ADMINISTRATION OF AUSTRALIAN SPORT***5cp*

*prerequisite: 27126 Leisure in Australia*

Considers the literature pertaining to the role and scope of sport in contemporary society; develops an appreciation of the resource demands which sport imposes at differing levels of performance and understanding of organisational responses to such demands; helps students to understand the private, public and voluntary structures and organisations which support and administer Australian sport; and develops awareness of the professional issues surrounding contemporary trends in Australian sport.

**27310****KINESIOLOGY**

5cp

*prerequisite: 27125 Functional Anatomy*

Develops an understanding as it is affected by the body's structure of how various structures relevant to motor performance function interact; the theory and mechanisms that contribute to the understanding and performance of motor skills.

**27311****SOCIOLOGY OF SPORT AND LEISURE**

5cp

*prerequisite: 27314 Leisure, Sport and Culture or 27127 Leisure in Social Context*

Provides a sound theoretical basis for sociological analysis of sport and leisure in the Australian context. Critical analysis and creative thinking concerning sport and leisure from sociological perspectives are developed. Theories are applied to case studies, research and everyday experiences in order to understand the role of leisure in Australian society and possible future directions.

**27313****HUMAN ECOLOGY**

5cp

*prerequisite: 27126 Leisure in Australia*

The interrelated nature of the social, political and natural environments in which we live; the implications for humanity of major disruptions to the global ecosystem; current responses to these meta-problems; analysis of these meta-problems with a view to identifying opportunities for personal action.

**27314****LEISURE, SPORT AND CULTURE**

5cp

*prerequisite: 27127 Leisure in Social Context*

Concepts of work and leisure in industrial societies; the historical development of Australian patterns of work and

leisure; the effects of class, gender and age on participation in, and commitment to, particular leisure pursuits; how to relate changes in the nature of employment and the organisation of work to the development of new requirements in leisure.

**27315****LEISURE FACILITY DESIGN**

5cp

*prerequisite: 27126 Leisure in Australia*

The design and physical planning processes involved in developing recreation facilities; an understanding of typical operating procedures associated with the management of leisure complexes and the reasons why these should be considered in the design process; and familiarisation with a number of specific facilities and a range of evaluation models that have been developed to gauge the effectiveness of recreation facilities.

**27316****LEISURE AND FITNESS CENTRE OPERATIONS**

5cp

*prerequisites: 21613 Contemporary Management Practices; 27126 Leisure in Australia*

Designed to give students an understanding of the basic operational requirements involved in the management of leisure and fitness centres. Explores issues related to program design, facility standards, legal responsibilities and other practical matters relating to their operation. Assesses a range of evaluation models which have been developed to gauge the effectiveness of a centre's facilities and services.

**27323****LEISURE AND PUBLIC POLICY**

5cp

*prerequisite: 27126 Leisure in Australia*

The range of political, philosophical and economic perspectives on the roles of the State in contemporary Western

societies; a basic understanding of theories of policy making and how they apply to public policy making in the field of leisure; and the history of the development of leisure-related policies in Australia in the 19th century and contemporary developments in leisure policy in Australia and overseas.

## 27325

### LEISURE RESEARCH 2

5cp

*prerequisites: 27225 Leisure Research 1; 26122 Business Statistics (BA in Tourism Management)*

The role of research in planning and management; the basic elements and limitations of research design; ability to handle a wide range of data gathering and analysis techniques employed in leisure research; how to recognise and determine when and where particular research techniques are appropriate; an assessment of the validity and reliability of data and analysis as they appear in reports and professional literature; the processes involved in coding and preparation of data and their analysis by computer; and presentation of research findings in appropriate format.

## 27326

### LEISURE AND SPECIFIC POPULATIONS

5cp

*corequisite: 27224 Leisure Program Planning*

Philosophical and definitional issues associated with such terms as 'specific populations'; the evolution of recreation services for specific populations; basic etiology, characteristics and needs of selected specific populations; the economic, social psychological and physiological barriers experienced by this group of leisure seekers; an examination of several contemporary issues as they relate to recreation provision for specific populations.

## 27327

### TOURISM'S ENVIRONMENTAL INTERACTIONS

5cp

*prerequisites: 27632 Tourist Behaviour; 25111 Economics of Leisure and Tourism*

The breadth and significance of tourism's interactions with its economic, physical, social and cultural environments; the implications of these interactions for the development and management of tourism; contemporary environmental issues which affect tourism in Australia; the application of basic economic and environmental evaluation techniques to tourism-related problems.

## 27330

### PHYSIOLOGICAL EFFICIENCY OF HUMAN MOVEMENT

5cp

*prerequisite: E8203 Human Physiology*

Considers the adjustments and adaptations of the human body to accommodate physical performance; the assessment of physical work capacity; the physiological parameters and correlates of the broad concept of physical fitness; and the physiology of training and conditioning in the development of physical work capacity.

## 27331

### MOTOR LEARNING AND CONTROL

5cp

*prerequisite: 27310 Kinesiology*

Examines the processes underlying skilled motor performance, how skilled performances are learned and how to apply the principles of skilled performance and learning in instructional settings.

## 27349

### PERFORMANCE STUDIES 3

5cp

Refines and extends the skills of gymnastics established earlier; the perform-

ance of set routines on floor and Olympic apparatus; skill and knowledge of two team sports.

### **27449**

#### **PERFORMANCE STUDIES 4**

5cp

*prerequisite: 27149 Performance Studies 1*

Students should be able to demonstrate skill in track and field events to a prescribed level; to show understanding of the principles of technique, the rules of competition and principles of training for track and field; and to develop skill and understanding of one individual sport and one team sport.

### **27501**

#### **PARK AND NATURAL AREA MANAGEMENT 1**

5cp

*prerequisite: 27126 Leisure in Australia*

The history and organisation of the provision of park systems in Australia and overseas; the principles and procedures of park planning, including the roles of public involvement and design; ability to apply the Recreation Opportunity Spectrum (ROS) in the development of a park plan of management; students will acquire a basic understanding of the relationships among demand, supply and management in the provision of outdoor recreation opportunities; and be familiar with a number of case studies dealing with selected park and recreation management issues in Australia.

### **27508**

#### **BIOMECHANICAL EFFICIENCY OF HUMAN MOVEMENT**

5cp

*prerequisite: 27223 Mechanics of Human Motion*

Examines techniques for quantifying aspects of human motion and explores applications of biomechanical principles and methodologies in ergonomics, orthopaedics, sport and exercise, and rehabilitation.

### **27509**

#### **PROGRAMMING FOR SPECIFIC POPULATIONS**

5cp

*prerequisite: 27326 Leisure and Specific Populations*

Raises philosophical issues related to disadvantaged, disenfranchised and devalued people in society. Provides a framework for the critical analysis of past and current practices, and for facilitating changes in the future. Examines the role leisure practitioners can play in breaking down barriers to leisure participation and promoting quality of life for all members of our society.

### **27523**

#### **LEISURE AND TOURISM PLANNING**

5cp

*prerequisite: 27323 Leisure and Public Policy*

The various forms of planning intervention applied in Australian communities; an assessment of the redistributive consequences of planning decisions at both local and regional levels, and assessment in terms of their objectives and their likely contribution to, and impact on, the community.

### **27526**

#### **LEISURE THEORY**

5cp

*prerequisite: 27314 Leisure, Sport and Culture*

The further development of skills in analysing and evaluating literature in the leisure field; familiarity with the leading theoretical models presently under debate in the leisure field; an examination of the problems of corroborating theories in the social sciences and the processes through which theories are developed and theoretical disputes resolved; the value sets which intrude into all decisions and professional judgements.



**27527****TOURISM STUDIES PROJECT**

14cp

*prerequisite: 27325 Leisure Research 2 (only available to students in their final year)*

A capstone project designed to draw together the knowledge and skills developed throughout the course and provide the opportunity to test them on an applied tourism-management-related problem or issue. The project, which runs over the full year, is undertaken as a consultancy on behalf of a tourism organisation which acts as the client. Projects are usually undertaken on an individual basis.

**27549****PERFORMANCE STUDIES 5**

5cp

*prerequisite: 27149 Performance Studies 1*

Assists students to demonstrate skill in performance of swimming strokes to a prescribed standard; to show understanding of the principles and methods of training for swimming; to show understanding of the mechanical principles of stroking; to show competence in the performance of social and jazz dance; to understand the performance and have knowledge of social and jazz dance form.

**27601****PARK AND NATURAL AREA MANAGEMENT 2**

5cp

*prerequisite: 27501 Park and Natural Area Management 1*

Examines the various systems of natural area protection in Australia and overseas, the advantages and limitations of these and the role of recreation in natural area management; and how to apply systems for recreation planning in the natural environment. Provides an understanding of critical case studies dealing with selected issues in the recreation management of natural areas in Australia and overseas.

**27606****CONTEMPORARY ISSUES IN LEISURE**

5cp

*prerequisite: 27523 Leisure and Tourism Planning*

Provides an appreciation of sources and processes of change in the leisure field; an examination of the theoretical and practical dimensions of contemporary professional issues in leisure; the nature of the leisure profession's response to problems it has recognised and to identify 'conventional wisdom' which may have constrained the patterns of problem recognition and response; and potential futures for leisure in society.

**27607****ENVIRONMENTAL INFLUENCES IN EXERCISE PHYSIOLOGY**

5cp

*prerequisite: 27330 Physiological Efficiency of Human Movement*

Examines human physiological responses to the following environmental influences: heat, cold, high and low pressure, and pollution, as well as the effect of ergogenic aids on physiological performance. Focuses on developing a strong theoretical understanding and proficiency in the practical skills required for performance in specific adverse environmental conditions.

**27608****PREVENTION AND CARE OF ATHLETIC INJURIES**

5cp

*prerequisite: 27611 Measurement and Development of Physical Ability*

Examines the recognition, treatment and prevention of injuries related to sport and physical activity. Emphasis is placed on immediate recognition, on-site treatment, and the role of the human movement specialist in rehabilitation and injury prevention.

**27609****ANALYTICAL PROCEDURES IN EXERCISE PHYSIOLOGY***5cp**prerequisite: 27330 Physiological Efficiency of Human Movement*

The role of pure and applied research in exercise physiology; understanding the application of research tools in exercise physiology.

**27610****RECREATION FACILITY DESIGN AND MANAGEMENT***5cp**prerequisite: 27126 Leisure in Australia*

The design and physical planning processes involved in developing recreation facilities; an understanding of typical operating procedures associated with the management of leisure complexes and the reasons why these should be considered in the design process; and familiarisation with a number of specific facilities and a range of evaluation models that have been developed to gauge the effectiveness of recreation facilities.

**27611****MEASUREMENT AND DEVELOPMENT OF PHYSICAL ABILITY***5cp**prerequisite: 27125 Functional Anatomy*

Examines the interrelationships between physical activity and the physiological and anatomical development of the individual; provides students with a sound knowledge of the growth process and the implications of this knowledge for the prescription of physical activity; enables students to develop proficiency in the measurement of fundamental human capacities.

**27620****LEISURE STUDIES SPECIAL PROJECT***5cp*

*prerequisites: 27225 Leisure Research 1; 27325 Leisure Research 2; approval of the Head of School, Leisure and Tourism Studies and maintenance of an academic record which indicates a capacity to handle self-directed work*

The design of a project or program of study to provide answers to a specific leisure research question; self-directed applied research with relevance beyond the specific study situation; production of a report which, with some editorial work, may be suitable for publication.

**27628****LAW FOR LEISURE, SPORT AND TOURISM***5cp**prerequisite: 27126 Leisure in Australia*

Provides basic knowledge and understanding of general legal principles and processes which affect business activities in Australia; enables students to demonstrate knowledge and understanding of laws and regulations which have particular significance for the leisure, sport and tourism industry; and fosters the ability to recognise legal obligations in management contexts.

**27631****TOURISM MANAGEMENT***5cp*

*prerequisites: 27648 The Tourism Industry; 21613 Contemporary Management Practices; 22205 Accounting B*

Explores management theories and concepts, and an assessment of their applicability to various tourism industry settings and management structures. Examines the functions and levels of management in tourism industry organisations through the use of case studies. Fosters an ability to formulate management strategies and perform management functions in a tourism industry environment.

**27632****TOURIST BEHAVIOUR**

5cp

*prerequisite: 27128 Tourism Systems*

Designed to study the tourist as a central and active element in the tourism system. On completion of this subject, students should be able to: demonstrate awareness and understanding of the issues and practical problems involved in conceptualising 'the tourist' as a discrete subset of the broader set of 'travellers'; understand the distinctive features which characterise the tourist as a particular type of leisure participant; recognise the disciplinary approaches necessary for comprehensive analysis and understanding of tourist behaviour; demonstrate the ability to perform techniques for researching aspects of tourist behaviour; and appreciate and understand the relevance and importance of knowledge of tourist behaviour for management and policy-making in tourism.

**27633****SPORTS PSYCHOLOGY**

5cp

*prerequisite: 27106 Social Psychology of Leisure*

Examines sport performance in relation to cognitive and social psychological constructs. There is specific emphasis on the utilisation of sports psychology for performance enhancement in sport. A contextual learning strategy is employed where students are required to both examine and apply psychological theories in the sport environment. Focuses on developing a strong theoretical understanding as well as developing proficiency in the skills required for the measurement and assessment in sports psychology.

**27642****TOURISM SERVICES MARKETING**

5cp

*prerequisites: 24105 Principles of Marketing, 27632 Tourist Behaviour, 27648 The Tourism Industry*

Introduces students to the study of personal services marketing and shows both the similarities and differences between it and 'product marketing'; develops in students knowledge and understanding of the peculiarities of personal services marketing, particularly in respect to: 'product' formation; distribution; the critical role of the recipient as an additional production factor input; and the importance of symbolic communication in the promotional mix. Provides knowledge of the tourism industry sector's marketing-related collaborative networks, and of the application of marketing practices by the tourism industry.

**27643****TRAVEL AND TOURISM OPERATIONS 1**

5cp

*corequisite: 27653 Travel and Tourism Operations 2*

Provides students with skills and knowledge relevant to operational level positions within tour operators and wholesalers, inbound tour operators and retail travel outlets. This includes a knowledge of world situations and descriptive geography relevant to employment within tourism industry organisations.

**27644****HOSPITALITY OPERATIONS 1**

5cp

*corequisite: 27654 Hospitality Operations 2*

Provides students with skills and knowledge relevant to operational level positions in accommodation establishments. This includes being able to: perform basic operational and accounting functions for both food and beverage

age and rooms departments; understand the interrelationships that exist between departments/divisions; be aware of legislation which affects accommodation operations; and describe general emergency procedures in the context of accommodation operations. A knowledge of world situations and descriptive geography relevant to employment within the tourism industry organisation is also covered.

## **27645**

### **TOURISM PROJECT DEVELOPMENT**

5cp

*prerequisite: 27523 Leisure and Tourism Planning*

Examines the environment and conditions under which the development of specific tourist facilities takes place, especially within Australia. Develops an understanding of the motivations and behaviour of developers of tourism properties, particularly as embodied in the development process. Examines the interactions and interrelationships between tourism developers and other significant participants in the development process, including financiers, investors, facility managers, and planners. Develops an understanding of the nature and functions of development feasibility studies and the ability to apply basic associated techniques; and develops an ability to critically evaluate tourism development proposals and their associated feasibility studies.

## **27646**

### **TOURIST ATTRACTIONS MANAGEMENT**

5cp

*prerequisite: 27128 Tourism Systems or 27648 The Tourism Industry*

Examines tourist attractions as entities and analyses the tourist attraction process in functional, structural, operational, and interrelational terms; develops an understanding of the ways in which tourist attractions are created, or

existing facilities such as artistic exhibitions or performances can be managed and specifically marketed to acquire tourists as audiences; practises a range of the management and marketing functions which are integral to the successful operation of a specific tourist attraction or to the acquisition of tourists as an audience to a non-tourism-specific facility.

## **27647**

### **TRANSPORTATION IN TOURISM**

5cp

*prerequisite: 26122 Business Statistics*

Examines the role of transportation in the tourism industry and the role and unique requirements of tourism in the functions and operations of the transport operators. Analytical techniques, environmental forces and unique characteristics of service delivery in tourism transportation.

## **27648**

### **THE TOURISM INDUSTRY**

5cp

*prerequisites: 27128 Tourism Systems; 25110 Microeconomics*

Extends and deepens the coverage of topics introduced in the subject Tourism Systems. The major aim is to develop a working knowledge of the multi-sectoral tourism industry's operating networks and interrelationships. Students will gain an understanding of the tourism industry and be able to explain it in terms of the structures, functions, operations and interrelationships of its component sectors; understand the tourism industry's roles, functions and impacts in tourism systems, in economies and in societies; and demonstrate the ability to apply such knowledge by critically investigating and contributing to the solution of management or marketing problems in one or more tourism industry sectors in ways that are sensitive to tourism's environment.

**27649****ECO-TOURISM**

5cp

*prerequisite: 27126 Leisure in Australia*

Gives the student an awareness of the philosophical and ideological bases that have led to the concept of eco-tourism, an appreciation of the interrelated nature of the socio-cultural, political, economic and natural environments in which eco-tourism operates; an awareness of the implications eco-tourism has for ecosystems, cultural bio-diversity and the effect it has on people's individual lifestyles; and an ability to understand the costs and benefits of eco-tourism to society.

**27653****TRAVEL AND TOURISM OPERATIONS 2**

5cp

*corequisite: 27643 Travel and Tourism Operations 1*

Provides students with skills and knowledge relevant to operational level positions within tour operators and wholesalers, inbound tour operators and retail travel outlets. This includes a knowledge of world situations and descriptive geography relevant to employment within tourism industry organisations.

**27654****HOSPITALITY OPERATIONS 2**

5cp

*corequisite: 27644 Hospitality Operations 1*

Provides skills and knowledge relevant to operational level positions in accommodation establishments. This includes being able to perform basic operational and accounting functions for both food and beverage and rooms departments; understand the interrelationships that exist between departments/divisions; be aware of legislation which affects accommodation operations; and describe general emergency procedures in the context of accommodation operations.

**27690****HONOURS THESIS**

30cp

*prerequisite: admission to Honours program*

Students will be required to produce a 20,000-word research thesis based on an original problem of a theoretical or applied nature. The thesis is not expected to advance knowledge but it should demonstrate evidence of the student's competency to conceptualise, conduct and present research in a scholarly and independent manner.

**27703****EVENTS MANAGEMENT**

5cp

*prerequisites: 27128 Tourism Systems; 27648 The Tourism Industry*

Assists students to assess the range of perspectives and definitions central to the study of event-based tourism; determine the roles played by events in the development of tourist destination regions; identify the costs and benefits of event-based tourism, along with mechanisms for maximising benefits and ameliorating costs; demonstrate skills associated with the development, marketing and management of events; develop an understanding of methods used to evaluate event outcomes; and analyse trends associated with future patterns of demand for event-based tourism.

**27730****HONOURS RESEARCH SEMINAR**

6cp

*prerequisite: admission to Honours program*

Builds on knowledge and skills developed in the BA in Leisure Studies subjects, Leisure Research 1 and 2. The specific objectives of the subject are to understand and engage in the processes of conceptualising theoretical or applied research and of developing a researchable problem; to understand the process of locating research problems in theoretical and applied contexts; to engage in the process of designing research

projects; and to develop intellectual crafts necessary for the doing of research with specific reference to writing and the production of research output.

**Undergraduate subjects offered by other faculties**

**31612**

**INFORMATION TECHNOLOGY AND DECISION SYSTEMS**

5cp

*prerequisites: all Year 2 subjects*

*corequisites: all Year 3 subjects*

Reinforces the initial foundation subject, Manufacturing Management Information Systems, and supplies more specialised information for use in the case studies which run concurrently. The objectives are to: investigate a range of application packages for controlling operations within the manufacturing environment, determine their capabilities, and how well they match user needs; be competent in carrying out the acquisition of software and hardware; understand the concepts and principles of distributed processing and databases, and the various strategies that can be used to establish an efficient and secure environment; understand the principles and practices of modelling manufacturing processes, and be competent in the use of simulation packages.

Topics include: equipment and software acquisition; systems requirements and package capabilities; distributed processing and databases; EDI concepts and standards; principles and practise of modelling: analysis, data gathering, solution, validation, implementation.

**31618**

**MANUFACTURING MANAGEMENT INFORMATION SYSTEMS**

4cp

Enables students to understand: the methodologies by which computer-based manufacturing systems are developed, and to be able to apply them to the specification, acquisition, and

implementation of systems; the principles of database management systems and be able to model and interrogate databases; the concepts and principles of data communications and the network services available.

Topics include the characteristics of manufacturing systems (commercial and manufacturing control); the information system life cycle; system development methodologies and their application to the development of manufacturing systems; techniques used in translating user requirements into broad systems definitions; data and process models; an introduction to database management systems, converting data models into databases; database language for ad hoc enquiries and application development; communication concepts and terminology; network architectures; protocols; and network services and products.

**46301**

**PRODUCT AND PROCESS DEVELOPMENT**

5cp

*prerequisites: all Year 2 subjects (21170*

*Workshop Technologies: Skills Practice (Sydney Institute of Technology); 46601 Engineering Principles)*

*corequisites: all Year 3 subjects*

The focus of all Year 3 subjects is the contribution to the integration of management with the manufacturing process. Central to this integration is the simultaneous consideration of product and process design and development. The balancing of these requirements is referred to as 'concurrent engineering', and involves questions of product quality, economics of manufacturing, safety and environmental concerns, and choices of raw material, purchased parts and manufacturing processes. The concerns are all central to the implementation of a strategic manufacturing perspective for the firm.

The modulised course content covers product requirements; product engineering; concurrent engineering; and

project design management in compliance with manufacturing strategy.

### **46601**

#### **ENGINEERING PRINCIPLES**

4cp

*prerequisite: 21170 Workshop Technologies: Skills Practice (Sydney Institute of Technology)*  
*corequisite: 21215 Management and Communication Skills*

Considers the engineering discipline in an industrial context with the objective of enhancing communications between engineering and management within a manufacturing environment by considering relevant philosophies and accompanying attitudes. The unit adopts a process focus to the understanding of engineering functions within manufacturing management organisations. Subject content includes history and organisation; historical evolution from trade to profession; engineering discipline – based on applied science; manufacturing – its relation to industrial, production, manufacturing and mecatronics.

### **46702**

#### **INTRODUCTION TO CAD/CAM**

5cp

*prerequisites: all Year 1 subjects*  
*corequisites: all Year 2 subjects*

Develops an understanding of computer-aided design and drafting, including system evaluation, justification and installation for applications of 2D and 3D modelling, drafting, surface modelling and solids modelling. Develops skills in appropriate areas of application. Students are introduced to the use of computers in 2D drafting and 3D wireframe, surface and solids modelling. These modelling techniques are then applied to determine 2D section properties and 3D mass properties. Computer-aided Manufacturing is introduced including milling and lathe work and sheetmetal operations.

### **47712**

#### **ENVIRONMENT AND WASTE MANAGEMENT**

4cp

*prerequisites: Year 1 subjects*  
*corequisites: all Year 2 subjects*

Introduces current environmental problems to students to heighten awareness of the industrial emissions and degree of deterioration of water and air quality in the surrounding environment. Examines procedures of NSW environmental legislation, and various standards and environmental quality management industries have to adopt. Addresses methods of conducting waste and energy audits; selection of waste minimisation strategies; and formulation of action plans. The objectives are to give students a basic understanding of current environmental problems and make them familiar with main aspects of NSW environmental legislation; to enable them to understand the waste-contributing steps, carry out waste auditing in industries and suggest waste minimisation technologies (which leads to a cost-effective solution); and to assist them to implement appropriate waste minimisation technologies and evaluate the pollution reduction in the surrounding environment.

Topics include an overview of major environmental problems; introduction to global environmental problems; industrial (trade) waste management; environmental impact assessment; clean technology; waste and energy audits; waste minimisation technologies; water and waste management; processes to achieve clean technology; post-evaluation of benefits to industry and environment by waste minimisation.

### **E2105**

#### **AN INTRODUCTION TO DEVELOPMENTAL AND EDUCATIONAL PSYCHOLOGY**

5cp

Helps students understand that principles derived from developmental and

educational psychology can contribute substantially to their effective functioning as people and as recreation officers or leisure administrators. This is done by giving them a systematic general view of human growth and development, and by showing that effective instructional techniques can assist individuals in reaching their developmental potential.

### **E8137**

#### **HUMAN BIOLOGY**

5cp

Students will be able to relate the structure of particular organ systems to the functions they perform; make comparisons between systems in humans and other animals; demonstrate simple laboratory and recording skills related to an examination of living systems; discuss some of the biological consequences of the interaction of humans with their environment; and demonstrate a knowledge of the basis of animal classification.

