

■ BA401 ACCOUNTING AND FINANCE

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

The unit develops an understanding of the nature, content and relevance of accounting information in planning, control and decision-making. Accounting reports and the recording process; analysis and interpretation of financial and management accounting reports; investment decisions and evaluation methods; applications of financial and management accounting in budgeting, measurement and control; long-term and short-term planning; financial management and profit planning will be covered.

■ BA506 ACCOUNTING AND BUSINESS DECISIONS

CREDIT POINTS 15
OFFERED Semester 1

This introductory unit seeks to provide students with the knowledge and skills that will enable them to understand and use accounting information in a variety of business settings. Topics include the nature and purpose of accounting; the investment decision; present value analysis; forms of business organisation; transaction analysis; understanding financial statements; sources of finance; the analysis and interpretation of company financial statements; the use of accounting information in internal decision-making.

■ BA507 ACCOUNTING FUNDAMENTALS

CREDIT POINTS 15
OFFERED Semester 2
RECOMMENDED BA506

The unit is designed to help students develop an understanding of the fundamental concepts and principles in accounting. Double entry recording in different forms of organisations; preparation of financial statements; accounting for company equity; EDP accounting systems; and selected issues in accounting theory are covered.

■ BA521 PERSONAL FINANCIAL PLANNING I

CREDIT POINTS 15
OFFERED Semester 2

This unit is designed as an introduction to the environment and principles of personal financial planning in Australia. Content includes the need for financial planning; the economic environment and sources of finance; risk management and insurance; budgeting; investment strategies; superannuation and retirement issues; tax planning; estate planning; salary packaging.

■ BA603 CORPORATE ACCOUNTING

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITE BA507

This unit will examine both the conceptual as well as the procedural aspects of company accounting within the framework of legal and professional reporting requirements, and will include topics which are normally related to company activities and the preparation of company financial statements such as company equity, debt, taxation, reorganisation, acquisition, consolidation, equity accounting, joint ventures, liquidations and receivership.

■ BA606 FINANCIAL ACCOUNTING

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITES BA506, BA507
RECOMMENDED BA603

This unit seeks to provide students with an understanding of accounting theory and the knowledge and skills pertinent to selected specialised financial accounting issues. It includes theories of financial accounting and financial accounting regulation; the accounting standard setting process; the conceptual framework project; measurement in accounting; leasing; construction contracts; foreign currency and the extractive industries.

■ BA613 MANAGEMENT ACCOUNTING 1

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITES BA506 or BA507

The unit develops an understanding of the theoretical and practical aspects of cost and management accounting for product costing, decision-making and control. This includes an examination of: cost concepts, classification and behaviour; cost/volume profit analysis; an introduction to standard costing, variance analysis, joint costing, responsibility accounting and activity-based costing, and spreadsheet models to analyse cost accounting problems.

■ BA614 MANAGEMENT ACCOUNTING 2

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITES BA506, BA507
RECOMMENDED BA613

This unit extends the concepts introduced in Management Accounting 1 including responsibility accounting, standard costing and variance analysis. It also extends the use of spreadsheet models for management accounting problems. Other areas of study include: spoilage; project evaluation, including evaluation techniques; working capital management; transfer pricing; divisional performance; non-routine decisions; budgeting, and JIT systems.

■ BA701 FINANCIAL MANAGEMENT

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITES BA603 or BA613, MB521 or equivalent

This unit seeks to develop an understanding of the theory of finance to permit evaluation of the firm's financial decisions. It includes corporate objectives and the finance function; financial statement analysis and forecasting of financial needs; capital markets, financial institutions and instruments; security valuation; capital budgeting and risk analysis; cost of capital; financial and operating leverage, and dividend policy.

■ BA702 ADVANCED FINANCIAL MANAGEMENT

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE BA701

This unit seeks to provide an analysis of the specialised activities involved in financial management. The efficiency of financial markets; the management of interest rate and currency risk; insolvency risk prediction models; international financial markets; mergers and acquisitions; asset valuation and portfolio management, and contemporary financial management issues will be covered.

■ BA721 CONTEMPORARY ACCOUNTING ISSUES

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITES BA603, BA606

This unit encompasses contemporary accounting issues and includes the study of the nature and methods of scientific theory development, positive and normative approaches to accounting theory development, accounting standard setting and implementation, conceptual framework, creative accounting and contemporary legal, professional and ethical issues in accounting regulation in Australia and abroad.

■ BA741 AUDITING

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITES BA603 or BA606
RECOMMENDED BL611

An introduction to the underlying concepts, practice, theory, legal and ethical issues of auditing. The emphasis is on the application of audit theory to practice, risk-based auditing, professional regulation, and the legal environment.

■ BA790 INTERNATIONAL STUDY TOUR

CREDIT POINTS 15
OFFERED By negotiation Semester 1 or 2
PREREQUISITES 8 units of any University of Ballarat degree course together with School of Business Undergraduate Courses Committee approval.

This unit provides students with an understanding of the political and business organisation of a given country/region and how these impact on relations with Australia. Students will participate in a planned tour (normally 2-3 weeks) of a selected country/region which will be organised by the University of Ballarat or other tertiary institutions. A series of seminars (minimum 12 hours) will be undertaken prior to the tour on various aspects of the cultural, political and business environment of the country/region to be visited.

■ BA791 ACCOUNTING PROJECT

CREDIT POINTS 15
OFFERED Semesters 1 & 2
PREREQUISITES At least 4 units in Accounting, and approval of the School of Business Undergraduate Courses Committee.

This unit enables students to extend their knowledge and understanding of a chosen area of interest relating to accounting. In doing so, students should gain an appreciation and understanding of research methodology, learn to develop research proposals and to apply theoretical concepts to real world issues, develop skills in research and project management and enhance written communication skills.

■ BA792 ACCOUNTING PRACTICE

CREDIT POINTS 15
OFFERED Semesters 1 & 2
PREREQUISITES Successful completion of ten units in the course including a C grade average or greater in BA506, BA507, BA603 and BA613.

Students will be able: to apply requisite skills and knowledge for being a practising accountant in the workforce; to apply theoretical concepts to the workplace environment; to demonstrate an ability to critically analyse and have the capacity to contribute to the resolution of accounting and managerial problems within an organisation; demonstrate an ability to work as a team member; have an understanding of the values and attitudes required to successfully participate in the workforce; demonstrate an ability to review and reflect on the learning experience with reference to the accountant's role and the topic area of the project undertaken. The unit requires: an industrial placement of five to eight weeks; preparation of placement case study reports for client organisations and for the University; oral presentation of case study reports to peers; review and evaluation of the placement project.

■ BA925 FINANCIAL POLICY

CREDIT POINTS 15
OFFERED Semester 1 or 2 (evening/block)
PREREQUISITE BA401

The unit allows students to investigate the issues involved in the firm's operational, financing, investing and dividend policy decisions and to analyse the financial implications of actions and policies proposed by management. Topics include: financial statement analysis; financial forecasting; sources, types and cost of finance; risk minimisation strategies; investment and financing mix