### **E8203**

#### **HUMAN PHYSIOLOGY**

5cp

*prerequisite: E8137 Human Biology*

Students will be able to describe the role played by all the organ systems in the control of body movement; discuss the integrated regulation of organ systems in situations involving a change from a resting state; and demonstrate an understanding of the processes involved in the production and use of energy in the human body; demonstrate skill in the use of equipment which measures physiological parameters under laboratory conditions.

### **E8540**

#### **CHEMISTRY**

5cp

A general background in chemistry necessary for some of the later subjects which students will be taking, such as Human Physiology and Physiological Efficiency of Human Movement.

### **T5336**

#### **TRAINING AND DEVELOPMENT PRACTICUM**

8cp

Designed to provide students with the opportunity to gain knowledge of current training and development practices in workplaces, and to develop and demonstrate basic presentation skills through micro-teaching.

Planning and presenting training sessions; identifying learning strategies; distinguishing Competency-based Training from other approaches to training; describing approaches to assessment of trainee skills; identifying approaches to needs assessment; methods of developing, writing and presenting a training course curriculum; identifying approaches to training evaluation.

### **70100**

#### **SKILLS: LEGAL RESEARCH AND WRITING**

2cp

The skills of effective legal research and writing to aid both in the study of law while a student, and later as an adjunct to the practice of law. This will be done by examining the basis of recognition of legal material into primary and secondary source material, then taking the student through both areas using lectures, seminars and a program of class exercises.

### **70113**

#### **LEGAL PROCESS AND HISTORY**

10cp

An introductory subject which seeks to examine the Australian legal and constitutional environment and to provide those commencing their legal studies with a basic understanding of both how and why the law has developed as it has, and how and why there are certain restrictions on the law-making process of Parliament. Using an historical approach, students will examine why our legal system is so different from those of



our regional neighbours, and explore the strengths and weaknesses of our system.

At the end of the subject, students should have a fully developed understanding of the Western legal tradition, the place of the common law in that system, and the ramifications of living under a Westminster Parliamentary system.

The syllabus is as follows: philosophical background to the Western legal system including the concept of law, and the normative and positivist approaches; law and justice distinguished; sources of law; the British acquisition of Australia; and law in a multicultural Australia. The judicial process, including the existing federal and State court structures, and the appeal process; the litigation process, including basic documentation, the role of judge and jury, the adversary system, rudimentary rules of evidence and enforcement; the development of the principal sources of law, including the common law, equity and the law merchant; the development of the concept of judicial review and the rise of administrative law procedures and remedies; and the alternatives to litigation, including negotiation, arbitration and conciliation. The constitutional process, including the origins and development of Parliament; the concept of Parliamentary sovereignty; the development of the Westminster or cabinet form of government in both England and the colony of New South Wales. The Australian Constitution, including its drafting 1889–1899; its division into the three functions of legislative, executive and judicial and the concept of separation of powers; the question of the independence of Australia and the rule of law.

## 70200

### SKILLS: CASE ANALYSIS AND STATUTORY INTERPRETATION

2cp

*prerequisites:* 70113 *Legal Process and History*; 70100 *Skills: Legal Research and Writing*; 70400 *Skills: Computerised Legal Research*

Deals firstly with the reading and analysis of selected cases, with a view to identifying and formulating their *ratio*

*decidendi* and *obiter dicta*. The subsequent judicial treatment of those cases will then be examined, and students will learn how cases are applied, distinguished, followed and considered. Secondly, the subject will introduce students to the skills and techniques of interpreting statutes, with reference to language, the rules of construction and the Interpretation Acts.

## 70211

### LAW OF CONTRACT

8cp

*prerequisites:* 70113 *Legal Process and History*; 70100 *Skills: Legal Research and Writing*; 70400 *Skills: Computerised Legal Research*  
*corequisite:* 70212 *Criminal Law*

The legal principles as to when promises are binding, the difficulties arising out of their interpretation, how they may become defensible, issues relating to their performance, and how they may be discharged. Topics covered include the formation of contracts (agreement, consideration, terms), vitiating factors (capacity, mistake, misrepresentation, illegality, duress, undue influence, unconscionability), discharge by performance and non-performance of contractual obligations (breach and frustration) and contractual remedies.

## 70212

### CRIMINAL LAW

7cp

*corequisites:* 70113 *Legal Process and History*; 70100 *Skills: Legal Research and Writing*; 70400 *Skills: Computerised Legal Research*

Substantive criminal law, the doctrines and rules which define the conditions of criminal liability, and some aspects of the procedural law. Australian common law doctrine and the *Crimes Act 1900* (NSW) are treated. Topics include nature of crime; doctrine of *mens rea* and *actus reus*; presumption of innocence; offences against the person; property offences; strict, vicarious and corporate liability; complicity; inchoate offences; offences against justice; criminal defences; criminal investigation and procedure.

**70300****SKILLS: CONVEYANCING**

3cp

*prerequisite: 70312 Real Property*

Considers the steps in a typical conveyancing transaction for land and a dwelling house erected thereon in New South Wales and the examination of the 1992 edition of the Contract for Sale of Land. Topics covered include: a consideration of examples of Certificate of Title, Folio Identifier, Deposited Plan, S.88B Instrument Transfer and Drainage Diagram; formalities for an enforceable contract for the sale of land (S.54A *Conveyancing Act 1919*); open contracts; exchange of a standard form contract; employment of real estate agents to sell land; survey certificate and building certificate; Agreement for Sale of Land (1988 edition).

**70311****LAW OF TORT**

8cp

*prerequisites: 70113 Legal Process and History; 70100 Skills: Legal Research and Writing; 70400 Skills: Computerised Legal Research*

The functions and aims of the tort, with special reference to its role in the distribution of losses in society, before examining the nature of tortious liability in the light of a selection of specific torts, namely, trespass to the person, goods and land; the action on the case for wilful injuries; conversion; negligence; breach of statutory duty; the rule in *Rylands v. Fletcher*; nuisance; occupier's liability; defamation. Reference is also made to defences, vicarious liability and contribution between tortfeasors.

Attention is drawn to the relevance of the type of conduct complained of (intentional, reckless, careless), the nature of the various interests protected (personal security, chattels, land, reputation, economic interests, domestic relations), the adaptability of tort law to changing needs and values of society (thus, the introduction, dominance, and current perceived limitations of the fault concept) and the element of policy expressed or implied in judicial decisions.

**70312****REAL PROPERTY**

7cp

*prerequisites: 70211 Law of Contract; 70311 Law of Tort; 70611 Federal Constitutional Law; 70200 Skills: Case Analysis and Statutory Interpretation*

Deals with the law relating to real property in New South Wales. Topics include Torrens title and priorities, old system title, adverse possession, possessory title, fixtures, legal definition of land, including fixtures, concurrent ownership, easements, covenants, mortgages and leases.

**70400****SKILLS: COMPUTERISED LEGAL RESEARCH**

2cp

Familiarises students with the basic tools available to engage in computerised legal research including the following: introduction to the concept of computerised researching and Boolean logic; examination of a number of on-line systems including INFO ONE, SCALE and LEXIS; introduction to the use of CD-ROM-based services such as INFO ONE'S LAW PAC CD-ROMs and DISKROM'S Commonwealth Statutes.

**70411****COMMERCIAL TRANSACTIONS**

7cp

*prerequisites: 70211 Law of Contract; 70311 Law of Tort; 70611 Federal Constitutional Law; 70200 Skills: Case Analysis and Statutory Interpretation*

Considers a variety of commercial transactions involving personality. Topics include supplies of goods and suppliers, financiers' and manufacturers' liabilities; import/export contracts and the law of bailment; the law of insurance; chattel securities; the law of negotiable instruments including cheques law.

**70412****CORPORATE LAW**

7cp

*prerequisites: 70513 Succession; 70514 Family Law; 70612 Administrative Law; 70411*

*Commercial Transactions*

*corequisite: 70511 Equity and Trusts*

Concerned with the response of the law to group activity and deals with associations formed for both profit and non-profit purposes. Approximately half of the subject involves a study of company law, covering the history of company law, the process of formation of companies, the nature of interests in companies, the duties of promoters, the legal position of members, the rights, powers and duties of directors and other officers, legal proceedings, company contracts, liability of companies in crime and tort, and protection of minority shareholders. Other forms of association covered in detail are partnership, unincorporated voluntary association, and joint venture. Brief reference is made to incorporated associations, public corporations, trade unions, cooperatives, credit unions and building societies.

**70500****SKILLS: DRAFTING**

2cp

*prerequisites: 70513 Succession; 70514 Family Law*

The principles and problems of legal drafting will be examined, discussed and analysed. Students will apply their knowledge of substantive law to given sets of facts and clients' instructions. Appreciation and understanding of the principles of good drafting will be required, including – communication, clarity, originality of expression and use and adaptation of precedents. Students will draft, redraft and critically analyse various clauses and documents. Exercises will be drawn from examples such as: agreements, deeds, powers of attorney, statutory declarations, articles of association and wills.

**70511****EQUITY AND TRUSTS**

7cp

*prerequisites: 70411 Commercial Transactions; 70513 Succession; 70514 Family Law; 70612 Administrative Law*

*corequisite: 70412 Corporate Law*

The law of trusts and those principles of equity not dealt with in other subjects. Topics include the nature of equity; equitable estates and interests; equitable priorities; assignments in equity; fiduciary obligations; confidential information; the nature of trusts; express trusts; charitable trusts; implied trusts; constructive trusts; powers, rights and duties of trustees; rights of beneficiaries.

**70513****SUCCESSION**

4cp

*prerequisites: 70312 Real Property; 70411 Commercial Transactions; 70300 Skills: Conveyancing*

Deals with the formal and essential requirements for a valid will, precedents for the drafting of wills, curial procedure for recognising the validity of wills and sanctioning the distribution of a deceased's property, the impact of the *Family Provisions Act 1982*, consequences of intestacy, and the rights and responsibilities arising out of the administration and distribution of deceased estates will be examined in depth.

**70514****FAMILY LAW**

5cp

*prerequisites: 70312 Real Property; 70411 Commercial Transactions; 70300 Skills: Conveyancing*

Introduces students to the principles which govern the legal relationship between members of families when there is a breakdown in the family unit, whether the legal relationship arises out of marriage or a de facto relationship. The interaction between social issues, public policy and the relevant law is an

important feature of the subject. Topics include family law in its social context; domestic violence; the history of divorce and related legislation; divorce and nullity; property claims and settlements (including a consideration of the application of trust concepts and equitable principles, and capital gains tax implications); spousal maintenance and financial agreements; guardianship, custody and access; child maintenance and child support; counselling, conciliation and dispute resolution; the enforcement of orders, including custody orders and the application of the Hague Convention, and financial orders; and the role of lawyers in family law.

## 70600

### SKILLS: PLEADINGS

2cp

*prerequisite:* 70500 *Skills: Drafting*

Deals with the principles and practice of pleading as they relate to various causes of action (such as contracts, torts equity and Trade Practices Act cases) based on a set of given facts. Students will be expected to undertake various exercises in drafting pleadings, which will demonstrate their ability to formulate a cause of action in the context of the requirements of relevant rules of court.

## 70611

### FEDERAL CONSTITUTIONAL LAW

7cp

*prerequisites:* 70113 *Legal Process and History;* 70100 *Skills: Legal Research and Writing;* 70400 *Skills: Computerised Legal Research*  
*corequisite:* 70212 *Criminal Law*

Considers the effect of the Australian Constitution on the legal and fiscal relationship of the Commonwealth and States. In order that students develop an understanding of the techniques of judicial review in the constitutional context, a range of powers given to the Commonwealth is examined. These include trade and commerce, corporations, taxation, defence, external affairs, arbitration and conciliation and family law. Other areas examined are explicit

and implicit restrictions of power, the questions of inconsistency and intergovernmental relations and the general role of the High Court in Australian constitutional law.

## 70612

### ADMINISTRATIVE LAW

7cp

*prerequisites:* 70312 *Real Property;* 70411 *Commercial Transactions;* 70300 *Skills: Conveyancing*

The functions, powers and obligations of the executive government, review of administrative decisions and access to information. Topics include grounds of review of administrative decisions (natural justice, *ultra vires*, jurisdictional error); remedies; judicial review by the federal Court under the *Administrative Decisions (Judicial Review) Act 1977 (Cth)*; review by the Administrative Appeals Tribunal; Ombudsman; access to information (public interest immunity, freedom of information).

## 70705

### SKILLS: LITIGATION

4cp

*prerequisite:* 70500 *Skills: Drafting*  
*corequisite:* 70600 *Skills: Pleadings*

An examination of the legislation governing the jurisdiction of the NSW Supreme Court, District Court and Local Court, and the respective rules of court, which determine the procedure to be followed by litigants in those courts. The various stages of a civil action are analysed, from the filing of originating process to the final hearing, and attention will be paid to mentions, notices of motion and interlocutory applications, drafting of affidavits, discovery and inspection of documents, interrogatories, setting matters down for hearing, state of readiness hearings, and preparation for the final hearing.

**70900****SKILLS: MOOT**

3cp

*prerequisites: 70600 Pleadings; 70705 Skills: Litigation*

Students must participate in one moot, or mock trial on a point of law arising from a set of agreed facts, before a judge or barrister. Attendance is required at two seminars, each of one hour, at the beginning of the semester, and thereafter at the moot itself. Students must present the moot judge with written submissions, including a list of authorities, at least three days before the scheduled date of the moot.

**71112****CONFLICT OF LAWS**

7cp

*prerequisites: 70412 Corporate Law; 70511 Equity and Trusts*

The international jurisdiction of the Australian courts, the recognition and enforcement of foreign judgements and decrees, and the problem of choice of law as it arises with respect to specific areas of law such as marriage, matrimonial cases, contract, torts, *inter vivos* property transactions and succession. The subject also deals with conflict issues as they arise between the Australian States, including questions of jurisdiction and applicable law under the cross-vesting legislation.

**71114****REMEDIES AND RESTITUTION**

7cp

*prerequisites: 70412 Corporate Law; 70511 Equity and Trusts; 70612 Administrative Law*

The range of court ordered remedies available to a plaintiff in civil proceedings. The more common remedies are those administered at either common law or in equity: damages; restitution; quasi-contract; equitable remedies (declarations, specific performance, injunctions, Anton Pillar orders, account, equitable damages) and statutory and common law remedies for decep-

tive conduct. The enforcement of remedies will also be considered.

**71115****INSOLVENCY**

3cp

*prerequisites: 70412 Corporate Law; 70511 Equity and Trusts*

This subject is in two sections. The first part covers bankruptcy and includes creditors' petitions, acts of bankruptcy, notices of demand, debtors' petitions; property available to creditors; effect of bankruptcy over property and legal proceedings; proofs of debt; meetings of creditors after bankruptcy; realisation of the bankrupt's estate; discharge; annulment and arrangements with creditors outside bankruptcy. The second half covers the winding up of insolvent companies, including deemed insolvency; s.460 notices, commencement of winding up; effect of winding up on company, directors, creditors; appointment and powers of the liquidator; challenging the liquidator's decisions; termination of winding up.

**71201****SKILLS: ALTERNATIVE DISPUTE RESOLUTION**

2cp

*prerequisite: 70900 Skills: Moot*

Introduces the various types of dispute resolution and the fundamental negotiation concepts of listening and questioning; the successful dispute resolution; the theory and techniques of negotiation with a simulation to illustrate principles and participation in a skills exercise; a brief examination of conciliation and arbitration methods, with distinctions being drawn between the main forms of dispute resolution; an examination of dispute resolution criteria prepared in the first section and a formal debriefing for the simulation exercises.

**71211****LAW OF EVIDENCE**

7cp

*prerequisites: 70412 Corporate Law; 70511 Equity and Trusts*

Includes the following topics: types of evidence; relevance, admissibility, weight of evidence; the course of the trial; functions of the judge and jury; the burden and standard of proof; competence and compellability of witnesses; privilege; character evidence; the rule against hearsay evidence and the common law and statutory exceptions; confessions and illegally obtained evidence; presumptions and corroboration.

**71212****REVENUE LAW**

7cp

*prerequisites: 70412 Corporate Law; 70511 Equity and Trusts; 70612 Administrative Law*

After an introduction to the federal and State taxation systems, the subject concentrates on a study of income tax law. Topics include: the scheme of the *Income Tax Assessment Act*; concepts of income and capital; the concept of assessable income; the treatment of trading stock; allowable deductions and tax accounting; the taxation of different types of taxpayers; tax avoidance; objections, appeals and other administrative procedures; questions of source and residence; capital gains tax; imputation and fringe benefits tax.

**79101****LAW FOR BUSINESS**

5cp

An introductory subject designed to give students an understanding of the Australian legal and constitutional system. Topics include legal philosophy, legal history, constitutional law, doctrine of precedent and statutory interpretation, torts, crime, property and contracts.

**79161****INTRODUCTION TO BANKRUPTCY LAW**

5cp

Introduces students to the history of bankruptcy, law and practice of bankruptcy, the purposes of bankruptcy legislation and procedures to be followed.

**79162****LAW OF BANKRUPTCY ADMINISTRATION AND COMPANY LIQUIDATION**

5cp

Bankruptcy administration, proof of debts, mutual credit and set-off, secured creditors, property available to creditors, distribution and priority of debts and the effects of discharge from bankruptcy.

**79211****LAW FOR MARKETING MANAGEMENT**

5cp

*prerequisite: 79101 Law for Business*

Provides students with a sound knowledge of the relevant federal and State laws which affect business decisions in the field of marketing. Provides an understanding of the complex laws regulating marketing activities. Topics include consumer protection, product liability, product safety and standards, intellectual property and the regulation of competition.

**79213****LAW FOR MANUFACTURING MANAGEMENT**

5cp

An introductory subject designed to provide students with an overview of Australian legal history and constitutional law. Topics include the legal aspects of employment and safety, decision making, product liability, contracts, intellectual property and environmental protection.

**79267****COMMERCIAL LAW***5cp**prerequisite: 79101 Law for Business*

Develops a knowledge of business contractual obligations and their application to specific transactions. Topics include sale of goods, consumer protection, product liability, negligence, trusts, partnerships, agency, insurance, credit, negotiable instruments and bankruptcy.

**79270****INDUSTRIAL AND LABOUR LAW***5cp**prerequisite: 79101 Law for Business*

Provides students with an awareness and understanding of the legal background to employer/employee relations and the industrial system as it operates, and is changing within Australia. Topics include industrial tribunals, awards, industrial action, trade unions and employer organisations, collective bargaining and workers' compensation.

**79360****INSURANCE CONTRACTS***5cp*

Develops an understanding of the common law principles governing the enforceability of contracts, remedies for breach, termination and the law of agency; the changes effected by the principles associated with the drafting of insurance policy documentations and the impact that provisions of the Insurance Contracts Act has on this process.

**79365****COMPANY LAW***5cp**prerequisite: 79101 Law for Business*

Examines the law and rule relating to the modern business corporation. Topics include incorporation of companies, constitution of a company, company management, accounts and audit, meetings and proceedings, minority

protection, companies in trouble, re-organisation and takeovers.

**79366****BANKING LAW***5cp**prerequisite: 79101 Law for Business*

Provides an understanding of the manner in which banking institutions are regulated, dealing with the changes following the deregulation of banking. Topics include an historical introduction to the law relating to banking, statutory regulation of banking, the banker/customer relationship, negotiable instruments, the provision of loans and other banking facilities.

**79403****LAW AND THE MANAGER***5cp*

Applies a selective number of legal topics to areas of interest to both public and private sector managers. Highlights a range of legal situations that directly affect managers. Topics include employment law, decision making and the legal consequences of decisions, administrative law, alternative dispute resolution, intellectual property, computers and the law.

**79411****ADVANCED COMPANIES AND SECURITIES LAW***5cp*

Examines in depth selected topics with an emphasis on the practical and comprehensive treatment of topical areas, and develops an understanding of the operations of the securities market and the Australian Securities Commission. Topics include regulation by the Corporation Law, trading in securities, the broker/client relationship, the control of improper activities relating to takeovers, investigation and market manipulations.

**79462****REVENUE LAW**

5cp

*prerequisite: 79101 Law for Business*

Refines and develops basic legal skills introduced in earlier subjects. At a general level, develops students' conceptual and analytical skills, and an appreciation of law as a strategic business tool; and develops an understanding of the conceptual basis for, and implications of the taxation law system. Topics include overview and background; tax administration; residence and source; income from labour – including ETPs; fringe benefits tax; income from property; income from business; trading stock; general deductions; specific deductions; rebates; tax accounting.

**79502****LAW AND FINANCE**

5cp

Introduces a number of relevant aspects of law relating to private sector financing, an area of law which has undergone dramatic changes over recent years, becoming more sophisticated, complex, and diverse. Topics could include an evaluation of the different methods of secured and unsecured financing, liability for financial advice, taxation aspects of financing, and financial restructuring.

**79503****LAW AND COMPUTING**

5cp

Introduces the relevant aspects of law relating to computing, both common law and statute law. Areas of law to be examined could include contracts, trademarks, patents, copyright, privacy, computers and crime.

**79603****INTERNATIONAL BUSINESS LAW AND REGULATION**

5cp

Introduces legal rules which most directly affect traders doing business where there is an international element involved. Focuses on matters relating to the formation of contracts in international business transactions, municipal and international regulation of such transactions, resolution of disputes with regard to contracts, and international tortious liability.

**79606****ADVANCED REVENUE LAW**

5cp

*prerequisite: 79101 Law for Business*

Builds on principles developed in Revenue Law. Considers issues that are topical, controversial and important. Content and style of this subject will change from year to year, reflecting developments and changed emphases. Topics could include capital gains tax, fringe benefits tax and salary packaging, taxation of retirement payments and superannuation funds, liability for professional negligence, tax ethics and tax agents.

**79662****LAW OF CORPORATE RECEIVERSHIP AND DEEDS OF ARRANGEMENT**

5cp

Provides students with an appreciation of the requirements for those appointed to act as receivers and managers. Alerts students to alternatives to insolvency. Topics include how and why receivers are appointed, provisions concerning reconstructions, compromise, amalgamations, and official management.



**79666****ADVANCED INCOME TAXATION  
LAW**

5cp

*prerequisite: 79101 Law for Business*

Refines and develops legal and practical skills introduced in earlier subjects. Offshore aspects of taxation – including detailed analysis of residence and source; dividend and interest withholding tax, and taxation of offshore royalties; operation of double tax agreements and other informal cooperative arrangements; international tax planning (including transfer pricing) – constraints, techniques and opportunities; selected topics as appropriate from time to time.

**79667****INDIRECT TAXATION**

5cp

*prerequisite: 79101 Law for Business*

An introduction to the policy implications raised by direct taxes. Analyses options for reform and overseas experience with indirect tax systems, and examines the basic principles of current indirect taxes in Australia and their practical implications. Topics include options for reform; international experience with indirect taxes and what Australia can learn from them; land tax; payroll tax; sales tax; stamp duties.

**79668****ADVANCED THEORY IN TAXATION**

8cp

*prerequisite: admission to the Honours program*

Introduces students to the current developments in tax laws. The subject is practice-oriented such that students who have taken this subject will be familiar with the relevant issues to be identified when confronted with a particular tax problem.

**POSTGRADUATE SUBJECTS****Key to subject numbers**

Each subject number contains the following information:

*First* digit indicates faculty

2 = Business

3 = Mathematical and Computing Sciences

4 = Engineering

5 = Humanities and Social Sciences

7 = Law and Legal Practice

*Second* digit indicates School/Department within Faculty of Business

1 = Management

2 = Accounting

3 = Economics

4 = Marketing

5 = Finance and Economics

7 = Leisure and Tourism

*Third* digit generally indicates the level of subject in the course or prerequisite sequence. Postgraduate subjects are indicated by '7' and '8'.

**Guide to subject descriptions**

The subject descriptions shown below indicate the subject code and name, and the number of credit points for the subject (e.g. 3cp). For some subjects there may also be practical components off campus, and this is indicated in the text. Also shown are the prerequisites or corequisites if any and a brief outline of the content.

Prerequisites are subjects which must be completed before taking the subject to which they refer. Corequisites may be completed before or be taken concurrently with the subject to which they refer.

**21702****INDUSTRIAL RELATIONS**

6cp

*prerequisite: 21720 Employment Relations*

An in-depth knowledge of the institutions, processes and forces in Australian industrial relations. The contemporary pressures upon industrial relations and the major legislation affecting the

workplace will be discussed and analysed. The practical skills required to effectively handle industrial relations will also be covered, particularly those relating to grievance procedures, negotiations and advocacy. A number of overseas industrial relations systems will also be critically analysed.

## 21710

### QUANTITATIVE METHODS

6cp

Provides the basic tools necessary for the quantitative analysis of business problems. Major areas of focus: use of statistics in decision making, and the techniques used in forecasting business activities.

## 21711

### ENVIRONMENT OF PUBLIC MANAGEMENT

6cp

Develops a holistic perspective of the social, political and institutional environment in which public managers operate; identifies the role and contribution of the major actors in Australia's political and government systems; and analyses particular contemporary issues. Topics include constitutional provisions and practice; federal-State relations; State and local government; structure of government; Westminster conventions and Australian adaptations; political parties and elections; the media and politics; ministers and managers; coordination and central agencies; administrative reform.

## 21715

### STRATEGIC MANAGEMENT

6cp

*prerequisites: all subjects in Semesters 1 to 3 of the Graduate Diploma in Business Administration*

An integrating subject concerned with top management strategy for, and management of, change in economic and social environment of business. Case studies from real business situations are examined.

## 21716

### EMPLOYMENT RELATIONS RESEARCH PROJECT

6cp

*prerequisites: 21751 Management Research Methods; 21752 Employment Relations Research Proposal*

The study planned in 21752 Employment Relations Research Proposal is carried out and a suitable report is submitted. The major phases will include data gathering, data analysis, interpretation of results and establishing the relationship of these results to the literature and the purpose of the project.

## 21717

### INTERNATIONAL MANAGEMENT

6cp

Introduces students to the study of business practices in a select number of overseas countries, with particular emphasis on the Asia-Pacific area. Provides a general framework for analysing and understanding a country's business practices, as well as a consideration of international human resource management. Examines the implications of evolving international business practices for Australia.

## 21718

### ORGANISATION ANALYSIS AND DESIGN

6cp

The central concern is to develop skills in organisational analysis and, on the basis of this, to develop diagnostic and prescriptive skills in regard to organisations. The content focuses on the description and analysis of organisations as formal structures, political systems and cultural entities.

## 21719

### ORGANISATIONAL BEHAVIOUR

6cp

Theory and research from the social sciences are used to explore human

behaviour at work. Students are introduced to the basics of individual psychology which is then critically applied to the fields of motivation and job design. The work of social psychology on group dynamics is presented and applied to the management of work groups and committees. Various theories of leadership are examined and critically assessed. The question of intergroup behaviour and organisational conflict is discussed. The subject takes a critical approach to management theory and practice.

## **21720**

### **EMPLOYMENT RELATIONS**

6cp

An introduction to the areas of industrial relations and human resource management. The historical steps in the development of the human resource function and the forces which have shaped its development are examined. The major functions of employment relations managers are explored, as well as the relationship between the human resource and industrial relations functions in the modern organisation. The nature of industrial relations and the various theoretical approaches to the subject are examined. A study is made of the nature of industrial conflict and the contribution to understanding made by several conflict theorists. The structure and functioning of the formal industrial tribunal system in Australia are examined, as well as the form and function of the employer and employee organisations party to employment relations. The nature and impact of efficiency restructuring and enterprise bargaining upon the management of employment relations are also examined.

## **21722**

### **LEADERSHIP AND MANAGEMENT ACTION**

6cp

*prerequisite: 21719 Organisational Behaviour or 21813 Managing People*

The emphasis in this subject is on understanding the role of the manager as leader,

decision maker and change agent. This will be accomplished through lectures, individual reading assignments, seminar discussions, and practical exercises.

Topics include the manager's role; transformational/transactional leadership; rational and incremental decision making; decision making – alternative strategies; situational characteristics of decision making; creativity and problem solving; transactional analysis; the rational-emotive approach; the gestalt approach; and dealing with interpersonal conflict.

## **21724**

### **HUMAN RESOURCE MANAGEMENT**

6cp

*prerequisite: 21720 Employment Relations*

Builds upon the coverage of the basic areas of human resource management in the prerequisite subject. Students will be expected to locate, analyse and debate the relevance of recent research, theoretical concerns and policy issues; develop practical skills in areas such as oral presentations and program design and review; and describe and analyse the major contextual variables and their relationship to Human Resource Management strategies. Major topics will include: alternative views of HRM, HRM in the Australian context, strategic approaches to the sub-fields of HRM, the relationships between HRM and organisational strategy and change, and an introduction to international HRM.

## **21725**

### **ORGANISATIONAL CHANGE AND ADAPTATION**

6cp

There are two components – a knowledge component and a skills component. The former will be presented through normal lecture discussions. The skills component will be covered through group involvement in an ongoing or potential organisational change program through which a group will act as a team of change agents. Results of their efforts will be presented in a two-day non-

residential workshop at the end of the semester. In this subject, students develop an understanding of strategies, methodologies and intervention techniques and skills in managing planned or adaptive organisational change.

Topics include systems views of organisations; diagnostic models; finding out what's going on; models of change and OD interventions; structural interventions; group and intergroup interventions; strategic interventions; power, politics and OD; skills workshop.

## 21728

### PUBLIC SECTOR MANAGEMENT

6cp

Provides students with a broad conceptual and practical framework of public sector management for any of the three levels of government in Australia. The move by governments away from the traditional public administration model towards a corporate management model for the public sector raises many issues and dilemmas for managers. Students in this subject will explore, discuss and debate these issues through readings of contemporary literature and class presentations. They will have the opportunity to develop skills in specific techniques and strategies of public management. Topic areas include catalysts for reform; mandates for change; resource management; commercialisation, corporatisation, privatisation; strategic management; performance management; marketing; program management and implementation; performance monitoring, accountability and evaluation; leadership, values and ethics; public service; and the future.

## 21729

### HUMAN RESOURCE MANAGEMENT (PUBLIC)

6cp

Examines the management and development of an organisation's most valuable 'resource': its staff. Human Resource Management is treated as primarily a line management function with specialist personnel staff acting in an advisory

and support capacity. The subject deals, in the first instance, with the 'people' aspect of management in terms of recruitment, selection and development of staff, motivation and leadership. This is followed by a critical examination of HRM at the organisation level, focusing especially on the strategic importance of the HRM function. Finally, current policies, practices and developments are examined in the context of the political, legislative and industrial relations framework of the public sector.

## 21730

### MANAGERIAL SKILLS WORKSHOP

6cp

*prerequisite: some knowledge of management. Admission is usually restricted to students in specified courses.*

Each student is required to do a considerable amount of pre-reading and consultation with lecturers in order to acquire a strong theoretical base in the area of managerial skills and define specific skills that he/she chooses to develop and improve. All students are then required to attend an intensive four-day skills development workshop. During this workshop, students will have the opportunity to experiment with and improve various managerial skills identified through research and consultation prior to the workshop. Skills areas likely to be covered include interviewing skills; conceptual skills; personal and interpersonal skills; group skills; public speaking skills; management of change and conflict skills; stress management skills; communications skills and self awareness as a person and a manager.

## 21731

### RESOURCES MANAGEMENT

6cp

The development of practical management skills, from accounting and finance in budgeting and cash management; cost control through variance analysis; cost minimisation through internal audit; cost-volume-profit analysis; financial statement analysis as applied to special-

ist settings in the public sector. Topics include management – current issues and implications for public and community managers from current legislation; accounting, management accounting, financial accounting; finance; and application of above to specialist settings e.g. health, education, community sector.

## 21732

### PROGRAM EVALUATION

6cp

*prerequisite: 21728 Public Sector Management*

Provides a conceptual and practical understanding of evaluation and accountability structures and techniques used in the public sector. Program evaluation and performance monitoring approaches are promoted as objective, scientific and value-free aspects of corporate management, and the cornerstone of an accountable public sector. Yet, these techniques frequently do not get implemented as intended in the political and often turbulent public sector environment. This subject explores a number of approaches to evaluating public sector performance and programs through readings and discussions of conceptual and practical material, and the development of an evaluation project. Topic areas include evaluation as scientific, management and political activity; the role of evaluation in effective public and community management; planning and conducting evaluations; program objectives and outcomes; resource management and evaluation; performance indicators; performance monitoring; and the impact of evaluations.

## 21738

### ENVIRONMENT OF HEALTH MANAGEMENT

6cp

An exploration of the major trends in contemporary Australian society affecting the nature of health services for the public; an analysis of the structure and workings of government and of the operation of public health services; and identification of the major issues of

contemporary relevance to managers. Topics include international comparison of Australian society; class; ethnicity; gender; income and wealth distribution; role and structure of government in Australia; constitutional provisions and practice; Westminster conventions and Australian adaptations; health status of Australia; federal–State relations, Medicare case study; privatisation, commercialisation, joint ventures; service accreditation and quality assurance; health futures – technology, ageing, resource allocation formula, role delineations.

## 21739

### RESOURCE MANAGEMENT (HEALTH)

6cp

The development of basic skills in accounting and finance; an analysis of constraints upon revenue sources and budgetary processes in government agencies; and an examination of budget papers, annual reports, Parliamentary scrutiny, Auditors-General, and internal auditors. Students will be expected to demonstrate competence in budgeting, cash management, cost minimisation, cost–volume–profit analysis, and financial statement analysis. Topics include financial management in government organisations, policies, expenditure and issues in public health, accountability for public resources, performance review and reporting, basic accounting concepts, cash and accrual accounting, income generation and charging for services, improving utilisation of resources, budgeting, controlling costs, influence of business, improving organisational performance.

## 21741

### OPERATIONS MANAGEMENT

6cp

An introduction to the management of operations. Topics include techniques for improving information and process flows; service operations; planning scheduling and controlling production; total quality management; benchmarking for best practice; process re-engineering;

facilities layout and manufacturing and service operations strategy.

## **21742**

### **QUANTITATIVE MANAGEMENT**

*6cp*

Application of operations research techniques and business modelling to production and service organisations; 'hands on' applications with computer packages. Topics include linear programming; inventory management; decision models; statistical quality control; project management CPM/PERT; game theory in business; simulation techniques and queuing models.

## **21743**

### **PRODUCTIVITY AND QUALITY MANAGEMENT**

*6cp*

Covers managerial aspects of quality and productivity. Topics include concepts and definitions of productivity, quality (including total quality control); measurement, models, tools and techniques used; evaluation and implementation of productivity and quality programs.

## **21744**

### **PRODUCTION PLANNING AND CONTROL**

*6cp*

Provides an introduction to production planning and control with emphasis on effective resource management. Familiarises students with current issues and developments in production planning and control. Investigates the factors that need to be considered for successful selection and implementation of production planning and control systems. Topics include integrating production planning with business planning; manufacturing resource planning; Just-in-Time production systems; optimised production technology; capacity management; implications for production planning, and control of developments in information technology.

## **21745**

### **SERVICE OPERATIONS MANAGEMENT**

*6cp*

The management of the design, production and delivery of services; and the application of operations concepts and methods to service situations. Topics include strategic management and marketing, process analysis, delivery systems; establishing, measuring and control of service levels; location and layout; capacity planning, quality assurance, organisation behaviour and design in services, managing professional services.

## **21746**

### **ERGONOMICS**

*6cp*

Principles and practical techniques of ergonomics/human factors; application of these techniques to design of workplaces and equipment; design of work tasks and work organisation. Applicable both to manufacturing and service organisations.

## **21747**

### **OPERATIONS MANAGEMENT POLICY**

*6cp*

Integrates and consolidates knowledge and skills acquired in the Operations Management program. Emphasises strategic planning and decision making in operations; use of operations as a competitive weapon; interfaces with other functional areas in a computer management simulation exercise. Topics include capacity and facility planning; management games; formulating and implementing corporate and functional policies, capital investment proposals; management-union bargaining exercises.

**21748****BUSINESS PROJECT – OPERATIONS MANAGEMENT***6cp**prerequisite: 21741 Operations Management*

Organisation-based analysis of a production or service process; application of operations management techniques. Involves problem definition and resolution. The project is undertaken under supervision of a member of academic staff and an industry supervisor (nominated by student).

**21749****COMPUTER-BASED INFORMATION SYSTEMS FOR MANAGERS***6cp**prerequisite: basic understanding of personal computer systems, DOS, and introduction to software packages*

Provides an overview of computer-based information systems; examines how information systems are designed to support management functions; explores the use or misuse of the information systems in the Public Sector. Topics include the concepts of MIS, information technology, uses and application of management information systems; database management systems, design of systems, evaluation, control of information systems; implications of introducing information systems in organisations.

**21750****ADVANCED THEORY IN EMPLOYMENT RELATIONS***6cp*

Students undertake in-depth reading in a selected area of employment relations theory and research. Each student is assigned to a supervisor for guidance and will examine, discuss, analyse and evaluate the literature dealing with a chosen specific topic.

**21751****MANAGEMENT RESEARCH METHODS***6cp*

Provides students with an understanding of the various research methods used in social and business research, as well as giving practical experience in the use of some of these methods. Topics include questionnaire construction; survey methods (interview, mail, telephone); sampling; indexes and scales; analysing and presenting data; experimental design; evaluation research; and qualitative methods such as content analysis, case studies.

**21752****EMPLOYMENT RELATIONS RESEARCH PROPOSAL***6cp**prerequisite/corequisite: 21751 Management Research Methods*

The completion of a thorough literature review and the development of a detailed proposal for the project to be completed in 21716 Employment Relations Research Project. Students will be allocated to a supervisor appropriate to their topic area and will be expected to read widely and in depth in this area. The project proposal will be presented orally to a Graduate Seminar as well as in the form of a written proposal covering the literature review and the aims and research methodology of the proposed project.

**21753****ADVANCED PUBLIC SECTOR MANAGEMENT***6cp**prerequisite: Semesters 1 to 4 Master of Management (Public)*

Develops a broad-based and critical appreciation of the role and scope of government in contemporary Australia, in the context of recent reappraisals of the role and size of the State and its relationships with citizens, society, business and commerce. The implications of the changing role of the public

sector for government agencies and agency managers are considered and assessed. A wide range of readings dealing with current issues and developments allows students to assess opposing positions and arguments in the current debate and to critically evaluate and challenge 'ideas in good currency' in the public management literature.

## 21754

### RESEARCH PROPOSAL (PUBLIC/COMMUNITY)

6cp

*prerequisites: Semesters 1 to 4 Master of Management and satisfaction of the entry criteria to Management Research stream.*

Students will specify a particular management problem within an overall context; identify fundamental issues relating to the selected problem as a result of an in-depth literature review; and apply research methodology and skills acquired in 21751 Management Research Methods or 21781 Social and Community Research. Appropriate topic areas will be determined in consultation between the student and academic supervisor. This will then be followed by clarification of problem, description of context, specification of research questions, literature review and development, and specification of research methodology.

## 21755

### AUSTRALIAN MANAGEMENT

6cp

*for Master of Business in Management students only*

Provides an appreciation of the management processes and frameworks through an examination of various theoretical and empirical studies, with special consideration of developments within the Australian business environment. Students are given the opportunity to apply their understandings of management to Australian case studies. Based on a consideration of the skills, knowledge and resources required for effective management, students will

prepare an action plan for their own development as managers.

## 21756

### BUSINESS PROJECT – STRATEGIC MANAGEMENT

12cp

*for Master of Business in Management students only*

*prerequisite: all subjects in Semesters 1 to 3 of the Master of Business in Management*

Student syndicates, under supervision, research a strategic issue in an organisation. Students are asked to find an organisation to host the study, and are expected to use appropriate methodology to search the literature, design data collection and analysis procedures, and to present a report of findings and recommendations.

## 21757

### ACTION LEARNING PROGRAM

12cp

*for Master of Business in Management students only*

*prerequisite: all subjects in Semesters 1 to 3 of the Master of Business in Management*

The Action Learning Program methodology used in presenting this subject requires students to apply a variety of management disciplines to the solution of a real organisational problem. Working in study sets under the guidance of a University supervisor, students will identify, analyse and solve complex, organisational problems for a host organisation. Students will present progress report seminars and a final report.

## 21758

### STRATEGIC MANAGEMENT (PUBLIC)

6cp

*prerequisite: Semesters 1 to 5 of the Master of Management (Public)*

Provides a comprehensive understanding of strategic management as it applies to the public sector. As a private sector technique, strategic management has



been adopted by the public sector to enhance the efficiency, effectiveness and economy of the public sector at a time of diminishing resources. Students will examine the normative model of strategic management which involves the development of a corporate mission, vision, outcomes, strategies and performance indicators. The less formal aspects which relate to power, behavioural and intuitive aspects of strategic decision making will be considered. The impact of the political environment on strategic management practices will also be explored. Students will work within the theoretical and conceptual frameworks of strategic management to critically assess contemporary strategic management practices in the public sector using corporate plans and case study material.

### **21759**

#### **STRATEGIC MANAGEMENT (COMMUNITY)**

6cp

*prerequisite: Semesters 1 to 5 of the Master of Management (Community)*

Students will be exposed to the literature on strategic planning and strategic management and acquire an appreciation of its strengths and weaknesses as a guide for management practice; students will develop an holistic concept of management and in so doing will have reflected on the interconnections between subjects studied earlier in the course when viewed from a strategic management perspective; and be able to analyse strategically the position of any community organisation; be able to identify those factors, both internal and external to the organisation, that shape and limit its current performance and future options.

### **21760**

#### **EMPLOYMENT CONDITIONS**

6cp

*prerequisite: 21720 Employment Relations*

Builds upon the material covered in a number of the subjects studied in the Graduate Diploma in Employment Relations or in the earlier stages of the Master's program. The study of employment conditions provides a focus and

application for material covered in earlier stages of the course including: employment relations, human resource management, industrial relations and industrial law.

### **21762**

#### **CLIENTS AND MARKETS**

6cp

Examines the social and historical forces that create specific markets and client groups for public sector and not-for-profit organisations; critically evaluates the role and scope of marketing operations in these organisations as contrasted to private, for-profit organisations; develops an understanding of changes in organisational markets and patterns of distribution for the products of the public and not-for-profit sectors; develops skills and the techniques and methods of marketing management in public sector and not-for-profit organisations; examines consumer and client responses to public and not-for-profit sector products; addresses equity and social issues in public and social marketing strategies.

Topics include the marketing concept; strategic marketing; social marketing; clients, customer and consumer behaviour; marketing information systems; communication and promotion; marketing decisions; the marketing plan.

### **21763**

#### **MANAGEMENT INFORMATION SYSTEMS**

6cp

Students will identify and categorise information needs in organisational settings as a basis for information systems design; describe the elements of information systems and their relation to substantive organisational tasks and management systems; identify and justify design variables and design approaches; identify situations in which the mechanisation of information systems is desirable and the organisational requirements for, and implications of, such mechanisation; identify behavioural and organisational

considerations associated with designing and using information systems.

Topics include identifying information needs in organisational settings; analytic frameworks for information systems design; designing information systems for operational control; designing financial information systems for managerial control; designing information systems for strategic planning; designing special purpose and qualitative information systems; information system design and the computer; behavioural and organisational aspects of information system design and use.

### **21764**

#### **ECONOMICS FOR PUBLIC AND COMMUNITY MANAGERS**

6cp

*prerequisite: 21711 Environment of Public Management or 21767 Environment of Community Organisations*

Familiarises students with the language, techniques and ways of thinking employed by economists relating to micro, macro and public sector economics. Teaches some skills in economic analysis of direct application to managers in the public and community sectors. Topics include the concepts and models of economics; policy applications of the concepts and models; and public sector economics and public finance.

### **21765**

#### **VALUES, ETHICS AND OUTCOMES**

6cp

Familiarises students with the major philosophical approaches used to evaluate and to judge ethical behaviour, then examines a range of literature on ethical behaviour in the workplace, public services, community and business, and the ethical dilemmas and constraints that may confront any individual. As much as possible, the course enables students to explore ethical concerns they may have about their own working environment.

### **21766**

#### **MANAGING COMMUNITY ORGANISATIONS**

6cp

An introduction to the community management concentration of the Master of Management by exploring the nature of management within the community sector; by offering an overview of management theory and practice by exploring key issues such as governance and accountability; and by demonstrating the relevance of later subjects in the program. It is a compulsory subject and prerequisite for all later subjects.

### **21767**

#### **ENVIRONMENT OF COMMUNITY ORGANISATIONS**

6cp

This is the second of the two introductory subjects of the community management concentration of the Master of Management. It provides students with knowledge of the social, economic and government context in which community organisations exist, examines the best knowledge currently available on the size and contribution of the community sector in Australia and develops tools for analysing the effect on their own organisation of wider social, economic and political changes.

### **21768**

#### **POLICY STUDIES**

6cp

*prerequisite: 21728 Public Sector Management*

Policy Studies is designed mainly for students in the non-business sectors – public, community and social. The emphasis of this subject is on the manager's role in shaping and constructing policy as part of the management process, and how as a result of such understanding, the manager can choose to be more active in policy. Policy advisers have also found practical benefit in this approach. The technocratic 'making good policy', the 'real-world muddling through' and the

policy implementation literatures are critically examined, before students move on to consider the practical consequences of their understanding for their own work.

## 21769

### HUMAN RESOURCE MANAGEMENT (COMMUNITY)

6cp

*prerequisite: 21766 Managing Community Organisations*

The objectives are for students to recognise the importance of effective management of human resources in the community sector, including the management of volunteers; examine the nature of the community sector labour market and implication for employment practice; understand the Australian system of industrial relations, its history and application to the community sector; critically analyse the application of the industrial relations system to the community sector and issues arising from that; identify the statutory obligations of an employer in the community sector; increase skills in task analysis, job design, identifying appropriate levels of remuneration and in recruitment, selection, staff support and evaluation; develop an employment policy for a community organisation.

Topics include the industrial relations system and its implications for the community sector; definition of employer and employee bodies, development of awards, appropriateness of the adversary model, implications of, and for, volunteers; analysis of labour market; examination of employment practices within the community sector including: task analysis, job design, recruitment, selection, support and training, performance monitoring and termination.

## 21778

### RAISING AND MANAGING FUNDS

6cp

*prerequisites: 21766 Managing Community Organisations; 21731 Resources Management; or equivalent subjects in Public Management concentration*

Students will become aware of the variety of sources from which community organisations obtain funds; be able to think about fundraising in a systematic manner; understand the basic theories of philanthropy and of fundraising; be aware of some of the major dilemmas that fundraising poses for community organisations; be familiar with and able to apply some basic techniques developed to raise funds from major funding sources (i.e. governments, the general public, major corporate or individual donors, users); be able to assess when it is sensible to borrow funds, and be able to prepare a loan application; how and when to invest surplus funds to obtain the best return.

Topics include sources of funds; Australian overview; theories of philanthropy and basic approaches to fundraising; raising funds from government; raising funds from the public, donors and companies; charging users; difficulties, dilemmas and possibilities; when and how to borrow; what to do with reserves investment strategies.

## 21779

### MANAGEMENT SKILLS

6cp

Students will develop an insight into the interpersonal skills required of managers and establish a basis for future skill development. This subject deals experientially with the interpersonal skills needed by managers to lead teams successfully. It takes the individual's awareness of his/her skills and interpersonal style as its starting point and goes on to examine basic communication skills such as listening, counselling and non-verbal behaviour. Applied skills are then dealt with including interviewing skills, time management, goal setting, delegation, group facilitation

and meetings management, decision making, conflict management and negotiating skills and organisational communication skills. There is some treatment of interpersonal communication theory.

## 21780

### READINGS IN ADMINISTRATION

6cp

*prerequisite: Semesters 1 to 4 of the MBA*

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the coordinator of the MBA and the appropriate Head of School. Formal lectures in selected areas may be undertaken, as directed by the supervising lecturer. The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the speciality strand in the MBA program. Therefore the subject chosen should be related to other subjects within the chosen strand.

## 21781

### SOCIAL AND COMMUNITY RESEARCH

6cp

*prerequisites: 21766 Managing Community Organisations; 21767 Environment of Community Organisations*

Introduces the theory and methods of social research as applied within the community sector; explores research as a problem-solving tool and a political one; critically examines both qualitative and quantitative research methods and the use of primary and secondary data sources; introduces the basis of statistical analysis (SPSS); and provides a basis of understanding for those who manage or use research projects. For those attempting the management research stream, the subject provides the necessary basis for the development of a research proposal.

## 21782

### ADVANCED RESOURCE MANAGEMENT

6cp

*prerequisite: 21731 Resources Management (or equivalent)*

Develops advanced skills in budgeting and variance analysis; cash management; organisational risk management. The aim is to develop analytical and design skills through practice with specific applications and the relation of the outcomes to more general analytic models and design approaches. Topics include budgeting – conventional incremental, program and zero-base budgeting – implications for the setting of priorities, resource allocation and performance evaluation; variance analysis; price and efficiency variances for major cost items – labour, materials and overhead; cash management; risk management; fixed operating costs, and fixing financing costs.

## 21784

### GLOBAL BUSINESS COMPETITIVE INTELLIGENCE

6cp

Business or competitive intelligence is increasingly used by firms seeking to improve their ability to compete globally. To do this they need to continually monitor a very complex, rapidly changing environment. Traditional management information systems are often unable to keep track of global opportunities and threats, or provide so much information that decision makers are overwhelmed. This has led to the evolution of 'intelligent' approaches which are concerned with efficient and effective methods of information gathering which focus on key information and 'intelligence'; techniques of evaluation and interpretation of that information in a focused 'intelligent' manner; and methods for communication of the interpretation and results to key decision makers and actors.

Objectives are to identify and articulate the ways in which improved business and competitive intelligence might contribute

to better results for a corporation; identify opportunities and appropriate techniques to improve the efficiency and effectiveness of a corporation's business and competitive intelligence; and implement and manage business and competitive intelligence systems appropriate to the corporation and its competitive, legal and ethical environments.

### **21785**

#### **RESEARCH TECHNIQUES IN MANAGEMENT**

6cp

Exposes students to a selection of research techniques of potential relevance in preparing a thesis in the area of management.

### **21786**

#### **RESEARCH SEMINARS IN MANAGEMENT**

6cp

Provides a forum each semester for students to present an update on their research efforts and review the work of others.

### **21787**

#### **QUALITY STRATEGY**

6cp

*prerequisite: 21743 Productivity and Quality Management (or equivalent studies in Quality Management)*

Deals with quality management strategic issues and methodologies in some depth, and supplements the operations management and general management subjects in the various graduate programs offered in the Faculties of Business and Engineering. Topics include quality strategy in context; customer feedback and satisfaction; process benchmarking; performance measurement; people involvement; quality assurance and standards; quality tools; and quality awards.

### **21792**

#### **RESEARCH PROJECT (PUBLIC/COMMUNITY)**

6cp

*prerequisites: 21751 Management Research Methods or 21781 Social and Community Research; and 21754 Research Proposal*

Students implement their research plan on the basis of the project design and theoretical framework identified in the Research Proposal. Further develops the students' research capabilities and enables them to apply and demonstrate their research and skills in terms of: (a) the collection, processing and analysis of data; (b) the interpretation of findings, and the ability to relate these to the earlier literature review; and (c) the preparation of a substantial research report. The report should demonstrate both an in-depth knowledge of the topic chosen for investigation and the nature and significance of the research results, plus major conclusions drawn from the study.

### **21794**

#### **RESEARCH PROPOSAL – OPERATIONS MANAGEMENT**

6cp

*prerequisite: completion of Semesters 1 to 4 of the Master of Business in Operations Management*

Involves the completion of a thorough literature review and the development of a detailed proposal for the project to be completed in the subject 21795 Research Project Operations Management. The project proposal will be presented orally to a Graduate Seminar as well as in the form of a written proposal covering the literature review, and the aims and research methodology of the proposed project. Students will be allocated to an academic staff member appropriate to their topic area who will supervise their research topic.

**21795****RESEARCH PROJECT –  
OPERATIONS MANAGEMENT**

6cp

*prerequisite: 21794 Research Proposal –  
Operations Management*

The study planned in subject 21794 Research Proposal – Operations Management is carried out and a suitable report is submitted. The major phases will include: data gathering, data analysis, interpretation of results and establishing the relationship of these results to the literature and the purpose of the project.

**21796****GLOBAL MATERIALS  
MANAGEMENT**

6cp

Introduces participants to the key elements of international management and its implications for the strategic supply function in public, private and not-for-profit organisations. Managerial issues relating to local and overseas purchasing will be an important focus of this subject, together with some consideration of inventory management and its relationship to international procurement.

**21797****MATERIALS MANAGEMENT  
SYSTEMS**

6cp

Covers the fundamental principles of materials management and as such forms the underlying basis of the entire certificate and diploma program in materials management. It explores the concepts of professional performance and ethics, as well as the practicalities of strategic alliances, vendor assessment, supplier base management, materials management information needs and related current supply management topics.

**21798****STRATEGIC SUPPLY  
MANAGEMENT**

6cp

*prerequisites: all Semester 1 and 2 subjects  
from the Graduate Diploma in Purchasing and  
Materials Management**corequisite: 21796 Global Materials Manage-  
ment*

Draws together the wide range of concepts which have been covered in earlier parts of the program and enables the student to conceptualise purchasing and materials management within the framework of the corporate strategy process. It aims to keep practitioners up to date with the latest practices and policies in business, government and non-profit sectors that ensure procurement is part of the strategic decision-making process.

**21810****ISSUES IN COMMUNITY  
MANAGEMENT**

6cp

*prerequisites: Semesters 1 to 4 of the Commu-  
nity Management Concentration of the Master  
of Management*

Provides students in the penultimate semester of the Masters of Management and Community Management program with an opportunity to use a range of resources to inform themselves about several issues currently salient to managers of community management. Provides an opportunity for students to practise their ability quickly and systematically to inform themselves of an issue and to demonstrate that they are able to evaluate and bring to bear relevant research and professional literature to illuminate an issue.

**21811****GLOBAL STRATEGIC  
MANAGEMENT**

6cp

*prerequisites: 24734 Managerial Marketing; 25742 Financial Management; 25706 Economics for Management and either 22726 Accounting and Financial Administration or 22747 Accounting for Managerial Decisions*

Provides an understanding of the contemporary international business environment and how business can formulate appropriate organisational strategies. A variety of strategic options available to organisations will be explored. Emphasis will be placed on the inevitability of changes in the global environment and on the need for strategic management in this changing environment in Asia, Europe and the USA.

**21812****GLOBAL OPERATIONS  
MANAGEMENT**

6cp

*prerequisite 21741 Operations Management*

Presents issues critical to the globalisation of manufacturing and service operations. Helps operations managers overcome national and cultural myopia, identify cultural and contextual differences in operations management practice, examine successful operations management approaches in other countries, and address the impact of the global scope of operations on the usual operating decisions (e.g. production, planning, quality control).

Examines organisation of global operations, global manufacturing strategy, international facilities location, offshore manufacturing, global sourcing and logistics, global transfer of technology, risk management in global operations, cultural and national comparisons of operations management practices, and successful global service operations.

**21813****MANAGING PEOPLE**

6cp

Uses a behavioural science theory and research perspective to diagnose organisational processes. Students will be able to describe best practice in the management of human performance at work; relate people management practices to developments in management thought, and to changing values and ethical thinking in the world of business and administration; appreciate a range of viewpoints regarding the nature of work and variety of work forms to be found in different societies; and appraise organisational communication practices in the context of organisational diversity.

Introduction to the field of people management; motivation, job design and performance management; managing groups at work; intergroup behaviour and conflict in organisations; leadership; managing decision-making processes in organisations; influence skills in managers; communication for people management.

**21814****MANAGEMENT PROJECT DESIGN**

6cp

*corequisite: 21751 Management Research Methods*

Aims to further develop knowledge and skills in management research. Draws on knowledge of research methods being acquired in Management Research Methods and on the overall understanding of the field of management gained earlier in the course. Specific content will be determined by the student and his or her supervisor in relation to the specific project topic.

The major emphasis will be on: defining the topic; locating the relevant literature; analysing this literature and integrating it around relevant issues; formulating conclusions and implications arising from the literature review; designing a study to explore these implications; and preparing a report.

**21815****MANAGEMENT PROJECT**

*prerequisites: 21751 Management Research Methods and 21814 Management Project Design*

The knowledge of research methods gained from Management Research Methods is applied in the data gathering, analysis and interpretation phases. On completion of this subject students will be able to: systematically gather, process and interpret data in the area of management; effectively relate research results to the relevant management literature; prepare a thorough and effective report on a completed management project; and demonstrate a comprehensive knowledge in the area chosen for the project.

**22705****MANAGEMENT PLANNING AND CONTROL**

*6cp*

Examines the role of management accounting in organisations and society. The 'conventional wisdom' in management views accounting as an information system which assists managers in organisational planning and control. Its role is to increase the effectiveness and efficiency of organisations. Functionalist theory of accounting such as activity-based costing, agency theory and contracting cost theory will be considered. In recent years there has been increasing criticism of mainstream functionalist accounting research because of its inability to provide an adequate understanding of the actual functioning of accounting in organisations. The subject also looks at recent accounting studies which have attempted to redress this deficiency by locating accounting in its organisational, societal and historical contexts.

**22708****MANAGEMENT INFORMATION SYSTEMS**

*6cp*

Modern accounting will be presented as a discipline concerned with the collec-

tion, reporting and interpretation of information for decision making at various levels of management by diverse users. A necessary condition of competent management is an efficient and effective information system, and traditional accounting systems have not always successfully integrated the total information system. Topics include the conceptual framework of the information; the structure of the managerial information system; the management of the system; and the place of accounting in the system.

**22726****ACCOUNTING AND FINANCIAL ADMINISTRATION**

*6cp*

Introduces accounting to those who are not preparing for a career in accounting, but are going to use accounting information in their future roles. Topics include both financial and management discounting; financial statements, balance sheet and income statement, financial statement analysis and understanding financial statements, the nature of management accounting, cost behaviour, differential accounting, capital budgeting, responsibility accounting, budgeting.

**22730****EDP CONTROL AND AUDIT**

*6cp*

Examines the objectives of computer security and controls, and the application of auditing techniques to verify the adequacy of such security and controls. Topics considered include the use of communication networks, and cryptographic security for safeguarding the integrity of computer systems.

**22740****ACCOUNTING FOR MARKETING**

*6cp*

Introduces marketers to the role of accounting in organisations; explains how accounting integrates with other function areas of business; develops and enhances



the competence of marketers in the analysis of strategic organisational problems, using accounting skills and knowledge; enables a marketer to read financial accounts for a territory, division or organisation; introduces basic management accounting to marketers. This is a practical course designed for managers who have not previously studied accounting.

### **22743**

#### **FINANCIAL STATEMENT ANALYSIS AND FINANCIAL MODELLING**

6cp

*prerequisite: 25742 Financial Management or 25765 Corporate Finance*

Introduces students to the latest techniques of financial statement analysis, and develops an appreciation for alternative financial modelling techniques in students. Topics include credit rating systems; prediction of corporate failure; takeovers and financial statements; risk assessment and financial ratios; corporate planning models and financial statements.

### **22744**

#### **STRATEGIC COST MANAGEMENT**

6cp

The objective of this subject is to develop knowledge and skills in the design of the cost systems of firms to improve the effectiveness of decisions concerning pricing, product design, and product and customer mix. The subject incorporates the latest developments in the field of management accounting such as activity-based costing and the impact of 'new technology' on the design of costing systems.

### **22746**

#### **MANAGERIAL ACCOUNTING**

6cp

Management accounting information systems are one of the main decision support systems in organisations. This subject equips students with the skills and knowledge to use management accounting information for planning

and controlling organisational activities. Various cost concepts such as fixed and variable costs; direct, indirect and full costs; and differential costs will be covered. Students will learn how to use standard cost and variance analysis and how to prepare budgets.

### **22747**

#### **ACCOUNTING FOR MANAGERIAL DECISIONS**

6cp

Introduces accounting to those who are not preparing for a career in accounting, but who are going to use accounting information in their future roles. Topics include both financial and management discounting, financial statements, balance sheets and income statements, financial statement analysis and understanding of financial statements, the nature of management accounting, cost behaviour, differential accounting, responsibility accounting and budgeting.

### **22751**

#### **CORPORATE ACCOUNTING ISSUES**

6cp

Examines the issues surrounding the provision of corporate reports to external users. Topics considered include the role of a conceptual framework of financial reporting, the role of financial reporting in promoting the efficient allocation of scarce resources, corporate social responsibility in accounting, and the 'public interest' role of accountants.

### **22760**

#### **APPLIED RESEARCH SKILLS**

6cp

This subject provides a basis to the knowledge required to understand and use research methods and techniques. Areas of study include research methods, observational studies, data analytic techniques and computer-based statistical packages which include experimental and case studies.

**22780****READINGS IN ACCOUNTING**

6cp

*prerequisite: Semesters 1 to 5 of the MBA*

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School. Formal lectures in selected areas may be required, as directed by the supervising lecturer. The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the speciality strand in the MBA program. Therefore the subject chosen should be related to other subjects within the chosen strand.

**22785****RESEARCH TECHNIQUES IN ACCOUNTING**

6cp

*prerequisite: completion of a relevant Bachelor of Business degree*

Exposes students to a selection of research techniques of potential relevance in preparing a thesis in the area of accounting.

**22786****RESEARCH SEMINARS IN ACCOUNTING**

6cp

*prerequisite: 22785 Research Techniques in Accounting (unless otherwise approved by Head of School)*

Provides a forum each semester for students to present an update on their research efforts and review the work of others.

**22791****BUSINESS PROJECT – ACCOUNTING**

12cp

*corequisite: 22760 Applied Research Skills*

The project will preferably be undertaken in an applied setting and will be related to the techniques and practices

used in the applied research skills subject. The project will allow examination of a perceived interest area. Resolution or elucidation of the interest area will review the use of skills, procedures and knowledge acquired in the course.

**22793****BUSINESS PROJECT – ACCOUNTING AND FINANCE**

12cp

*corequisite: 22760 Applied Research Skills*

The project will preferably be undertaken in an applied setting and will be related to the techniques and practices used in the applied research skills subject. The project will allow examination of a perceived interest area. Resolution or elucidation of the interest area will review the use of skills, procedures and knowledge acquired in the course.

**22795****STRATEGIC MANAGEMENT ACCOUNTING**

6cp

Together with the subject Management Planning and Control, provides the key management accounting skills and concepts necessary to relate the management of an organisation to its environment; to formulate strategies for the achievement of organisational objectives; and to manage the implementation of these strategies throughout the organisation.

**22796****STRATEGIC INFORMATION MANAGEMENT**

6cp

Provides the information system management skills (design, development and implementation) necessary to support the strategic management accounting functions of an organisation. Includes a full treatment of various information resource issues.

**22810****ACCOUNTING MODULE 1**

6cp

Incorporates the topics which are specified in the study guidelines issued by the Institute of Chartered Accountants in Australia for candidates who are undertaking the professional year examination.

**22812****ACCOUNTING MODULE 2**

6cp

Incorporates the topics which are specified in the study guidelines issued by the Institute of Chartered Accountants in Australia for candidates who are undertaking the professional year examination.

**24702****MARKETING THEORY AND PRACTICE**

6cp

Introduces students to the field of marketing. This survey subject will present the functional, social and managerial dimensions of marketing through lectures, article reviews and actual case examples. The student will gain an appreciation of the interrelationship of variables that impact on the marketing activity.

**24703****MARKETING AND INTERNATIONAL TRADE RELATIONS**

6cp

*prerequisite: 24712 Multinational Marketing*

Assists students in acquiring an understanding of the influence governments have on doing business overseas, and to build upon and apply the knowledge gained from Multinational Marketing so as to evaluate the opportunities and constraints which arise from international trade relations activities.

Enables students to broaden their understanding of international marketing by focusing on the role of govern-

ments, government agencies and multi-lateral bodies in facilitating or impeding the achievement of commercial objectives in overseas markets. Student involvement in presenting seminar papers will be extensively used throughout the semester as a supplement to lectures. There will also be a group project involving a contemporary trade relations issue.

**24705****MARKETING PROJECTS AND SERVICES OVERSEAS**

6cp

*prerequisite: 24712 Multinational Marketing*

Builds upon and applies knowledge acquired from Multinational Marketing to the marketing of Australian projects and services overseas. Facilitates an understanding of the complexities that surround the successful negotiation and awarding of projects overseas with particular reference to the roles of governments, aid agencies, financial institutions and multilateral bodies. Covers the 'packaging' of the project proposal, strategic alliance possibilities and the marketing of the proposal to those influencing the award of the project.

Assesses the differences between marketing services in Australia and marketing services overseas. Evaluates the opportunities and constraints facing Australian organisations when marketing abroad, both in general and with specific reference to education, health, legal services, accounting services, insurance, tourism, and intellectual property.

**24710****BUYER BEHAVIOUR**

6cp

Provides an insight into buyer behaviour as the foundation for marketing strategy. Examines individual, social and environmental determinants of buyer behaviour within an overall conceptual framework that includes information processing, learning, motivation, attitudes, personality, lifestyle, social and cultural group influences.

**24712****MULTINATIONAL MARKETING**

6cp

*prerequisite: 24702 Marketing Theory and Practice*

This subject is managerial in the sense that it focuses on the problems and decisions facing managers of international marketing. It is comprehensive in that it covers the problems of marketing across national boundaries as well as those arising from marketing within a number of different national markets. The subject treats at length the situation of the Australian firm engaged in multinational marketing activities. The level of involvement ranges from exporting to licensing, to joint ventures, to wholly-owned subsidiaries. The student will be given the opportunity of applying the theoretical knowledge gained to a detailed analysis of a particular foreign market environment and the development of marketing strategies required in that market by an Australian organisation.

**24713****SALES MANAGEMENT**

6cp

Interrelates principles of organisation theory, motivation and marketing, thereby providing a conceptual framework for the practice of sales management. Develops functional knowledge in the discipline. Sales management was previously considered in the discussion of tasks of the marketing manager. This subject is presented by combining material from management and marketing areas that relate to inter-organisation and interpersonal exchanges. Thus, the course relates to the application of principles to practice giving the sales manager a theoretical foundation for planning, implementing and controlling the sales function.

**24720****MARKETING RESEARCH**

6cp

Provides a comprehensive account of the marketing research process, from problem

recognition and definition through all the procedural steps of findings and recommendations for marketing decision making. Specific treatment of the nature, role and management of marketing information in a corporate setting will provide a basis for discussion and development of research methodology. Covers a fundamental component of the marketing process: the generation and management of the marketing information resources of an organisation. In this sense the subject is critical to discussion of specific functional decision areas of marketing in other subjects in the course. The practical emphasis will further contribute to the student's understanding of the problems and potentials inherent in the collection and analysis of marketing data.

**24730****ADVANCED MARKETING MANAGEMENT**

6cp

*prerequisite: 24702 Marketing Theory and Practice or equivalent*

Develops the student's ability to apply principles of decision making to problems in marketing strategy. The attractiveness of various alternatives for individual decisions within the marketing area is affected by the interaction of all elements of the marketing program. In addition, situational factors (within the company, the industry and the broader environment) affect the attractiveness of alternative marketing solutions. Case studies and a business simulation will be extensively used.

**24731****ADVERTISING MANAGEMENT**

6cp

*prerequisites: 24702 Marketing Theory and Practice; 24710 Buyer Behaviour (recommended)*

Advertising, promotion and business communication decisions are examined in this subject from an advanced viewpoint based on theory and research findings. The purpose is to provide managers with systematic approaches to setting advertising and promotion objectives, establishing budgets, identifying relevant target audiences, formulating and testing strategies and evaluating campaign results. Contemporary issues in advertising are considered, together with reference to complementary aspects such as publicity and direct marketing. The subject includes an applied project covering these decision factors.

**24734****MANAGERIAL MARKETING**

6cp

Recognises marketing as a key managerial decision-making area, in particular relating the organisation to its environment. Drawing extensively on the literature in marketing and marketing management, the subject will adopt a range of teaching approaches to demonstrate the nature and complexity of managerial marketing decision making, and at the same time develop knowledge and skills for effectively managing the complexity of exchange processes.

**24736****MARKETING COMMUNICATION**

6cp

*prerequisite: 24734 Managerial Marketing*

Deals with the communications outflow generated in the process of marketing management. As such, all forms of marketing communications directed towards the market place will receive attention, and will be considered as strategic alternatives for achieving marketing goals. Specific topics covered will include interpersonal, intermediary and mass

communications. Personal selling, reseller support and the various forms of mass media, advertising and promotion will be given detailed treatment.

**24737****MARKETING INFORMATION MANAGEMENT**

6cp

*prerequisite: 24734 Managerial Marketing*

Provides a comprehensive coverage of the topic of information in a marketing management context. The concept of the marketing information system will provide a basis upon which detailed treatment of specific issues in information generation, organisation, dissemination and use will be built. A major portion of the subject will deal with marketing research methodology as applied to the marketing management decision-making context. There will be a project requirement in this subject in order to ensure that practical aspects of research methodology are appreciated by participants.

**24738****INTERNATIONAL MARKETING MANAGEMENT**

6cp

*prerequisite: 24734 Managerial Marketing*

This subject is managerial in the sense that it focuses on the problems and decisions facing managers of international marketing. It is comprehensive in that it covers the problems of marketing across national boundaries as well as those arising from marketing within a number of different national markets. The subject treats at length the situation of the Australian firm engaged in multinational marketing activities. The level of involvement ranges from exporting to licensing, to joint ventures, to wholly-owned subsidiaries. The student will be given the opportunity of applying the theoretical knowledge gained to a detailed analysis of a particular foreign market environment, and the development of marketing strategies required in that market by an Australian organisation.

**24742****NEW PRODUCT MANAGEMENT**

6cp

*prerequisites: 24702 Marketing Theory and Practice; 22740 Accounting for Marketing; 24720 Marketing Research*

Exposes students to the literature on, and the nature of, the marketing task involved in the development and launch of new products. Students will also be required to carry out a project whereby a marketing feasibility and strategy are developed for an actual new product innovation calling on knowledge gained in previous marketing subjects.

**24743****CONTEMPORARY ISSUES IN INTERNATIONAL MARKETING**

6cp

*prerequisite: 24712 Multinational Marketing*

Builds upon existing knowledge in the area of international marketing and applies it to current developments and issues (both conceptual and empirical) in the field. It aims to increase awareness and improve understanding of issues beyond the scope of topics covered in traditional international marketing courses. Emphasis is placed on both global and recent international trade issues from an Australian perspective. Topics covered include political, legal, economic, cultural environmental issues; managerial and strategic issues; trade relations and internationalisation issues; and conceptual issues associated with the development of international marketing theory.

**24744****COMPETITIVE INTERNATIONAL MARKETING STRATEGY**

6cp

*prerequisite: Semesters 1 to 5 of the Master of Business in International Marketing*

Enhances the problem-solving, decision-making and general management skills of students in the context of an international organisation operating in a com-

petitive and changing global environment. Involves a PC-based international business simulation exercise and case studies/readings. Decision areas covered include: company organisation, products and improvements, management of innovation, area operations, competitive analysis, marketing research, pricing, promotion, distribution, inventory management and inter-company and intra-company transactions.

**24750****MARKETING DECISION ANALYSIS**

6cp

*prerequisites: 24734 Managerial Marketing; 24702 Marketing Theory and Practice; 24720 Marketing Research; 24730 Advanced Marketing Management*

Studies marketing management decision processes and procedures from a product manager's viewpoint. An increasingly complex marketing environment offers product managers new challenges and opportunities. To take advantage of the opportunities and meet the challenges, computer-aided decision procedures provide additional conceptual and applied tools for decision making. This course builds and expands on the material covered in earlier postgraduate courses in marketing by way of learning about computer models which aid a product manager in the task of managing markets.

**24755****APPLIED INTERNATIONAL MARKETING RESEARCH**

12cp

*prerequisite: Semesters 1 to 4 of the Master of Business in International Marketing*

Develops skills in conducting various international marketing research and marketing management activities. Involves a study tour of one or two overseas countries. Enables the student to develop an appreciation of the ways in which marketing systems might be compared and evaluated across national boundaries. A greater understanding of

the role and significance of Australian business in the international economy will also be achieved.

## 24780

### READINGS IN MARKETING

6cp

*prerequisites: nil, however, prior permission is required*

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the Head of the School of Marketing. Formal lectures in selected areas may be required, as directed by the supervising lecturer. The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the speciality strand in the MBA program. Therefore the subject chosen should be related to other subjects within the chosen strand.

## 24785

### RESEARCH TECHNIQUES IN MARKETING

6cp

*prerequisite: completion of a relevant Bachelor of Business degree*

Exposes students to a selection of research techniques of potential relevance in preparing a thesis in the area of marketing.

## 24786

### RESEARCH SEMINARS IN MARKETING

6cp

*prerequisite: 24785 Research Techniques in Marketing (unless otherwise approved by Head of School)*

Provides a forum each semester for students to present an update on their research efforts and review the work of others.

## 24790

### BUSINESS PROJECT – MARKETING

6cp

*prerequisite: Semesters 1 to 5 of the MBA*

Designed to provide an opportunity to investigate some specific business problems in marketing such as strategic marketing planning, researching a new product venture or developing decision tools. It is expected that students will apply marketing and other business concepts studied in earlier subjects. Specific topic selection will be in consultation with a selected supervisor from the School of Marketing. Prospective students are advised to consult their supervisor during the first week of semester at the latest; consultation during the previous semester may facilitate project work.

## 25705

### FINANCIAL MODELLING AND FORECASTING

6cp

Provides each student with skills in the use of a personal computer. The major objectives are to develop each student's ability to make intelligent use of forecasting and financial planning models, and to develop and implement decision support systems. Topics include an introduction to microcomputer and spreadsheet programs, developing worksheets for planning and forecasting in the finance arena e.g. manpower planning, cashflow forecasting, loan amortisation schedule, lease vs debt financing, financial ratio analysis, developing basic forecasting skills – projection models, smoothing models, regression models, introduction to more complex techniques.

## 25706

### ECONOMICS FOR MANAGEMENT

6cp

Provides an intensive introduction to the two major components of economic theory – microeconomics (which deals with the behaviour of individuals, firms and industries) and macroeconomics

(which deals with the behaviour of the national and international economies). Its goal is to provide a working knowledge of the economic environment of Australian business. Topics covered include demand and supply, theory of the firm, the market system, market failure, macroeconomic theory of out-put, employment and inflation, and macroeconomic policy.

### **25707**

#### **GOVERNMENT-BUSINESS RELATIONS**

*6cp*

*prerequisite: 25706 Economics for Management*

Examines government policies directed to the behaviour of private sector firms. Begins by considering the rationale for government intervention in private sector activities, with emphasis on current developments in the corporatisation and privatisation of government business enterprises. Specific government policies and the formation of such policies are then examined. Policies looked at include economic aspects of competition policy, industry policy, protection of the national interest, foreign investment, small business policy, research and development targeted sectoral policies.

### **25708**

#### **STRATEGIC FINANCIAL MANAGEMENT**

*6cp*

Provides the financial insight and skills necessary to complement all important areas of any business. Allows students to assess whether an investment should occur in various assets and what liabilities or financing requirements are necessary to ensure success. This is all within a framework of risk and return decisions that must be made by any corporation.

### **25721**

#### **INVESTMENT MANAGEMENT**

*6cp*

*prerequisite: 25742 Financial Management or 25765 Corporate Finance*

Introduces the conceptual and theoretical frameworks of the traditional and portfolio approaches to investments, and practises students in the techniques of portfolio analysis and management. Other topics will include security valuation, investment in fixed interest securities, investment and inflation, investment in traded options.

### **25731**

#### **INTERNATIONAL FINANCIAL MANAGEMENT**

*6cp*

*prerequisite: 25742 Financial Management or 25765 Corporate Finance*

Examines foreign exchange markets, multinational working capital, international investments and the financing of international operations. Topics include foreign exchange markets – spot, forwards, currency options and futures markets; basic international finance relationships – interest rate parity, purchasing power parity, Fisher effect; foreign exchange risk management – forecasting exchange rates, measuring and management exposure to exchange rate fluctuations; multinational working capital management – short term, cash, credit, inventory management; international investment – capital budgeting, cost of capital, company risk analysis; international financing – international capital markets, Euromarkets, special financing vehicles (swaps), global financing strategies, tax management.



**25736****ASIAN-AUSTRALIAN ECONOMIC RELATIONS**

6cp

*prerequisite: 25706 Economics for Management (unless otherwise approved by Head of School of Finance and Economics)*

Objective: To gain an understanding of Australia's developing economic relations with Asia; the history of the economic development of selected Asian economies; and future prospects for Australia within the Asian region.

Topics include an overview of Australia and Asia; a review of selected fundamental economic concepts: output, growth, inflation, indexes, comparative statistics, exchange rates etc.; the development of China's political economy before, during and (more importantly) after Mao; Australia's developing trading relations with China – after Mao; the development of Japan's political economy; Australia-Japan economic relations; the economic development of Asia's newly industrialised economies (NIEs) – South Korea, Taiwan, Hong Kong and Singapore; Australian trading relations with NIEs; ASEAN history and economic relations with Australia; aspects of macroeconomic management in Asia and Australia; and possible special interest topics.

**25741****CAPITAL MARKETS**

6cp

Assists students in developing a broad knowledge of the instruments, institutions and markets that comprise the financial system, and an understanding of the dynamics that influence the behaviour of financial markets and the value of financial instruments.

Topics include financial mathematics; capital and foreign exchange markets; the role of the Reserve Bank; the determination of interest rates; the yield curve; duration; interest rate risk; financial futures and options; foreign rate agreements (FRAs); swaps and financial innovation.

**25742****FINANCIAL MANAGEMENT**

6cp

*prerequisites: 25706 Economics for Management; 21710 Quantitative Methods and either 22726 Accounting and Financial Administration or 21731 Resources Management*

Topics include the conceptual basis of financial decisions; accounting statements and cash flow; net present value; the valuation of debt and equity; capital budgeting issues; risk and return; the capital asset pricing model (CAPM); capital structure – determinants of the optimal balance of debt and equity; dividend policy; and leasing.

**25743****CORPORATE FINANCIAL ANALYSIS**

6cp

*prerequisite: 25742 Financial Management or 25765 Corporate Finance*

Develops an understanding and appreciation of the assessment of financial statements for corporate finance lending and investment purposes. Topics include demand and supply of financial statements – analysis of key financial ratios on a cross section and time series basis; forecasting financial statements – interrelationship of key financial statements (balance sheets, profit and loss, cash flows); capital markets and information efficiency – asset pricing, corporate information releases; equity analysis – impact of financial statements, corporate restructuring (mergers); debt ratings and financial statements – debt issues, distress analysis, loan decisions.

**25744****CURRENT ISSUES IN FINANCE**

6cp

*prerequisite: 25742 Financial Management*

Introduces students to relevant topics in the field of finance through readings from recent journal articles. Covers both basic theory and practical application of asset pricing and corporate financial strategy. The course will enable students to inte-

grate and consolidate the knowledge they have gained from previous courses in finance, as well as to appreciate the implications of recent developments for corporate financial decision making. Students will be acquainted with the current ongoing research in finance.

Topics include anomalies in equity pricing; re-examination of market efficiency; performance evaluation; portfolio insurance; asset and liability management; issues in risk management; financial engineering; corporate control; capital structure; capital raising; and corporate restructuring.

### **25751**

#### **FINANCIAL INSTITUTION MANAGEMENT**

6cp

*prerequisites: 25741 Capital Markets and either 25742 Financial Management or 25761 Elements of Financial Management*

Introduces students to a broader view of a changing banking environment; develops an understanding of financial decision making in banking; develops decision-making skills in policy formulation and implementation. Topics include liquidity management; capital adequacy; bank risks and measure of interest rate risk; methods for correcting interest rate risk – futures, options, swaps; foreign exchange; and bank planning.

### **25752**

#### **FINANCIAL INSTITUTION LENDING**

6cp

*prerequisites: 25741 Capital Markets and either 25742 Financial Management or 25761 Elements of Financial Management*

Develops understanding and appreciation of sound and practical bank lending practices, including corporate and consumer lending, international trade, current issues, and legal matters. Topics include lending – loan types, mortgage property; lending – securities, documentation; lending – balance sheet analysis; lending – managing advances; international trade – exchange rates, payment mechanisms; international trade – risk assessment.

### **25753**

#### **ISSUES IN BANKING**

6cp

*prerequisites: 25751 Financial Institution Management; 25752 Financial Institution Lending*

Examines major matters of current concern to the practice of banking and finance. The topics will also be related to material covered previously in the course. This subject aims to increase awareness and improve understanding of issues beyond the scope of topics covered in traditional banking courses.

### **25761**

#### **ELEMENTS OF FINANCIAL MANAGEMENT**

6cp

Introduces students to the analytical techniques applied to financial decision making and the concept of time value of money. Evaluation and selection of capital assets. Introduction to the Australian financial system. Topics include financial fundamentals, financial maths, financial ratios; applications of capital budgeting; working capital management; debt and equity.

### **25762**

#### **SYNTHETIC FINANCIAL PRODUCTS**

6cp

*prerequisites: 25741 Capital Markets; 25742 Financial Management or 25765 Corporate Finance*

Provides an introduction to the management of portfolios using derivative securities in financial markets. Stock, index, debt and foreign currency options are discussed, as well as forward and futures contracts and options on these instruments. The role of such instruments as risk-transferring devices is also discussed.

**25763****CORPORATE TREASURY  
MANAGEMENT**

6cp

*prerequisites: 25742 Financial Management or 25765 Corporate Finance; 25731 International Financial Management*

Exposes students to the management of financial price risk in a corporate treasury environment. Topics include objectives, functions, structure and information requirements for corporate treasury management – rationale or risk management; treasury performance measurement – market value, economic return, opportunity gains/costs, benchmark, risk assessment; identifying and measuring financial price risk, gap analysis, duration analysis, immunisation strategies; tools for managing, pricing and valuing financial risk – forwards, futures, swaps, options; interrelationships of financial risk management tools – assembling 'building blocks' or derivatives, redesign of financial structures, designing new products.

**25764****VENTURE CAPITAL FINANCE**

6cp

*prerequisite: 25742 Financial Management or equivalent*

Provides an in-depth understanding of the venture capital market and develops a critical insight into the process of venture capital financing in the Australian and selected overseas markets. Students are exposed to the nature of the venture capital market; the role of government initiatives and private sector participation in the supply of venture capital; taxation incentives; sources and types of venture capital finance; corporate venture and other recent international developments in venture capital; a critical analysis of the recent advances in venture capital research; and the use of statistical and other research techniques for empirical venture capital research.

**25765****CORPORATE FINANCE**

6cp

*prerequisites: 25706 Economics for Management; 22726 Accounting and Financial Administration; 25761 Elements of Financial Management*

Introduces and exposes the student to corporate financial management; basic investment decision-making techniques and financing decisions both short term (current) and long term. Topics include modern portfolio theory involving risk–return relationships; principle of diversification and assessment of risk; capital asset pricing model and capital budgeting; project analysis; market efficiency and dividend policy: effects of dividend imputation and capital gains tax; debt policy; weighted average cost of capital; financial distress or corporate failure prediction; leasing versus debt alternative; mergers and acquisitions.

**25780****READINGS IN FINANCE**

6cp

*prerequisite: Semesters 1 to 5 of the MBA*

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School. Formal lectures in selected areas may be required, as directed by the supervising lecturer. The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the speciality strand in the MBA program. Therefore the subject chosen should be related to other subjects within the chosen strand.

**25781****READINGS IN ECONOMICS**

6cp

*prerequisite: Semesters 1 to 5 of the MBA*

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School. Formal lectures in selected areas

may be required, as directed by the supervising lecturer. The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the speciality strand in the MBA program. Therefore the subject chosen should be related to other subjects within the chosen strand.

## **25785**

### **RESEARCH TECHNIQUES IN FINANCE AND ECONOMICS**

6cp

*prerequisite: completion of a relevant Bachelor of Business degree*

Exposes students to a selection of research techniques of potential relevance in preparing a thesis in the area of finance and economics.

## **25786**

### **RESEARCH SEMINARS IN FINANCE AND ECONOMICS**

6cp

*prerequisite: 25785 Research Techniques in Finance and Economics (unless otherwise approved by Head of School)*

Provides a forum each semester for students to present an update on their research efforts and review the work of others.

## **25807**

### **MERGERS AND ACQUISITIONS**

3cp

*prerequisites: 25741 Capital Markets; 25765 Corporate Finance*

The exact nature of the subject material will be determined by each presenter.

## **25809**

### **TECHNICAL ANALYSIS**

3cp

*prerequisites: 25741 Capital Markets; 25765 Corporate Finance*

The exact nature of the subject material will be determined by each presenter.

## **25811**

### **SWAPS**

3cp

*prerequisites: 25741 Capital Markets; 25765 Corporate Finance*

The exact nature of the subject material will be determined by each presenter.

## **25812**

### **FUNDRAISING IN INTERNATIONAL MARKETS**

3cp

*prerequisites: 25741 Capital Markets; 25765 Corporate Finance*

The exact nature of the subject material will be determined by each presenter.

## **25813**

### **FINANCIAL NEGOTIATION SKILLS**

3cp

*prerequisites: 25741 Capital Markets; 25765 Corporate Finance*

The exact nature of the subject material will be determined by each presenter.

## **25814**

### **BANKING AND BUSINESS ETHICS**

3cp

*prerequisites: 25741 Capital Markets; 25765 Corporate Finance*

The exact nature of the subject material will be determined by each presenter.

## **25815**

### **ASIAN CAPITAL MARKETS**

3cp

*prerequisites: 25741 Capital Markets; 25765 Corporate Finance*

Examines the structure and institutions of the major Asian capital markets and the interconnections between these markets. A number of empirical studies focusing on Asian capital markets will be reviewed. The exact nature of the subject material will be determined by each presenter.

**26702****MANAGEMENT DEVELOPMENT  
OUTDOORS**

6cp

Students will undertake a program of experiential learning based in the outdoors to develop a range of management skills, particularly in the areas of leadership and team dynamics. The program consists of a variety of experiential tasks and challenges set in the outdoors which must be overcome through individual and team effort. Most of these problems will place participants in situations which involve certain amounts of perceived stress, uncertainty, ambiguity and risk. Facilitated discussion follows the activities.

**27108****LIFESTYLE ANALYSIS**

6cp

*prerequisites: 27752 Marketing for the Arts or 27807 Tourism and Leisure Marketing or 27716 Sports Marketing or 27710 Popular Culture or an approved general marketing subject*

Draws on a variety of disciplinary perspectives and provides the opportunity to explore the possibilities of interdisciplinary studies as exemplified by leisure studies and tourism studies subjects. Covers approaches to conceptualising and theorising lifestyle including Weber and Weberian school of thought; sub-cultural studies; psychological approaches; market research/psychographics studies; spatial/geodemographic approaches; leisure styles; health research and lifestyle; the idea of quality of life, 'socialist lifestyles', the elderly, communes and 'alternative' lifestyles; analysing the concept of lifestyle and its dimensions; methodological issues; lifestyle as a research/marketing/policy tool; lifestyle in leisure/tourism research; lifestyle in the marketing of leisure and tourism; lifestyle in leisure policy formulation and service delivery.

**27701****LEISURE INDUSTRY  
ORGANISATION AND POLICY**

6cp

Examines the history of the leisure industry in Australia, and the sometimes complementary and sometimes conflicting role of the public, commercial and voluntary sectors. Explores the influence of each sector in meeting demands and in shaping and controlling the leisure behaviour of Australians. Examines the linkages with other aspects of public, private and voluntary activities; and the response of contemporary leisure organisations to the perceived social, economic and institutional problems in Australia.

**27702****APPLIED LEISURE THEORY**

6cp

Explores a cross-section of the literature which explains different aspects of leisure theory. The literature addressed draws from sociology, psychology, history, philosophy and leisure studies, and covers contemporary debates and issues in leisure theory.

**27704****ECONOMICS OF LEISURE AND  
TOURISM**

6cp

*prerequisite: 27709 Leisure Industry Organisation and Policy (or its equivalent)*

Introduces the language, concepts and analytical techniques of economics and their application to leisure and tourism. The subject examines the role of the state as leisure provider; means of assessing the value and viability of leisure and tourism investments in the public and private sector; and, mainstream economic theories, as well as critical theories, on the operation of the market system.

**27705****TOURISM SYSTEMS***6cp*

Demonstrates a conceptual awareness of leisure-based tourism and other forms of travel; uses systems theory principles to analyse and describe tourism and to develop appropriate models for further investigation; systematically and analytically investigate tourism's component elements in terms of their structures, functions, operations and intra-system interrelationships; demonstrates knowledge and understanding of the interrelationships between tourism and the environment with which it interacts; demonstrates awareness of the applicability of such knowledge to management and other business practices in the travel and tourism industry; and demonstrates the ability to apply this subject's body of knowledge in a managerial decision-making role using contemporary case histories or case studies.

**27706****TOURISM MANAGEMENT***6cp*

Examines management theories and their application to tourism industry settings and management structures; the functions and levels of management in tourism industry organisations; management strategies; service quality issues and implications for management.

**27707****LEISURE AND TOURISM RESEARCH***6cp*

Covers social science research methods such as project design; literature review; secondary data; observation; qualitative methods; in-depth interviewing; participant observation; questionnaire design, sampling and survey analysis (using the SPSS computer package). Assessment involves individual assignments and a group project involving three or four students and consisting of a 'live' research project, usually for a client, in an area of the students' interest.

**27708****THE TRAVEL AND TOURISM INDUSTRY***6cp*

Students will be expected to identify, define and describe the travel and tourism industry; classify the firms and organisations comprising the industry into sectors according to their basic functions; analyse and critically evaluate each sector; demonstrate knowledge of the environments with which the industry and its constituent sectors interact; demonstrate knowledge of occupations and management functions within industry sectors; and demonstrate the ability to critically investigate management problems and functions in the context of one or more industry sectors in ways that are sensitive to tourism's external environments.

**27710****POPULAR CULTURE***6cp**prerequisite: 27712 Leisure Theory*

Examines the historical idea of popular culture as collective social formation and the contemporary idea of popular culture as mass culture. Students will learn techniques and theories of cultural analysis and will inquire into the relationship between cultural production, popular culture and leisure. The literature on popular culture guides the subject through an analysis of historical material, mass culture, magazines, comics, music, television, sport and tourism.

**27711****LEISURE AND TOURISM PLANNING***6cp*

Covers the principles of the environmental planning process as they apply to leisure, recreation and tourism; enables students to identify the components of a planning problem (environmental, economic, social, legal, political) and determine related data requirements; be familiar with those aspects of State and

Local Government Acts and ordinances which govern leisure, recreation and tourism planning in NSW, including those which relate to development control; be able to critically assess and evaluate the outcomes of planning and design decisions and practices.

### **27713**

#### **LEISURE MANAGEMENT**

*6cp*

Gives a general introduction to management issues and management theory, and their application to the leisure service environment. Covers management theory; management of human resources; organisational culture; conflict and negotiation skills; leisure industry practices; and management strategies for the leisure industries.

### **27714**

#### **TOURIST ATTRACTIONS MANAGEMENT**

*6cp*

Examines the functions of tourist attractions in the overall phenomenon of tourism, and seeks to develop an understanding of the distinctive features of tourist attractions as organisational arrangements for the performance and delivery of away-from-home personal leisure services. Examines the environment in which tourist attractions are created and the interactions between manager/operators of attractions and other participants in the process such as tourists themselves and tour operators. The subject enables the student to practise certain management or marketing functions, through case studies.

### **27715**

#### **MANAGEMENT OF AUSTRALIAN SPORT**

*6cp*

Provides an introductory framework for the study of sports management, and considers the resource demands that sport imposes at different levels of performance. Examines the private,

public and volunteer structures which support Australian sport, and analyses a number of issues and challenges facing Australian sport, including demographic change, lifestyle trends, equity, technology and funding.

### **27716**

#### **SPORTS MARKETING**

*6cp*

Provides an introduction to the role of marketing in modern sports management. Considers product, price, place and promotion in relation to sport, and addresses the task of meeting client needs, selling and marketing orientations in various market sectors, market research and criteria for effective market segmentation, special event marketing, corporate sponsorship, fundraising, sales, and public relations.

### **27717**

#### **EVENT AND FACILITY MANAGEMENT**

*6cp*

Develops an understanding of the planning and operational processes necessary for the efficient conduct of major and minor sporting events; the managing of sports facilities; the preparation and implementation of sports development plans; the management of financial resources, supplies and equipment; evaluation models; and the planning, construction and maintenance of sports facilities.

### **27718**

#### **SPORT AND THE LAW**

*6cp*

Develops an understanding of the legal principles and processes which affect sports management in Australia. Looks at law courts and legislatures; legal terminology and areas of discipline; law and the business of sport; minimising liability; incorporation; the status of participants and liability; consumer protection; player contracts, conditions and exclusions; contracts of employment for managers; and risk management.

**27751****ACCOUNTING, FINANCE AND MANAGEMENT***6cp*

Objectives are to develop skills in recording and processing accounting information and generating accounting reports; to be able to analyse accounting reports; to learn methods available for evaluating investment opportunities and means of financing; to appreciate the elements of cost and management accounting. Topics include introduction to accounting, finance and management; sources of business information; the accounting cycle; computer-based accounting systems; accounting for inventory, receivable and fixed assets; sources and applications of funds; analysis of financial statements; investment evaluation and computer-assisted techniques; management accounting – cost–volume–profit analysis; product costing systems; budgeting.

**27752****MARKETING FOR THE ARTS***6cp*

Provides an understanding of the role of marketing in contemporary society and an understanding of the basic concepts in marketing management. Enables students to identify the particular characteristics and skills necessary for successful arts marketing, and to be familiar with market/audience research techniques in the arts.

**27753****THE ARTS ENVIRONMENT IN AUSTRALIA***6cp*

The central premise of this subject is that art is a social product. This challenges romantic and mystical notions which represent art as 'above' society, as transcending social and historical forces. In arguing against these idealist notions, this subject explores how social, political and economic factors distinguish art from a wide range of related cultural practices. The specific focus is on the structures of

arts organisations and policy in Australia. Particular issues considered include the politics and history of public support for the arts, the formation of audiences and publics, the economic impact of the arts, the interaction of the public and private sectors, and theories of culture and art.

**27754****ARTS MANAGEMENT RESEARCH PROJECT***6cp*

*prerequisite: all core subjects in the Graduate Diploma in Arts Management*

Provides students with the opportunity to undertake a substantial applied research project through which they may develop and test their project design and managerial skills. Enables students to consolidate and reflect on knowledge gathered in the course and bring this to bear on a contemporary arts issue.

**27755****ARTS ORGANISATIONS AND MANAGEMENT***6cp*

*prerequisite: 27753 The Arts Environment in Australia*

Develops a critical appreciation of management practices and organisational forms within the arts and cultural industries; examines the impact of different modes of managing and organising; creates an awareness of behavioural issues within arts organisations including power, control, conflict, negotiation, decision making and strategic planning; addresses a range of contemporary issues which impact upon the management role within these organisations, including discrimination, industrial relations, cutback management techniques and corporatisation.

**27756****LAW AND THE ARTS***6cp*

Develops a basic understanding of the legal environment of the arts in Aus-



tralia, and identifies legal problems and situations where expert legal advice is necessary. The subject covers the structure of the Australian legal system, the law of associations, copyright, royalties and residuals, contracts, tax issues and restrictions of rights.

### **27759**

#### **ACCOUNTING AND FINANCE FOR THE ARTS**

*6cp*

Gives students a basic appreciation of the role of financial management in arts administration. Some cultural bodies have difficulty delivering services to the community simply because their management is ill-equipped to balance artistic outputs within available financial resources. Lectures and workshops cover basic financial analysis and reporting, compiling charts of accounts, using personal computers to solve everyday problems and working with boards, committees and funding authorities.

### **27787**

#### **ACCOUNTING PRACTICE FOR MANAGEMENT**

*6cp*

Provides a basic introduction to accounting for managers. Covers the conceptual framework for accounting; the accounting cycle; computer-based and manual accounting systems; accounting for inventory, receivable and non-current assets; contemporary legislation and regulation; accounting and financial management; investment evaluation; cost analysis; and budgeting concepts and procedures.

### **27806**

#### **TOURISM MANAGEMENT PROJECT**

*6cp*

*prerequisites: 27708 The Tourism Industry; 27707 Leisure and Tourism Research*

To bring to fruitful completion an applied management project which relates to a tourism industry opportu-

nity or problem; to demonstrate the ability to integrate the knowledge and skills acquired in the course and apply them to managerial decision making; to demonstrate the ability to function effectively in a management team; and to produce original work in an appropriate format which demonstrates abilities in the field of tourism management. The study will involve an actual tourism industry firm or organisation wherever possible.

### **27807**

#### **TOURISM AND LEISURE MARKETING**

*6cp*

*prerequisite: one core subject*

Provides an understanding of the nature of market relations and marketing processes for leisure and tourism; an understanding of the difference between selling and marketing orientations in the public, private/commercial and voluntary sectors; familiarity with the coordinative and integrative requirements of all marketing efforts; recognition of the criteria for effective market segmentation and the selection of client groups; comprehension of current trends in pricing for leisure and tourism; and provides familiarity with the communication processes necessary for successful promotion in terms of personal contact, advertising, incentive schemes and publicity.

### **27808**

#### **TRAVEL AND TOURISM LAW**

*6cp*

Conveys basic knowledge and understanding of general legal principles and processes which affect business activities in Australia; assists students to demonstrate knowledge and understanding of laws and regulations which have particular significance for the tourism industry and to demonstrate the ability to recognise legal obligations in management contexts in the tourism industry.

**27809****LEISURE STUDIES PROJECT**

6cp

*prerequisite: 27707 Leisure and Tourism Research*

Provides students with the opportunity to undertake a substantial applied research project through which they may develop and test their project design, managerial and analytical skills.

**27811****CULTURAL TOURISM**

6cp

*prerequisite: one core subject from Graduate Diploma in Arts Management, Graduate Diploma in Leisure Management, or Graduate Diploma in Tourism Management*

Investigates the organisation and meanings of tourism as a cultural phenomenon. The fundamental logic of tourism is cultural difference; how this difference is produced and consumed will be one of the main questions explored.

The subject begins by exploring the shifting meanings of culture in the history of tourism. Contemporary tourism is defined as a culture industry i.e. as an industry where cultural forms, processes, artifacts and spectacles are exchanged, consumed or experienced in various ways. The focus then turns to the major traditions of analysis of cultural tourism: the sociological, the anthropological and the more recent semiotic perspectives, specifically in terms of their value for a critical evaluation of the cultural dimensions of tourism.

After this analysis of the major theoretical debates, the concepts acquired here will be applied to a series of Australian case studies. Two main areas will be covered: tourism and the arts and tourism and Aborigines. Finally, the subject investigates the possibilities for sustainable tourism: for tourism that is regionally and culturally appropriate and non-exploitative.

**27915****APPLIED STUDIES A**

2cp

*prerequisite: approval of program coordinator*

Students complete a contract in advance with the program coordinator undertaking to complete a project requiring 50 hours of work (2cp) during the semester. The project work allows students to extend their knowledge of the field of leisure studies, apply general knowledge and skills to the field of leisure and recreation, and/or practise professional skills in a field setting.

**27925****APPLIED STUDIES B**

4cp

*prerequisite: approval of program coordinator*

Students complete a contract in advance with the program coordinator undertaking to complete a project requiring 100 hours of work (4cp) during the semester. The project work allows students to extend their knowledge of the field of leisure studies, apply general knowledge and skills to the field of leisure and recreation, and/or practise professional skills in a field setting.

**27935****APPLIED STUDIES C**

6cp

*prerequisite: approval of program coordinator*

Students complete a contract in advance with the program coordinator undertaking to complete a project requiring 150 hours of work (6cp) during the semester. The project work allows students to extend their knowledge of the field of leisure studies, apply general knowledge and skills to the field of leisure and recreation, and/or practise professional skills in a field setting.

**27941****ADVANCED RESEARCH METHODS FOR LEISURE AND TOURISM**

6cp

*prerequisite: 27707 Leisure and Tourism Research*

Develops advanced knowledge and skills in leisure and tourism research so that the student will be able to conduct competent research capable of advancing the field of knowledge. The subject assumes a basic knowledge of social research techniques and their application to leisure and tourism, as covered in the subject Leisure and Tourism Research. This involves a familiarity with the range of qualitative and quantitative research methods used and familiarity with a survey and statistical analysis package such as SPSS. The subject covers two areas: conceptual/theoretical and quantitative. The conceptual/theoretical part involves an exploration of the nature of social science research and its relationship to policy and the development of knowledge. The quantitative part involves an understanding of the application of statistical methods and exploration of the more advanced capabilities of the SPSS computer package.

**27943****SOCIOLOGY OF LEISURE**

6cp

*prerequisite: 27712 Leisure Theory; 27710 Popular Culture or 27811 Cultural Tourism (at credit level)*

The subject draws selectively from the sociology of leisure literature and identifies contemporary debates and developments. From this selective base, inquiry is directed towards specific social theorists whose work has influenced contemporary sociology of leisure, theorists such as Roland Barthes, Michel Foucault or Herbert Marcuse. Students who successfully complete the subject will have acquired a disciplined knowledge of debates in the sociology of leisure, an in-depth understanding of the work of one influential social theo-

rist and the relevance of that theorist for the sociology of leisure.

**27944****LEISURE POLICY**

6cp

*prerequisites: 27701 Leisure Industry Organisation and Policy; 27704 Economics of Leisure and Tourism; 27711 Leisure and Tourism Planning (at credit level)*

Examines in-depth policy analysis methods and their application to issues in leisure and tourism; theories of decision making; political philosophies and their implications for leisure and tourism. Makes an examination of a series of case studies in sport, the arts, tourism and outdoor recreation.

**27945****LEISURE AND TOURISM FUTURES**

6cp

Examines forecasting techniques and their application to leisure and tourism, and examines alternative social, political and environmental futures and their implications for leisure and tourism. Examines influences on the future of leisure and tourism including demographic change, national and international income growth, technological change, post-industrialism, leisure time, fashion/taste, environmental factors, political perspectives and the role of public and private sector leisure and tourism organisations.

**27946****MA PROJECT**

12cp

*prerequisites: 27941 Advanced Research Methods for Leisure and Tourism plus one elective chosen from 27943 Sociology of Leisure or 27944 Leisure Policy, or elective approved by Course Coordinator*

Students will be required to complete an MA Project, which is considered to involve an amount of study equivalent to two 150-semester-hour taught subjects. It is expected that the MA Project will result in a paper of the order of 8,000–10,000

words in length on a topic chosen by the student in consultation with the Course Coordinator. The MA Project can be theoretical or applied in nature. Thus it could be based entirely on reading of published material or it could involve collation and interpretation of secondary data or limited collection of primary data. The MA Project is not expected to advance knowledge but is expected to demonstrate the student's familiarity with relevant theory, ideas and literature and to present evidence of powers of reasoned exposition, logical structuring of arguments and scholarly presentation.

## 27947

### MA THESIS

36cp

*prerequisites: 27941 Advanced Research Methods for Leisure and Tourism plus one elective chosen from 27943 Sociology of Leisure or 27944 Leisure Policy, or elective approved by Course Coordinator*

Students will be required to complete a thesis, which is considered to involve an amount of study equivalent to six 150-semester-hour taught subjects. It is expected that the length of the thesis will normally be in the range of 20,000–30,000 words. The thesis is expected to present original research of a theoretical or applied nature. It will not be expected to advance knowledge, as is required in the case of a PhD thesis, but it should give evidence of the student's ability to engage in a substantial investigation, to identify and analyse research problems and to present the results in a coherent and scholarly manner.

## 28701

### BUSINESS AND THE CHANGING ENVIRONMENT

6cp

Introduces students to current and potential environmental changes which can influence the conduct of business, particularly in the Asia-Pacific region, in the present and future. Specifically addresses the major currents of change which are likely to affect the way

businesses are managed in the future; business strategies for coping with these changes; the need for multidisciplinary skills in problem solving; and new possibilities and creative alternatives in business. This subject is presented in a flexible format where students undertake three modules over the year, conducted for 1–2 days over three weekends. Modules will consist of a combination of lectures by industry speakers and workshop sessions.

## 28702

### BUSINESS ANALYSIS

6cp

Provides an introduction to the analysis of management information to support decision making. The subject will develop proficiencies in the use of information systems in the analysis of businesses and business problems. Emphasises modelling and analysis techniques in the functional areas of accounting, finance, general management, operations and marketing, including the use of relevant PC-based or Mac-based software packages. Topics include concepts of information and systems; humans as information processors; planning and control applications; and data analysis and forecasting techniques.

## 28790

### BUSINESS CONSULTATIVE PROJECT

6cp

*prerequisite: all the core subjects of the MBA program*

Provides the opportunity for in-depth, 'hands on' application of the MBA curriculum. Student groups acting as management consultants choose a project within a business unit, review its activities, diagnose problems and make recommendations. These studies may focus on functionally oriented projects such as financial analysis; specific industries such as biotechnology; or assignments centred around Small and Medium Enterprise (SME) clusters such as entrepreneurship.

**Postgraduate subjects offered by other faculties**

**43451**

**ENVIRONMENT OF PROFESSIONS OF LOCAL GOVERNMENT**

6cp

Establishes an understanding of cross-disciplinary competencies and values available in the professions working in local government. This provides a foundation for exploring management applications in later stages.

**43452**

**ENVIRONMENTAL MANAGEMENT**

6cp

Examines current environment issues and their implications at the local level. Global, national and local policy approaches are evaluated as a basis for developing local government multi-disciplinary management approaches.

**43453**

**INFRASTRUCTURE MANAGEMENT**

6cp

Examines current and likely future roles of local government in the provision of urban and regional infrastructure. Future infrastructure technologies are examined (such as information transfer) as are methods of public and private provision.

**43454**

**MANAGING LOCAL ENTERPRISE**

6cp

This subject, together with 21758 Strategic Management (Public), forms the capstone of the course. Students prepare a management plan, of publishable standard, for a selected local development issue (such as unemployment or environmental degradation). The emphasis is on issues in a council's external environment.

**43833**

**PROJECT MANAGEMENT**

6cp

Provides a sound knowledge of project management practice and the techniques associated with project planning and control. Considers the legal, contractual and managerial responsibilities of engineering managers and organisations, from the establishment of a project team or the initiation of a contract to the realisation of the project.

Examines organisation and project management structure; planning and management of physical resources; software for planning reporting, integration of progress and financial monitoring, cash flow management; cost and quality control; contract administration and dispute resolution.

**79701**

**STAMP DUTIES**

6cp

Gives a general overview of stamp duty, the means by which stamp duty is imposed, and the major instruments and transactions which are subject to duty and most frequently encountered in daily practice. Topics to be covered include imposition and territorial nexus; assessment of duty and consequences of non-stamping; conveyances and transfers; oral transaction duty; goods, wares and merchandise exemption; land-owning companies and trusts; leases, hiring arrangements and loan securities; insurance and financial institutions duty.

**79702**

**LAND TAX AND PAYROLL TAX**

6cp

This subject is divided into two components. Land Tax canvasses basic principles and more complex legal issues including general liability, practical aspects and administration and special matters such as jointly-owned land, and

'special trusts'. The second component explores complex taxation issues in relation to Payroll Tax, including issues of general liability; group employers; practical aspects and administration and other special matters such as relevant contracts and tax concessions.

### **79703**

#### **LEGAL ASPECTS OF CONTRACTS ADMINISTRATION**

*6cp*

Provides practitioners with an understanding of their contractual and legal responsibilities as managers. Provides participants with the opportunity to improve their skills in the formulation and administration of technical specifications, purchasing and supply contracts through an enhanced knowledge and awareness of a range of issues affecting contracts law.

### **79704**

#### **JAPANESE LAW AND BUSINESS**

*6cp*

Provides students with an extensive knowledge of Japanese law and business. Designed for students who as lawyers or in business may need to deal with Japanese companies. Covers a number of issues such as the development of the Japanese legal system, the structure of the Japanese company and industry, business law focusing on the anti-monopoly law and dispute resolution, all of which are crucial for Australian lawyers and business people to be aware of in their dealings with Japanese companies.

Topics include introduction to Japanese law and business – the issues; the development of Japanese legal systems; law and society in Japan; the Japanese company and industry; the Japanese industry – structure and development after World War II; law and business – anti-monopoly law and market regulation; law and practices in employment; the bureaucratic system; dispute resolution – litigation process and the role of conciliation, out-of-court dispute resolution mechanisms in Japan.

### **79706**

#### **CUSTOMS DUTIES/LEVIES**

*6cp*

Covers a range of key issues including liability to duty; import licensing and quota; dumping and countervailing duties; bounties; drawback and 'by-law for export'; appeal rights and excise duties.

### **79707**

#### **INTERNATIONAL TAXATION 2**

*6cp*

*prerequisite: 79762 International Taxation 1*

International tax planning is one of the key elements in any strategy of expansion. The appropriate tax advice will help avoid pitfalls. This subject will cover issues including a tax treatment of non-residents – industry provisions, royalties, sales in Australia by overseas manufacturers and merchants, ex-Australian profits; withholding tax – interpretative provisions, deemed interest, exclusions, recoupment and anti-avoidance legislation, dividends and interest and international tax avoidance and transfer pricing – anti-avoidance legislation, key elements of Division 13, administrative provisions, and other considerations.

### **79708**

#### **CONTEMPORARY BUSINESS LAW**

*6cp*

Provides students with an understanding of the legal system and a knowledge of a range of legal topics that are of practical relevance to managers. Develops a critical awareness of contemporary legal issues which are directly relevant to managers; explores the underlying legislation of the regulatory environment and how it impacts on management; provides access to the language and reasoning processes involved in the law by examining the relationship between jurisprudence (constitution, jurisdictions, government organs, the legal profession), ethics, morals, economics and relevant substantive areas of business law; and integrates common themes on legal theory and

commercial practice with a number of substantive topics which directly impact on management decisions.

Provides an introduction to the legal system: examines contractual relations; consumer protection; environmental law; management responsibilities; competition law; protecting commercial ideas; and employment law.

### **79711**

#### **ADVANCED INDUSTRIAL LAW**

6cp

*prerequisite: 79731 Industrial Law*

Develops the student's understanding of the collective aspects of the legal regulation of the employer/employee relationship introduced in the subject Industrial Law; instils an awareness of solutions to problems in this field attempted by other legal systems, and an understanding of current problems; develops the student's skills in the preparation for the presentation of cases before industrial tribunals. This subject completes the examination of industrial law in Australia. It seeks to develop an understanding of our industrial arbitration system and the regulation of wages and working conditions under awards at both the federal and State level.

### **79718**

#### **ADVANCED TAXATION**

6cp

*prerequisite: substantial knowledge of taxation*

This subject is concerned with taxation practice i.e. the application of various provisions of the *Income Tax Assessment Act*, the regulations thereunder and other revenue laws. The subject is not intended to be prescriptive, and variations will be made by the lecturer to cater for the interests of the students and to take account of current developments in revenue law. However, the subject does traverse current taxation problems affecting the business community and covers issues such as recent amendments and case law; fundamentals of tax planning; Section 51(1): advanced problems; partnerships; trusts; taxation and stamp duty problems in estate management,

company distributions, losses both current and previous year; superannuation and employee benefits; foreign source income and tax havens; alienation of income; legislative and judicial techniques to minimise tax avoidance; objections and appeals; other revenue laws.

### **79729**

#### **LEGAL ENVIRONMENT OF BUSINESS**

6cp

Develops an understanding of the basic principles relating to the law in Australia and its relation to a number of major areas of importance to business; develops the facility for identifying legal problems and recognising situations where expert legal advice is necessary. There are two strands, one emphasising business contracts and trade practices, the other emphasising intellectual property and computer law.

### **79731**

#### **INDUSTRIAL LAW**

6cp

Aims to introduce the student to an understanding of the various matters encompassed by industrial law; to study the common law and subsequent statute law relating to the relationship between the employer and employee, especially in the contract of employment; to develop an understanding of the legal regulation of the working conditions and pay of Australian employees at both the federal and State level.

### **79732**

#### **LAW FOR ADMINISTRATORS**

6cp

The constitutional limits on administration; legal rules; implementation of legal rules; judicial controls over administrative decision making; administrative controls over administrative decision making; rule and rule making in business regulation; tribunals and adjudication; advocacy; administrative law reform; reform of the Australian administrative process.

**79733****COMPANIES AND SECURITIES LAW***6cp**prerequisite: good knowledge of company law*

Presents a comprehensive overview of Australian Company Law, an integral part of current legal and commercial development in Australia, examining the provisions of the Corporations Legislation and the principles of the common law. Emphasis is given to the role of the new regulator, the Australian Securities Commission; duties of directors; regulation of the capital markets; common investment schemes and contemporary issues. The course is designed for students engaged in a variety of professional and commercial occupations who would like to acquire and perfect a working knowledge of company law.

**79741****MARKETING LEGISLATION IN AUSTRALIA***6cp**prerequisite: some knowledge of commercial law (preferred)*

Provides the marketing decision-maker with a general perspective of the legal context of marketing with emphasis on examining the philosophy, development and application of marketing-related legislation. Legislation relevant to the marketing manager concerned with making product, price, promotion and distribution decisions will be reviewed and discussed.

**79742****INTERNATIONAL BUSINESS LAW***6cp**prerequisite: basic understanding of commercial law*

Aspects of the law of the international sale of goods, aspects of the legal environment of the conduct of business abroad; international economic institutions (e.g. World Bank and IMF); GATT, Australia and its major trading partners, aspects of the anti-trust legislation and incentives to export; fiscal aspects of trade; the protec-

tion of Australian industry; foreign investment law; the transnational corporation.

**79749****LAW FOR MANAGERS***6cp**prerequisites: 21766 Managing Community Organisations; 21728 Public Sector Management*

At the conclusion of this subject, students will be familiar with the operations of the legal system including the role of parliament, the courts, the tribunals; will understand the way the legal rules are made and applied and the problems of rule handling in a non-legal context; and will be familiar with the ways in which bodies of law impact on the work of managers in the public and community sectors. Topics include an introduction to the legal system; constitutional aspects; the nature of legal rules; the legislative framework for actions against public or community managers (e.g. tort, contract); Administrative Law; particular aspects in the law referring to public employment and the employment of professionals; particular aspects of the law concerning the legal forms available for community organisations; their tax treatment and responsibilities of boards of managers and trustees.

**79752****EMPLOYMENT LEGISLATION***6cp*

Considers in detail the main aspects of the Australian and NSW Industrial Arbitration Acts, together with special legislation concerning leave with pay, workers' compensation, occupational health and safety, and anti-discrimination. A special component of this course is the study of the legislation and common law affecting industrial disputes.

**79753****CURRENT ISSUES IN INDUSTRIAL LAW***6cp*

Focuses on current developments and central issues in industrial relations law to ensure that students are familiar with



state-of-the-art knowledge and practice in the field. Topics covered include current legislative changes and proposed changes, common law development, and the latest arbitration and judicial decisions.

### **79761**

#### **INDIRECT TAXATION**

6cp

*prerequisite: 79718 Advanced Taxation*

Students will examine the legal and procedural issues arising in relation to various taxes. The subject is structured to examine the general liability to taxation, special matters which arise in the operation of the legislation and the practical aspects and administration associated with the legislation.

### **79762**

#### **INTERNATIONAL TAXATION 1**

6cp

*prerequisite: 79718 Advanced Taxation*

Presents a comprehensive explanation of the many and important issues to be presently found within the international environment of business. The subject will place emphasis on the more important taxation issues and thus will be flexible to respond to issues as they arise.

### **79763**

#### **CONTEMPORARY ISSUES IN TAXATION**

6cp

*prerequisite: 79718 Advanced Taxation*

Examines key current issues in taxation within the Australian environment. As emphasis is placed on important contemporary issues, the course content and presentation may vary in order to respond to changes in legislation and practice.

### **79775**

#### **FINANCE LAW**

6cp

Enhances students' knowledge of finance law and current practice. Topics include fundraising by equity and debt; money

market regulations; loans; leasing; trade finance; and banking finance.

### **79781**

#### **READINGS IN INTERNATIONAL BUSINESS LAW**

6cp

Allows a degree of flexibility in providing for specialised needs of individual students. If undertaken as part of the speciality strand in the Master of Business Administration program, the subject should be related to other subjects within the chosen strand. Formal lectures in selected areas may be required by the supervising lecturer.

### **79791**

#### **BUSINESS PROJECT – LAW**

6cp

Caters for specific interests in the graduate program of the Business faculty. The topic will be agreed among the subject coordinator, course coordinator and the individual student.

### **79811**

#### **TAXATION MODULE**

6cp

Covers the topics which are specified in the study guidelines issued by the Institute of Chartered Accountants in Australia for candidates who are undertaking the professional year examination.

## COURSES AND COURSE CODES

### UNDERGRADUATE COURSES

B01C	Bachelor of Business (City campus)
B01K	Bachelor of Business (Kuring-gai campus)
B003	Bachelor of Business (Honours)
B004	Bachelor of Business/Bachelor of Laws
B005	Bachelor of Business (old Kuring-gai CAE degree)
BA03	Bachelor of Accounting
BB06	Bachelor of Manufacturing Management
BL10	Bachelor of Arts in Leisure Studies
BL11	Bachelor of Arts in Tourism Management
BL12	Bachelor of Arts in Human Movement Studies
BL13	Bachelor of Arts in Leisure Studies (Honours)
BL14	Bachelor of Arts in Human Movement Studies/Diploma in Education
BB05	Associate Diploma in Community Organisations
BL01	Associate Diploma in Recreation

### POSTGRADUATE COURSES

BA54	Doctor of Philosophy (Accounting)
BF52	Doctor of Philosophy (Finance and Economics)
BL80	Doctor of Philosophy (Leisure and Tourism Studies)
BB56	Doctor of Philosophy (Management)
BM52	Doctor of Philosophy (Marketing)
BBL77	Master of Arts in Arts Management (by coursework)
BL76	Master of Arts in Arts Management (by thesis)
BL71	Master of Arts in Leisure Studies (by coursework)
BL70	Master of Arts in Leisure Studies (by thesis)
BL75	Master of Arts in Sports Studies (by coursework)
BL74	Master of Arts in Sports Studies (by thesis)
BL73	Master of Arts in Tourism Studies (by coursework)
BL72	Master of Arts in Tourism Studies (by thesis)
B056	Master of Business Administration (MBA)
BA56	Master of Business in Accounting
BA70	Master of Business (by thesis) in Accounting
BA57	Master of Business in Accounting and Finance
BF58	Master of Business in Banking and Finance
BB58	Master of Business in Employment Relations

BF70	Master of Business (by thesis) in Finance and Economics	BL53	Graduate Diploma in Sports Management
BM54	Master of Business in International Marketing	BL51	Graduate Diploma in Tourism Management
BB70	Master of Business (by thesis) in Management	BF56	Graduate Certificate in Banking
BM53	Master of Business in Marketing	B054	Graduate Certificate in Business Administration
BM70	Master of Business (by thesis) in Marketing	BA60	Graduate Certificate in Financial Controllership
BB64	Master of Business in Operations Management	BF54	Graduate Certificate in Financial Studies
EB52	Master of Local Government Management	BB67	Graduate Certificate in Management
BG88	Master of Management	BB65	Graduate Certificate in Purchasing and Materials Management
BG87	Master of Management (Community)	BL60	Graduate Certificate in Sports Management
BG86	Master of Management (Public)	BA61	Graduate Certificate in Strategic Management Accounting
BA53	Graduate Diploma in Accounting and Finance		
B055	Graduate Diploma in Business Administration		
BL52	Graduate Diploma in Arts Management		
BF51	Graduate Diploma in Banking and Finance		
BB52	Graduate Diploma in Employment Relations		
BL50	Graduate Diploma in Leisure Management		
BB68	Graduate Diploma in Management		
BM51	Graduate Diploma in Marketing		
BB55	Graduate Diploma in Operations Management		
BB66	Graduate Diploma in Purchasing and Materials Management		

**SUBJECT EQUIVALENTS FOR BACHELOR OF BUSINESS  
PROBATION AND EXCLUSION PURPOSES**

For the purposes of administering rules relating to double and triple failures, these subjects are considered *materially the same*.

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
O.S.U. subjects denoted by alpha-numeric code Aarhus subjects denoted by ASB		
21130 Organisational Behaviour	BA352 Organisational Behaviour	21101 Organisational Psychology 21115 Administrative Behaviour 51101 Administrative Psychology 51405 Administrative Psychology 21242 Administrative Psychology 21142 Administrative Psychology 36202 Organisational Behaviour
21125 Australian Business Environment		35103 Work Organisation and Society 21105 Introduction to Business 21112 Management of Organisations
21215 Management and Communication Skills		51105 Communication 21406 Management Skills 11111 Communication 1
26122 Business Statistics	29041 Quantitative Business Methods - BA 235	21241 Business Statistics 21141 Business Statistics 21120 Quantitative Methods 33185 Statistics 63185 Statistics 37101 Quantitative Methods
21430 Advanced Industrial Relations		21303 Industrial Relations and Practices Disputation 21305 Industrial Relations Patterns
21343 Quantitative Management	Introduction to Management Science BA338 and Applications of Management Science BA436 or BA434 and BA435 Management Science	
21210 Business and Government		36302 Government and Business 21361 Government A 21361 Australian Government Organisation 21361 Government Organisation in Australia

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
21221 Organisation Design and Change	* ASB Organisation Theory and International Marketing 29001 Management Processes - BA302 or Organisation Design and 21402 Organisation Theory Control - BA460	21402 Organisation Theory 21111 Organisation Theory 36802 Organisation Design
21408 Employment Relations Skills		21404 Industrial Relations Methods 21420 Industrial Relations Skills
21306 Employment Relations		36406 Employee Relations 1 21421 Australian Industrial Relations
21131 Operations Management	29023 Fundamentals of Operations Management - BA311	21447 Operations Management
21565 Public Sector Management A		21565 Public Administration 2
21570 Public Sector Management B	21727 Public Sector Employment Relations	
21591 International Management	International Environment and Management - BA486	
21670 Public Administration Project	21792 MBA Project - Public Sector Management	
21321 Organisational Diagnosis and Evaluation		36507 Structural Adaptation and Change in Organisations 21109 Business Policy Seminars 21118 Business Policy Seminar 2 21592 New Horizons in Business 21696 Contemporary Issues in Management
21715 Strategic Management	ASB Strategic Management	
21609 Corporate Strategy		36611 Strategic Management 21691 Business Policy and 21693 Managerial Simulation (Business) 21697 Business Policy and Simulation
22105 Accounting A	31914 Financial Methods 1	31105 Accounting 1 22101 Financial Accounting 1 22183 Financial Methods 1 22111 Financial Accounting 22112 Financial Accounting 1 22001 Principles of Accounting 31108 Accounting 1

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
22115 Business Information Systems		22220 Business Information Systems 1 38101 Computing 1
79101 Law for Business		22160 Commercial Law 1 9001B Business Law 21112 Business Law 22211 Business Law A 21160 Commercial Law 1 31405 Law and the Legal Process
22205 Accounting B		31205 Accounting 2 22202 Financial Accounting 2 22113 Financial Accounting 3 22306 Managerial Cost Accounting
79267 Commercial Law		22261 Commercial Law 2 22212 Business Law B 22214 Commercial Law 2 34201 Commercial Law
22321 Management Accounting 1	29000 Managerial Accounting BA212	22308 Management Accounting 1 22303 Cost Accounting 22305 Cost Accounting 22121 Management Accounting 1 22305 Management Accounting A 31405 Accounting 4
22306 Managerial Cost Accounting	22308 Management Accounting 1 31915 Financial Methods 2	22184 Financial Methods 2 22305 Management Accounting A
79365 Company Law		22361 Company Law Administration 22362 Company Law 22221 Company Law & Procedures 34301 Company Law
79265 Administrative Law 1	22732 Law for Administrators	22465 Administrative Law 22222 Administrative Law 22365 Administrative Law 1
79468 Equity and Trusts		79467 Law of Trusts
79606 Advanced Revenue Law		79564 Taxation 2
79666 Advanced Income Tax Law		79663 Advanced Income Tax 22663 Advanced Income Tax
79667 Indirect Taxation		79664 Indirect Taxes

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
79266 Administrative Law 2		22366 Legal Regulation of the Economy 22366 Administrative Law 2
22522 Auditing	29047 Auditing 1 - BA427	22401 Auditing 22506 Auditing 1 22401 Auditing 1 22143 Auditing & Internal Control 1 31406 Auditing
22320 Financial Accounting 1		31305 Accounting 3 22301 Financial Accounting 3 22405 Financial Accounting 4
22421 Management Accounting 2	29060 Cost Accounting 1 - BA421 and Cost Accounting 2 - BA422	31505 Financial Accounting 5 22406 Management Accounting B and 22501 Management Accounting C 32408 Management Accounting 2
79462 Revenue Law		22463 Taxation 1 22231 Taxation 22232 Taxation 1 34401 Revenue Law 22564 Taxation 2 22233 Taxation 2
79466 Trade Law		22466 Trade Practices Law
79270 Industrial and Labour Law		22468 Labour Law 1 79268 Labour Law
79411 Advanced Companies and Securities Law		22150 Company Law 2 22510 Advanced Companies and Securities Law
22512 Advanced Auditing Techniques		22730 EDP Control & Audit
22565 Business Information Systems 2	31525 Systems Analysis Management Information Systems	31124 Systems Analysis 31125 Systems Analysis 22565 Information Systems
22521 Management Accounting 3		22601 Controllership 22155 Controllership 22508 Controllership
22520 Financial Accounting 3		22608 Corporate Reporting: Professional and Conceptual Issues 22508 Issues in Corporate Reporting and 22613 Corporate Reporting and Auditing 31605 Accounting 6

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
22319 Issues in Financial Statement Analysis		22319 Financial Accounting 3
22610 Accounting for Insolvency		22610 Termination Accounting 22610 Termination Accounting & Executorship
79260 Property Law 1		22600 Commercial Law 3 22660 Property Law 1
25110 Microeconomics	29042 Microeconomic Theory - EC457 and Principles of Economics – EC213	23105 Microeconomics 23207 Microeconomics 23207 Microeconomic Theory 23102 Economics 2 32201 Economics 2
25209 Macroeconomics	Principles of Economics - EC214 and 29064 Macroeconomic Theory & Policy – EC475	23106 Macroeconomics 23101 Economics 1 23204 Macroeconomics 32301 Economics 3
25309 Macroeconomic Policy	29064 Macroeconomic Theory & Policy - EC475 and EC476	23308 Macroeconomic Policy 23308 Advanced Macroeconomic Policy 23103 Economics 3
25210 Microeconomic Policy		23310 Microeconomic Policy 21114 Economics 4 23104 Economics 4 23309 Advanced Microeconomics 23104 Economics 4
25303 Industry Economics	29077 Industrial Organisation – EC461	23402 Industry Economics
25322 Comparative Economic Systems		23401 Comparative Economic Systems
25305 Labour Market Economics	29045 Labour Economics - EC427 and Labour Problems - EC425 ASB Labour Econ for Bus Economist	23403 Theory & Application of Labour Economics 32302 Labour Market Economics
25315 International Economics	29078 International Economics EC440 and EC441	23406 International Economics 32601 International Business Economics
24105 Principles of Marketing	29074 Marketing - BA312	24201 Principles of Marketing 21107 Principles of Marketing 24301 Principles of Marketing 36403 Marketing for Managers
24202 Buyer Behaviour	29067 Consumer Behaviour – BA476	24302 Consumer Behaviour 36605 Consumer Behaviour



Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
24203 Quantitative Analysis in Marketing		24305 Quantitative Analysis in Marketing
24205 Business to Business Marketing		24205 Sales Management 24410 Industrial Marketing
24303 Distribution Channels		24732 Distribution Channels
24309 Fundamentals of Marketing Research		24403 Marketing Research 24403 Fundamentals of Marketing Research 36504 Research for Marketing Problems
24331 Marketing Decision Models		24512 Marketing Decision Models
24430 Applied Marketing Research		24503 Applied Marketing Research
24404 Sales Administration	29025 Sales Management – BA475	
24220 International Marketing	29026 International Marketing - BA484 ASB International Marketing	36505 International Marketing 24507 International Marketing 24407 International Marketing
24210 Advertising Management	Management of Marketing Communications - BA473	24411 Advertising Management 24508 Promotional Management 24406 Promotional Management 11604 Advertising & Media Management
24415 Marketing Strategy	29020 Marketing Policy - BA472	24506 Marketing Management/Strategy 36612 Marketing Planning & Implementation
24509 Physical Distribution Management	29052 Distribution Management – BA474	
24601 Contemporary Issues in Marketing Management	24510 Contemporary Issues in Marketing Management	
25314 Business Finance 1	29027 Finance - BA313 and 20931 Financial Management BA447 22141 Financial Management	21102 Finance 1 21105 Finance 2 25141 Financial Management 1 31504 Corporate Finance 25301 Financial Management
25420 Applied Financial Management		25414 Business Finance 2 25401 Financial Management & Policy 22141 Financial Management 25142 Financial Management 2 31604 Advanced Corporate Finance

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
25607 Securities Market Regulation		31601 Securities Market Regulation 25450 Securities Market Regulation 25505 Securities Market Regulation
25503 Investment Analysis Portfolio Management	29072 Securities Analysis & Portfolio Management – BA443	25521 Investment Analysis & Portfolio Management 31502 Security Analysis & Portfolio Management
25421 International Finance Management	29048 International Financial Management - BA485 ASB International Financial Management	25531 International Finance 31603 International Finance 25515 International Finance
25304 Asian-Australian Economic Relations		23417 Asian-Australian Economic Relations
25306 Resource Economics		23311 Commodity Economics
25308 Financial Inst & Markets		32402 Financial Inst & Markets 25541 Financial Inst & Markets
25320 Underdeveloped Economy		32404 Underdeveloped Economy
25321 Socialist Systems		32405 Social Economic Systems
25330 Applied Business Economics		23602 Current Issues in Business Economics 25408 Current Issues in Business Economics
25409 Commercial Banking and Finance		25412 Commercial Banking and Finance
25415 Personal Investment		25201 Personal Investment
25502 Current Issues in Finance		31602 Modern Finance Theory 25510 Current Issues in Finance
25522 Bank Lending		25601 Banking and Lending Practice
25606 Financial Time Series Analysis		25610 Financial Time Series

**SUBJECT EQUIVALENTS FOR SUBJECTS OFFERED BY  
THE FACULTY OF HUMANITIES AND SOCIAL SCIENCES**

Current Subject	Equivalent Subject Offered Pre 1994
56001 Communication 1: Foundations of Communication	56111 Communication 1: Interpersonal Communication
56002 Communication 2: Group Communication	56314 Communication 2: Communication in Small Groups
56003 Communication 3: Organisational Communication	56414 Communication 4: Organisational Communication
56004 Communication 4: Public Communication	56514 Communication 5: Mass Communication
56006 Communication 6: Contemporary Issues in Communication	56614 Communication 6: Applied Communication Theory and Research
56007 Public Relations Principles	56116 Introduction to Public Relations
56008 Public Relations Practice	56216 Public Relations Practice
56009 Advertising and Media Management	56604 Advertising and Media Management
56010 Video Production	56105 Video Production

**SUBJECT NAMES IN  
ALPHABETICAL ORDER**

Accounting A	22105	Advanced Resource Management	21782
Accounting and Finance for the Arts	27759	Advanced Revenue Law	79606
Accounting and Financial Administration	22726	Advanced Taxation	79718
Accounting and Financial Management	22116	Advanced Theory in Employment Relations	21750
Accounting B	22205	Advanced Theory in Financial Accounting	22902
Accounting Experience 1	22125	Advanced Theory in Management (F/T)	21902
Accounting Experience 2	22225	Advanced Theory in Management (P/T)	21906
Accounting, Finance and Management	27751	Advanced Theory in Management Accounting	22903
Accounting for Insolvency	22610	Advanced Theory in Marketing	24901
Accounting for Managerial Decisions	22747	Advanced Theory in Taxation	79668
Accounting for Marketing	22740	Advertising Management	24210
Accounting for Overseas Transactions	22309	Advertising Management	24731
Accounting for Small Business 1	22566	Advertising Project	24604
Accounting for Small Business 2	22567	Advertising Research Methods	24510
Accounting Module 1	22810	Analytical Procedures in Exercise Physiology	27609
Accounting Module 2	22812	Applied Business Economics	25330
Accounting Practice for Management	27787	Applied Financial Management	25420
Accounting Practices (Leisure Services)	22028	Applied International Marketing Research	24755
Action Learning Program	21757	Applied Leisure Theory	27702
Administration of Australian Sport, The	27307	Applied Marketing Research	24430
Administrative Law	70612	Applied Research Skills	22760
Advanced Auditing Techniques	22512	Applied Studies A	27915
Advanced Business Forecasting	25911	Applied Studies B	27925
Advanced Companies and Securities Law	79411	Applied Studies C	27935
Advanced Corporate Finance	25902	Arts and Entertainment Management	27115
Advanced Financial Instruments	25620	Arts Environment in Australia, The	27753
Advanced Income Taxation Law	79666	Arts Management Research Project	27754
Advanced Industrial Law	79711	Arts Organisations and Management	27755
Advanced Industrial Relations	21430	Asian Capital Markets	25815
Advanced Macroeconomics	25912	Asian-Australian Economic Relations	25304
Advanced Marketing	24106	Asian-Australian Economic Relations	25736
Advanced Marketing Management	24730	Asset Pricing and Capital Market Studies	25506
Advanced Microeconomics	25913	Asset Pricing and Capital Market Studies (Honours)	25905
Advanced Public Sector Management	21753	Auditing	22522
Advanced Research Methods for Leisure and Tourism	27941	Auditing Project	22409

Australian Business Environment	21125	Computer-based Accounting	22515
Australian Management	21755	Computer-based Information Systems for Managers	21749
Australian Manufacturing in Perspective	21168	Conflict of Laws	71112
Bank Lending	25522	Contemporary Business Law	79708
Banking and Business Ethics	25814	Contemporary Issues in International Marketing	24517
Banking Law	79366	Contemporary Issues in International Marketing	24743
Biomechanical Efficiency of Human Movement	27508	Contemporary Issues in Leisure	27606
Business Analysis	28702	Contemporary Issues in Taxation	79763
Business and Government	21210	Contemporary Management Practices	21613
Business and the Changing Environment	28701	Corporate Accounting Issues	22751
Business Consultative Project	28790	Corporate Finance	25765
Business Development	21173	Corporate Financial Analysis	25743
Business Economics	25112	Corporate Financial Statement Analysis	25410
Business Finance 1	25314	Corporate Law	70412
Business Forecasting	25202	Corporate Strategy	21509
Business Information Systems	22115	Corporate Strategy	21609
Business Information Systems 2	22565	Corporate Treasury Management	25763
Business Project – Accounting	22791	Criminal Law	70212
Business Project – Accounting and Finance	22793	Cultural Tourism	27811
Business Project – Law	79791	Current Issues in Finance	25502
Business Project – Marketing	24790	Current Issues in Finance	25744
Business Project – Operations Management	21748	Current Issues in Industrial Law	79753
Business Project – Strategic Management	21756	Customs Duties/Levies	79706
Business Statistics	26122	Eco-Tourism	27649
Business Systems Implementation	22568	Economics for Management	25706
Business to Business Marketing	24205	Economics for Public and Community Managers	21764
Buyer Behaviour	24202	Economics of Leisure and Tourism	25111
Buyer Behaviour	24710	Economics of Leisure and Tourism	27704
Capital Markets	25741	Economics of Money and Finance	25416
Chemistry	E8540	EDP Control and Audit	22730
Clients and Markets	21762	Elements of Financial Management	25761
Commercial Banking and Finance	25409	Employment Conditions	21760
Commercial Law	79267	Employment Legislation	79752
Commercial Transactions	70411	Employment Relations	21306
Community Arts	27131	Employment Relations	21720
Community Fitness and Lifestyle 1	27132	Employment Relations Research Project	21716
Community Fitness and Lifestyle 2	27133	Employment Relations Research Proposal	21752
Community Practice and Practitioners	21152	Employment Relations Skills	21408
Community Research 1	21153	Engineering Principles	46601
Companies and Securities Law	79733		
Company Law	79365		
Competitive International Marketing Strategy	24744		

Entrepreneurship and Innovation	21409	Global Business Competitive Intelligence	21784
Environment and Waste Management	47712	Global Materials Management	21796
Environment of Community Organisations	21767	Global Operations Management	21812
Environment of Health Management	21738	Global Strategic Management	21811
Environment of Professions of Local Government	43451	Government and Political Processes	21158
Environment of Public Management	21711	Government–Business Relations	25707
Environmental Influences in Exercise Physiology	27607	Group Processes	21160
Environmental Management	43452	Honours Research Seminar	27730
Equity and Trusts	70511	Honours Seminar in Finance and Economics	25914
Ergonomics	21746	Honours Thesis	27690
Event and Facility Management	27717	Hospitality Operations 1	27644
Events Management	27703	Hospitality Operations 2	27654
Exercise Prescription	27222	Human Biology	E8137
Family Law	70514	Human Ecology	27313
Federal Constitutional Law	70611	Human Physiology	E8203
Finance for Manufacturing Management	25113	Human Resource Management	21724
Finance Law	79775	Human Resource Management (Community)	21769
Financial Accounting 1	22320	Human Resource Management (Public)	21729
Financial Accounting 2	22420	Indirect Taxation	79667
Financial Accounting 3	22520	Indirect Taxation	79761
Financial Institution Lending	25752	Industrial and Labour Law	79270
Financial Institution Management	25751	Industrial Law	79731
Financial Institutions and Markets	25308	Industrial Relations	21702
Financial Management	25301	Industry Economics	25303
Financial Management	25742	Information Systems Project	22606
Financial Modelling and Forecasting	25705	Information Technology and Decision Systems	31612
Financial Negotiation Skills	25813	Information Technology for Leisure and Tourism	27129
Financial Planning Models	25501	Infrastructure Management	43453
Financial Statement Analysis and Financial Modelling	22743	Insolvency	71115
Financial Time Series Analysis	25606	Insurance Contracts	79360
Financing Decisions	25621	International Accounting	22240
Functional Anatomy	27125	International Banking	25422
Fundamentals of Marketing Research	24309	International Business Law	79742
Funding	21155	International Business Law and Regulation	79603
Fundraising in International Markets	25812	International Economics	25315
Futures and Options	25901	International Financial Management	25421
		International Financial Management	25731
		International Management	21591
		International Management	21717
		International Marketing	24220

International Marketing Country Study	24518	Legal Process and History	70113
International Marketing Management	24738	Leisure and Education	27117
International Marketing Management Project	24607	Leisure and Fitness Centre Operations	27316
International Taxation 1	79762	Leisure and Public Policy	27323
International Taxation 2	79707	Leisure and Specific Populations	27326
Introduction to Bankruptcy Law	79161	Leisure and Tourism Futures	27945
Introduction to Business (Project)	21030	Leisure and Tourism Planning	27523
Introduction to CAD/CAM	46702	Leisure and Tourism Planning	27711
Introduction to Developmental and Educational Psychology, An	E2105	Leisure and Tourism Research	27707
Investment Analysis and Portfolio Management	25503	Leisure Facility Design	27315
Investment Analysis and Portfolio Management (Honours)	25906	Leisure in Australia	27126
Investment Management	25721	Leisure in Social Context	27127
Issues in Banking	25753	Leisure Industry Organisation and Policy	27701
Issues in Community Management	21810	Leisure Management	27713
Issues in Financial Statement Analysis	22319	Leisure Policy	27944
Japanese Law and Business	79704	Leisure Program Planning	27224
Kinesiology	27310	Leisure Research 1	27225
Labour Market Economics	25305	Leisure Research 2	27325
Land Tax and Payroll Tax	79702	Leisure Services Management	27216
Law and Computing	79503	Leisure, Sport and Culture	27314
Law and Finance	79502	Leisure Studies Project	27809
Law and the Arts	27756	Leisure Studies Special Project	27620
Law and the Manager	79403	Leisure Theory	27526
Law for Administrators	79732	Liability Insurance	25417
Law for Business	79101	Lifestyle Analysis	27108
Law for Leisure, Sport and Tourism	27628	Local Processes	21161
Law for Managers	79749	Logistics and Distribution	
Law for Manufacturing Management	79213	Resources Planning	21178
Law for Marketing Management	79211	MA Project	27946
Law of Bankruptcy Administration and Company Liquidation	79162	MA Thesis	27947
Law of Contract	70211	Macroeconomic Policy	25309
Law of Corporate Receivership and Deeds of Arrangement	79662	Macroeconomics	25209
Law of Evidence	71211	Management Accounting 1	22321
Law of Tort	70311	Management Accounting 2	22421
Leadership and Management Action	21722	Management Accounting 3	22521
Legal Aspects of Contracts Administration	79703	Management Accounting 3 (Project)	22310
Legal Environment of Business	79729	Management and Communication Skills	21215
		Management Development	
		Outdoors	26702
		Management Information Systems	21763
		Management Information Systems	22708
		Management of Australian Sport	27715
		Management of Service Operations	21311
		Management Planning and Control	22705
		Management Project	21815

Management Project Design	21814	Organisational Behaviour	21130
Management Research Methods	21751	Organisational Behaviour	21719
Management Skills	21779	Organisational Change and	
Managerial Accounting	22746	Adaptation	21725
Managerial Marketing	24734	Organisational Design and Change	21221
Managerial Skills Workshop	21730	Organisational Diagnosis and	
Managing Community		Evaluation	21321
Organisations	21766	Organisational Information	21503
Managing Local Enterprise	43454	Outdoor Education 1	27134
Managing People	21813	Outdoor Education 2	27135
Managing Small Leisure Service		Park and Natural Area	
Organisations	27206	Management 1	27501
Managing Strategic Change	21630	Park and Natural Area	
Manufacturing Facilities Design	21175	Management 2	27601
Manufacturing Management		Performance Management	
Information Systems	31618	Systems	21177
Marketing and International		Performance Studies 1	27149
Trade Relations	24703	Performance Studies 2	27249
Marketing Communication	24736	Performance Studies 3	27349
Marketing Decision Analysis	24750	Performance Studies 4	27449
Marketing Decision Models	24331	Performance Studies 5	27549
Marketing for the Arts	27752	Personal Investment	25415
Marketing Information		Personnel Practices	21162
Management	24737	Physiological Efficiency of	
Marketing Legislation in		Human Movement	27330
Australia	79741	Policy Issues in Manufacturing	
Marketing Projects and Services		Management	21181
Overseas	24705	Policy Studies	21768
Marketing Research	24720	Popular Culture	27710
Marketing Strategy	24415	Prevention and Care of Athletic	
Marketing Theory and Practice	24702	Injuries	27608
Materials Management Systems	21797	Principles and Practices of	
Measurement and Development		Sports Coaching	27221
of Physical Ability	27611	Principles of Marketing	24105
Mechanics of Human Motion	27223	Principles of Risk and	
Mergers and Acquisitions	25807	Insurance	25350
Microeconomic Policy	25210	Product and Process	
Microeconomics	25110	Development	46301
Money Management 1		Production Planning and Control	21744
(Basic Accounting)	21156	Productivity and Quality	
Money Management 2		Management	21743
(Budgeting)	21157	Professional Practice 1 (AD)	27140
Motor Learning and Control	27331	Professional Practice 1 (BA)	27150
Multinational Marketing	24712	Professional Practice 2 (AD)	27240
New Product Management	24742	Professional Practice 2 (BA)	27250
Nutrition for Physical Activity	27105	Program Evaluation	21732
Operations Management	21131	Programming for Specific	
Operations Management	21741	Populations	27509
Operations Management Policy	21747	Project Management	43833
Organisation Analysis and Design	21718		



Promotion for Community Organisations	21163	Research Proposal (Public/Community)	21754
Property Insurance	25418	Research Seminars in Accounting	22786
Public Finance	25307	Research Seminars in Finance and Economics	25786
Public Sector Management	21728	Research Seminars in Management	21786
Quality Management	21410	Research Seminars in Marketing	24786
Quality Management Systems	21176	Research Techniques in Accounting	22785
Quality Strategy	21787	Research Techniques in Finance and Economics	25785
Quantitative Analysis in Marketing	24203	Research Techniques in Management	21785
Quantitative Management	21343	Research Techniques in Marketing	24785
Quantitative Management	21742	Resource Management (Health)	21739
Quantitative Methods	21710	Resources Management	21731
Quantitative Techniques for Finance and Economics	25406	Revenue Law	71212
Raising and Managing Funds	21778	Revenue Law	79462
Readings for Thesis in Management	21903	Risk Management	25553
Readings for Thesis in Marketing	24903	Sales Management	24713
Readings in Accounting	22780	Securities Market Regulation	25607
Readings in Accounting	22905	Service Operations Management	21745
Readings in Administration	21780	Services Marketing	24306
Readings in Economics	25781	Setting Up a Community Organisation	21165
Readings in Finance	25780	Skills: Alternative Dispute Resolution	71201
Readings in International Business Law	79781	Skills: Case Analysis and Statutory Interpretation	70200
Readings in Marketing	24780	Skills: Computerised Legal Research	70400
Real Asset Investment and Management	25605	Skills: Conveyancing	70300
Real Property	70312	Skills: Drafting	70500
Reasoning, Judgement and Ethics	21169	Skills: Legal Research and Writing	70100
Recreation Facility Design and Management	27610	Skills: Litigation	70705
Recreation Leadership	27104	Skills: Moot	70900
Reinsurance	25552	Skills: Pleadings	70600
Remedies and Restitution	71114	Social and Community Research	21781
Research Methods in Accounting	22901	Social Inequalities	21166
Research Methods in Management	21901	Social Psychology of Leisure	27106
Research Methods in Marketing	24902	Sociology of Leisure	27943
Research Project – Operations Management	21794	Sociology of Sport and Leisure	27311
Research Proposal – Operations Management	21795	Special Topics in Auditing	22523
Research Project (Public/Community)	21792	Sport and Recreation	27136
		Sport and the Law	27718
		Sports Marketing	27716

Sports Psychology	27633	Training and Development	
Stamp Duties	79701	Practicum	T5336
Strategic Cost Management	22744	Transportation in Tourism	27647
Strategic Financial Management	25708	Travel and Tourism Industry, The	27708
Strategic Human Resource Management	21407	Travel and Tourism Law	27808
Strategic Information Management	22796	Travel and Tourism Operations 1	27643
Strategic Management	21715	Travel and Tourism Operations 2	27653
Strategic Management Accounting	22795	Values, Ethics and Outcomes	21765
Strategic Management (Community)	21759	Venture Capital Finance	25405
Strategic Management (Public)	21758	Venture Capital Finance	25764
Strategic Manufacturing Systems 1	21172	Water-based Recreation 1	27137
Strategic Manufacturing Systems 2	21180	Working in the Community Sector	21150
Strategic Supply Management	21798	Workshop Technologies:	
Structures and Processes in Community Organisations	21167	Skills Practice (Sydney Institute of Technology)	21170
Succession	70513		
Supervised Industry Practicum 1	21171		
Supervised Industry Practicum 2	21179		
Swaps	25811		
Synthetic Financial Products	25762		
Taxation Module	79811		
Technical Analysis	25809		
Theory of General Insurance	25403		
Thesis in Accounting	22906		
Thesis in Finance and Economics	25916		
Thesis in Management (F/T)	21904		
Thesis in Management (P/T)	21905		
Thesis in Marketing (F/T)	24904		
Thesis in Marketing (P/T)	24905		
Tourism and Leisure Marketing	27807		
Tourism Industry, The	27648		
Tourism Management	27631		
Tourism Management	27706		
Tourism Management Project	27806		
Tourism Project Development	27645		
Tourism Services Marketing	27642		
Tourism Studies Project	27527		
Tourism Systems	27128		
Tourism Systems	27705		
Tourism's Environmental Interactions	27327		
Tourist Attractions Management	27646		
Tourist Attractions Management	27714		
Tourist Behaviour	27632		

## PRIZES AND SCHOLARSHIPS

Prizes for academic excellence are awarded annually to students in the Faculty of Business. These prizes are made available through the generosity of private individuals, and organisations in the public and private sectors. A number of scholarships are also available.

### PRIZES

#### **AANA Prize**

This prize was established in 1987 by the Australian Association of National Advertisers. It is awarded to the student enrolled in the Bachelor of Business who has previously completed the subject Advertising Research Methods and, in the year for which the award is made, the subject Advertising Project and has obtained the highest combined aggregate marks of all such students. The prize is a cash award of \$300.

#### **Accountancy Placements Prize**

This prize was established in 1989. It is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the highest aggregate mark in the subject Business Information Systems. The prize is a cash award of \$250.

#### **Amatek Prize for Graduate Diploma in Operations Management**

This prize was established in 1983 by Monier Ltd. It is awarded to the graduating student in the Graduate Diploma in Operations Management who obtains the highest aggregate score in all subjects. The prize is a cash award of \$500.

#### **Amatek Prize for Operations Management**

This prize was established in 1983 by Monier Ltd. It is awarded to the student who achieves the highest overall score in the first year subjects of the Graduate Diploma in Operations Management. The prize is a cash award of \$200.

#### **Australasian Production and Inventory Control Society Prize**

This prize was established in 1992. It is awarded to the student with the most

outstanding research project in the Master of Business (Operations Management). The prize is a cash award of \$500.

#### **Australian Council for Educational Administration Prize**

This prize was established in 1990. It is awarded to the student with the most outstanding research thesis/project in the Master of Management course in an area which is central to the study of educational administration. The prize is a cash award of \$100.

#### **Australian Institute of Bankers' Graduate Prize**

This prize was established in 1992. It is awarded to the best graduating student enrolled in the Graduate Certificate in Banking. The prize is a cash award of \$250.

#### **Australian Institute of Bankers' Prize**

This prize was established in 1986. It is awarded to the best graduating student enrolled in the Banking major of the Bachelor of Business. The prize is a cash award of \$250.

#### **Australian Institute of Export Prize**

This prize was established in 1981. It is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who achieves the highest aggregate mark in the subject International Marketing. The prize is a cash award of \$100 and a plaque.

#### **Australian Securities Commission Prize**

This prize was established in 1981. It is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the highest aggregate mark in the subject Commercial Law. The prize is a cash award of \$200.

#### **Australian Society of Certified Practising Accountants Prize**

This prize was established in 1971. It is awarded to the best graduating student enrolled in the Accounting major of the Bachelor of Business or in the Bachelor of Accounting. The prize is a cash award

of \$500 plus two years' free membership of the ASCPA.

**Australian Society of Certified Practising Accountants Prize (Accounting A)**

This prize was established in 1971. It is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the best result in the subject Accounting A. The prize is a cash award of \$500.

**Australian Society of Certified Practising Accountants Prize (Management Accounting I)**

This prize was established in 1971. It is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the best result in the subject Management Accounting 1. The prize is a cash award of \$500.

**Australian Trade Commission Graduate Prize in International Marketing**

This prize was established in 1981. It is awarded to the student enrolled in either the Master of Business Administration in the Marketing strand or the Graduate Diploma in Marketing, Master of Business (Marketing) or Master of Business (International Marketing) who obtains the highest aggregate mark in either International Marketing Management or Multinational Marketing. The prize is a cash award of \$300.

**BHP Prize in Business to Business Marketing**

This prize was established in 1984 by the Broken Hill Proprietary Company Limited. It is awarded to the student enrolled in Bachelor of Business who obtains the highest aggregate mark in the subject Business to Business Marketing. The prize is a cash award of \$500.

**Blake Dawson Waldron Prize**

This prize was established in 1993. It is awarded to the student enrolled in the Bachelor of Arts (in Leisure Studies, Human Movement Studies, or Tourism Management) who obtains the highest aggregate mark for the subject Law for

Leisure, Sport and Tourism. The prize is a cash award of \$250.

**BP Australia Ltd Prize in Marketing Strategy**

This prize was established in 1980. It is awarded to the student enrolled in the Bachelor of Business who obtains the highest aggregate mark in the subject Marketing Strategy. The prize is a cash award of \$250.

**Butterworths Book Prize in Company Law**

This prize was established in 1986 by Butterworths Pty Limited. The prize was re-established in its present form in 1992. It is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the highest aggregate mark for the subject Company Law. The prize consists of a book voucher to the value of \$225.

**CIG Prize in Finance**

This prize was established in 1984. It is awarded to the student who, in the year the award is made, has been registered in and completed the Finance and Economics major of the Bachelor of Business and who has received the highest average mark of all such students. The prize is a cash award of \$250.

**Coopers & Lybrand Prize for Auditing**

The prize is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the highest aggregate mark for the subject Auditing. The prize is a cash award of \$400.

**Coopers & Lybrand Prize for Revenue Law**

The prize is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the highest aggregate mark for the subject Revenue Law. The prize is a cash award of \$400.

**Deloitte Touche Tohmatsu Prize**

The prize is awarded to the student enrolled in the Bachelor of Business who obtains the highest aggregate mark in

the subject Accounting for Insolvency. The prize is a cash award of \$500.

#### **Dow Corning Master of Business in Marketing Prize**

The prize was established in 1994. It is awarded to the graduating student in the Master of Business in Marketing who obtains the highest aggregate score in all subjects. The prize is a cash award of \$600.

#### **Economic Society Prize in Economics**

This prize was established in 1993. It is awarded to the best graduating student enrolled in the Bachelor of Business Honours program in Finance and Economics. The prize is a cash award of \$150 plus three years' membership of the Economic Society.

#### **Ernst and Young Prize in Accounting B**

The prize is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the highest aggregate mark for the subject Accounting B. The prize is a cash award of \$500.

#### **Ernst and Young Prize in Management Accounting 2**

The prize is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who obtains the highest aggregate mark in the subject Management Accounting 2. The prize is a cash award of \$500.

#### **Geoffrey A Cohen/Arthur Andersen & Co Prize**

This prize was established in 1989 as the result of an initiative by Geoffrey Cohen, the then National President of The Institute of Chartered Accountants in Australia. It is awarded to the student enrolled in the Graduate Conversion Course in Accounting who achieves the best overall performance in six core subjects. The prize is a cash award of up to \$500.

#### **GMA Prize**

This prize was established in 1989 by the Graduate Management Association. It is awarded to the student who, in the

year the award is made, has been registered in and completed the requirements of the Master of Business Administration and who has obtained the highest average mark of all such students. The prize is a cash award of \$500.

#### **ID Tours South Pacific 'Best Inbound Student' Prize**

This prize was established in 1991 by the inbound tour operator ID Tours South Pacific Pty Ltd. It is awarded to the student enrolled in the Bachelor of Arts (Tourism Management) who obtains the highest aggregate mark in the subject Travel and Tourism Operations 2. The prize is a cash award of \$300.

#### **Industrial Relations Society of NSW Graduate Prize**

This prize was established in 1988. It is awarded to the student who has completed the Graduate Diploma in Employment Relations in the year the award is made, and who has obtained the highest average mark across all subjects of all such students. The prize is a cash award of \$200.

#### **Industrial Relations Society of NSW Prize**

This prize was established in 1986. It is awarded to the student enrolled in the Bachelor of Business who obtains the highest aggregate mark in the subject Advanced Industrial Relations. The prize is a cash award of \$200.

#### **Information Resources Prize**

This prize was established in 1987 by IRAUS Pty Ltd. It is awarded to the student enrolled in the Bachelor of Business who obtains the highest aggregate mark for the subject Marketing Decision Models. The prize is a cash award of \$300.

#### **THE INSURANCE INSTITUTE OF NSW PRIZES**

The following three prizes were established in 1989. The prizes are:

##### **The Insurance Institute of NSW Prize**

The prize is awarded to the student who obtains the highest mark in the subject

Risk Management. The prize is a cash award of \$250.

**The Reinsurance Discussion Group Prize**

The prize is awarded to the student who obtains the highest mark in the subject Reinsurance. The prize is a cash award of \$250.

**The Sydney Reinsurance Prize**

The prize is awarded to the student who obtains the highest mark in the subject Theory of General Insurance. The prize is a cash award of \$250.

**International Marketing Country Study Prize**

This prize was established in 1993 by the School of Marketing. It is awarded to the student enrolled in the Bachelor of Business who has obtained the highest aggregate mark in the subject International Marketing and who undertakes the subject International Marketing Country Study. The prize is a cash award of \$450.

**KPMG Peat Marwick Prize in Computer-based Accounting**

This prize was established in 1982 and was formerly known as the Peat Marwick Mitchell and Company Prize. The prize was re-established in its present form in 1992. It is awarded to the student enrolled in the Bachelor of Business who achieves the highest aggregate mark for the subject Computer-based Accounting. The prize is a cash award of \$400.

**KPMG Peat Marwick Prize in Financial Accounting I**

This prize was established in 1982 and was formerly known as the Peat Marwick Mitchell and Company Prize. The prize was re-established in its present form in 1992. It is awarded to the student enrolled in the Bachelor of Business who achieves the highest aggregate mark for the subject Financial Accounting 1. The prize is a cash award of \$500.

**Market Research Society Award**

This prize was established in 1980 by the Market Research Society of Australia. It

is awarded to the student enrolled in the Marketing major of the Bachelor of Business who achieves the best performance in the Marketing Research subjects. The prize is a cash award of \$200.

**Nielsen Australia Award for Marketing Research**

This prize was established in 1992. It is awarded to the student enrolled in the Bachelor of Business who achieves the highest aggregate mark for the subject Fundamentals of Marketing Research. The prize is a cash award of \$350.

**NRMA Insurance Limited Prize**

This prize was established in 1989. It is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who achieves the highest aggregate mark for the subject Financial Accounting 2. The prize is a cash award of \$500.

**NSW Tourism Commission Best Achiever's Award in Tourism and Hospitality Studies**

This prize was established in 1990. It is awarded to the student who has completed the equivalent of the first year of full-time study in either the Bachelor of Arts (Tourism Management) or the Graduate Diploma in Tourism Management and who is considered to have achieved the best overall academic performance in that year. The prize is a cash award of \$1,500.

**Philips Prize**

This prize was established in 1987 by Philips Industries Holdings Limited. It is awarded to the student enrolled in the Bachelor of Business who achieves the highest aggregate mark for the subject Principles of Marketing. The prize is a cash award of \$300.

**Prentice-Hall of Australia Prize**

This prize was established in 1980. It is awarded to the student enrolled in the Bachelor of Business or the Bachelor of Accounting who achieves the highest aggregate mark in the subject Financial Accounting 3. The prize is a cash award of \$125 intended for the purchase of books.

**Reckitt and Colman Graduate Prize**

This prize was established in 1985 by the Pharmaceutical Division of Reckitt and Colman. It is awarded to the student enrolled in the Graduate Diploma in Marketing or in the Marketing strand of the Master of Business Administration who obtains the highest aggregate mark in the subject Advanced Marketing Management. The prize is a cash award of \$200.

**Royal Australian College of General Practitioners' Prize**

This prize was established in 1994. It is awarded to the student enrolled in the Master of Business Administration who has obtained the highest aggregate mark in the subject Business Policy. The prize is a cash award of \$250.

**Royal Australian Institute of Parks and Recreation (NSW) Prize**

This prize was established in 1993. It is awarded to the student enrolled in the Bachelor of Arts (Leisure Studies) who obtains the highest aggregate mark in the subject Park and Natural Area Management 2. The prize is a cash award of \$250.

**Royal Institute of Public Administration Australia Graduate Prize**

This prize was established in 1985. It is awarded to the most successful student completing graduate studies in Public Sector Management. The prize is a cash award of \$200.

**Sportswell Tours Professional Practice Prize**

This prize was established in 1992. It is awarded to the student enrolled in the BA (Leisure Studies) or BA (Human Movement Studies) who obtains the highest aggregate mark in the subject Professional Practice 2 and who has made a significant contribution to the field/industry. The prize is a cash award of \$200.

**Sydney Futures Exchange Prize**

This prize was established in 1990. It is awarded to the student enrolled in the Bachelor of Business who obtains the

highest aggregate mark in the subject Investment Analysis and Portfolio Management. The prize is a cash award of \$500.

**Thomas Kewley, OAM, Memorial Prize**

This prize is a University Memorial prize in honour of Tom Kewley, an academic and Kuring-gai Fellow. It is awarded to the top postgraduate student who obtains the highest aggregate mark for the Research Project in Public Sector Management. The prize is a cash award of \$1,000.

**Tourism Futures Prize**

This prize was established in 1993. It is awarded to the student enrolled in the Graduate Diploma in Leisure, Tourism, Arts, or Sports Management and who obtains the highest aggregate mark in the subject Leisure and Tourism Futures. The prize is a cash award of \$250.

**Westpac Graduate Prize in Capital Markets**

This prize was established in 1990. It is awarded to the student enrolled in a Master's or Graduate Diploma course in the Faculty of Business who achieves the highest aggregate mark in the subject Capital Markets. The prize is a cash award of \$500.

**Westpac Prize**

This prize was established in 1990. It is awarded to the student enrolled in the Bachelor of Business who achieves the highest aggregate mark in the subject Financing Decisions. The prize is a cash award of \$500.

**Zonta Prize for the Woman MBA Graduate of the Year**

This prize was established in 1992. It is awarded to the most outstanding woman graduating in the Master of Business Administration. The prize is a cash award of \$300.

## SCHOLARSHIPS

### **AMF (Australia) Leisure Management Scholarship**

This scholarship was established in 1994. It is awarded to a second year student enrolled in the Bachelor of Arts in Leisure Studies. The scholarship will be awarded on the basis of academic merit and personal assessment by interview. The scholarship is tenable for two years and has a total value of \$5,000.

### **Commonwealth Bank International Business Scholarship**

This scholarship was established in 1992. It is awarded to a full-time undergraduate student undertaking the International Business major of the Bachelor of Business and completing an Honours year at the University of Humber, UK, with a thesis on a finance/banking related topic. The scholarship is tenable for one year and has a cash value of \$5,000.

### **Commonwealth Bank Scholarship**

This scholarship was established in 1988. It is awarded to a full-time student in the final year of the Finance and Economics major of the Bachelor of Business. The recipient must have a sound academic record and be interested in pursuing a career in banking. The scholarship is tenable for one year and has a cash value of \$2,000.

### **Dow Corning Research Scholarships in Marketing**

These scholarships were established in 1994. Dow Corning Australia Pty Ltd offers four scholarships to students studying in the Honours program within the School of Marketing. Each scholarship is tenable for one year and has a total value of \$1,100.

### **Faculty of Business Danish Exchange Scholarships**

These scholarships were established in 1993. The Faculty offers five scholarships to students (either undergraduate or postgraduate) to study at Aarhus School of Business in Denmark. Each scholarship is tenable for one semester and has a cash value of \$2,000.

### **Faculty of Business Honours Scholarships**

These scholarships were established in 1993. The Faculty offers four scholarships to students studying full time in the Honours program within the Faculty. Each scholarship is tenable for one year and has a cash value of \$4,000.

### **Judith and Leslie Fritz Scholarship**

This scholarship was established in 1985 as a result of the generosity of Mr Peter Fritz, 1984 winner of the BHP Award for the Pursuit of Excellence in the Commerce, Industry and Management Category. The scholarship is awarded to a graduate (either undergraduate or postgraduate) who has completed one of the International Marketing courses. The scholarship is intended to encourage enterprising and capable individuals in marketing to investigate overseas markets for Australian expertise and Australian manufactured products. The scholarship is valued at \$10,000 per annum for a minimum duration of two months.



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G Pazmandy  
K Plummer  
S Topple

*School of Finance and Economics*  
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L Perry  
M Stevenson

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W Spinks  
L Stear  
T Taylor  
A Veal

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J Onyx  
I Palmer  
T W Ticehurst

*School of Marketing*  
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W Gynne  
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*Graduate School of Business*  
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Vacant (2)

*Support Staff*  
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### **SECRETARY TO FACULTY BOARD**

(for correspondence)

Ms T Seabrook  
Faculty Board in Business  
PO Box 123  
Broadway NSW 2007

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G Cappelletto, Director, Education, The Institute of Chartered Accountants in Australia

R Felton, General Manager, Finance, Ampol Australia

K Fennel, (former) Deputy Auditor General

W Lonergan, Partner, Coopers & Lybrand

R Philp, Group Chief Accountant, CSR Ltd

M Powditch, Executive Vice-President, Bankers Trust Australia

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*Staff members of the School*

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G Baker, Archer Consulting Group

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I Matherson, Executive Director, Australian Investment Managers

T Mellor, NSW State Treasury

G Smith, Research Analyst, Frank Russell Australia Co.

### **SCHOOL OF LEISURE AND TOURISM STUDIES**

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R Lynch

*Deputy Head, School of Leisure and Tourism Studies*

B Hayllar

*Staff members of the School*

T Griffin

L-A Hall

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L Stear

T Taylor

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G Best, Acting Deputy Director, Department of Sport Recreation and Racing

E Butcher, Administrator, National Institute of Dramatic Art

L Douglas, Senior Curator, Social History, Powerhouse Museum

M L Koloff, Senior Consultant, Hotel,  
Motel and Leisure Department, Baillieu,  
Knight

Frank Australia Ltd

M Mannington, Director, ID Tours South  
Pacific Pty Ltd

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G Callender

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ager, Australis Media Pty Ltd (Chair)

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M Sloan, Manager, Executive Resources,  
Westpac Banking Corporation

J Holden, Project Manager, Data  
Administration, Commonwealth  
Banking Corporation

A Fraser, Group Inventory Manager,

J Blackwood & Sons Ltd

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*Staff member of the School*

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Raddison Hotels Pty Limited

E Foley, National Marketing Manager,  
Corporate Markets, Prudential Assur-  
ance

B Fine, NSW Chairman, Market Re-  
search Society of Australia

R Cameron, Director, Marketing Major  
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D M Leckie, Vice President, Bankers  
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## STAFF LIST

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*Acting Associate Dean, Postgraduate Programs and Research*  
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*Associate Dean, Undergraduate Programs and Continuing Professional Education*  
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T L Seabrook, BA (UNSW), MA (Syd), MEd (Admin) (Hons) (UNSW)

*Public Relations Officer*  
P Della-Vedova, BEd (Art) (SCAE), DipArt (Ed) (AMCAE)

*Administrative Assistant*  
Vacant

*General Assistant*  
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*Course Director Employment Relations, and Senior Lecturer*

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*Professor of Leisure and Tourism*

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*Professor of Management*

S K Mukhi, BE, MBA, PhD (UNSW), MIEAust, FAIM (until 31 January, 1995)

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H B Bendall, BA (Hons), PhD (UNSW)

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T J Fisher, BE (Hons), MA, MBA (Syd), MAppSc (NSWIT), DPhil (Oxford),

AFAIM, MIEAust, MIE

B Hayllar, TeachCert (N'cle), BA (NE), MA (Env Ed) (Iowa)

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I Palmer, BA (Hons) (ANU), PhD (Monash)

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W Spinks, DipPhysEd (WTC), BEd (WAust), MA (Ed) (Macq), PhD (Syd)

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R M Trayler, BBus (NSWIT), MAppFin (Macq)

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G Callender, BBus (NSWIT), DipEd (Syd Teach Coll), MCom (UNSW), CPA,

AFAIM, AFAIPMM

K Chan, MCom (Hons) (UNSW)

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 MAIEx  
 T Griffin, BA (Geog), DipUrbStud  
 (Macq), GradDipTourismMan (KCAE)  
 W T Gwynne, BCom (UNSW), MA  
 (Lanc), MBA (Cran), AFAMI, AAIM  
 L A Hall, DipTeach (Salisbury CAE),  
 GradDip (Rec) (SACAE)  
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 GradDipMktg (N'cle), AssDipTravel &  
 Tourism (STC), MBus (Mktg) (UTS),  
 MAITT  
 J Johnston, BA, MLitt, MPubPol (NE),  
 AFAIM  
 P Jonson, BA (Hons), LLB (Syd),  
 GradDipLeisure Studies (KCAE)  
 S Lim, BBus (NSWIT), MEc (Macq), CPA  
 G Lowe, BSc, MCom (UNSW), DipEd  
 (Syd Teach Coll), CPA  
 L Moysa, BBus (NSWIT), MCom  
 (UNSW), FCPA  
 K Pearson, BE (Hons) (UNSW), MBA  
 (NSWIT)  
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 R Ravinder, BSc (Phys) (Madras), MA  
 (Pol&PubAdmin) (Madras), PGDipMan  
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 FCPA, ACIS, Solicitor of the Supreme  
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 (UNSW), MIEAust, MACS, AIArbA,  
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 S R Tibbles, BSc, MBA (UNSW)

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J Menefy, BSocSc (NZ)

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A Blair

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E France, BA, MEd (Macq), ASTC

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J Dousha

### School of Accounting Administrative and Secretarial Support

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P Fernandez

W Southwell

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G Partington, BSc (Wales), MEd (Hons) (Macq)

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H Pritchard, BA (Hons) (Wales), PhD (Syd)

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M J Wallace, BSc (Syd), MSc (Hons), MA (Macq), FAIM, MCIM (UK)

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W L Bui, MCom (WAust)

M Freeman, BA (Ec), MEd (Macq)

K R Jones, BA, MCom (N'cle)

M McGrath, BEd (NE), MEd (Macq)

A Simos, BCom (UNSW), MEd (Syd), DipSIA

M Stevenson, BA (NE), MCom (Hons), MStat, PhD (UNSW)

R M Trayler, BBus (NSWIT), MAppFin (Macq)

P J Wilson, BA (Hons) (UNSW), PhD (W'gong)

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K Chan, MCom (Hons) (UNSW)

C Currie, BEd (Hons) (Syd), MCom (Hons) (UNSW)

A M Kearns, MCom (Hons) (UNSW)

W O'Connor, BA (Hons) (UNSW), MEd (Hons) (ANU), GradDipComp (Macq)

K Pearson, BE (Hons) (UNSW), MBA (NSWIT)

M Peat, MEd (Syd)

G Ta, BA (Singapore), MEd (Syd)

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D Cotton, BBus (KCAE), BBus (Hons) (UTS)

E Hutson, BBus (KCAE), BBus (Hons) (UTS)

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C Fawcett

### Administrative and Secretarial Support

L Dias

D Ford

A Kellick

S Lewis

### Scientific Programmer

A Khomin

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*Senior Lecturer and Deputy Head of School*  
W Spinks, DipPhysEd (WTC), BEd (WAust), MA (Ed) (Macq), PhD (Syd)

*Professor of Leisure and Tourism*  
R W Robertson, MA (UVic), FRAIPR, FATRI

*Associate Professor*  
A J Veal, BA (Hons) (Econ Bristol)

*Senior Lecturers*  
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B Hayllar, TeachCert (N'cle), BA (NE), MA (EnvEd) (Iowa)  
L Stear, BEc (Syd), GradDipEd (Syd Teach Coll)

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M Darby, BA (Parks & Rec-Admin) (Cal State), AssDipArts (MCAE), GradDip (Rec) (SCAE)  
S Darcy, BA (Leisure Studies) (KCAE), MEnvPlan (Macq)  
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P Jonson, BA (Hons), LLB (Syd), GradDipLeisure Studies (KCAE)  
R Ravinder, BSc (Phys) (Madras), MA (Pol&PubAdmin) (Madras), PGDipMan (Calcutta), MCom (UNSW), AssDipTravel & Tourism (STC)  
J Small, BA (Hons) (UNSW), MSc (Surrey), GradDipUrbanStudies (Macq), GradDipTourismM (UTS)  
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B Watt, BEd (KCAE), MEd (WAust)  
S Wearing, Ord 4 Cert, MTP (UNSW)

*Associate Lecturer*

C Foley, AssDipRecreation (KCAE), BA (Hons) (UTS)

*Administrative and secretarial support*

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S Harris  
J Plowman  
D Spencer  
S Upton

## School of Management

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R L Kane, BSc (Union College), MSc (Penn State), GradDipEd (WAIT), MAPsS, MIPMA

*Professor of Management*  
S K Mukhi, BE, MBA, PhD (UNSW), MIEAust, FAIM (until 31 January, 1995)

*Associate Professors*  
N J Harrison, BA, BSocSc (Hons) (Sing), MBA (WAust), PhD (Macq)  
M J Lyons, BA (Hons) (UNSW), PhD (ANU)  
G R Pratt, DipTech, BBus (NSWIT), DipEd (SCAE), MEd (Syd), PhD (Nebraska), AFAIM, FRIPAA, MAITEA  
G D Sheather, BArch (UNSW), MSc (Israel), M Ekistica (Greece), AFAIM, MRAPI, MRAIA  
G W Ticehurst, BSc (UNSW), DipEd, MEd (Syd), MSc, PhD (Macq)

*Senior Lecturers*  
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N S Barnwell, BCom (UNSW), MBA (NSWIT), AMIMarE, TEng  
D Davis, BSc (Hons) (Aston), MSc (Bradford), MIEAust, CEng, MIMechE, MBIM, MCIBSE  
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J Onyx, BA (Hons) (VUW, NZ), PhD (Macq)  
I Palmer, BA (Hons) (ANU), PhD (Monash)  
K B Spooner, MCom (Hons) (UNSW)  
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Telephone +61 2 330 1990  
ISSN 1036-0646

Price \$7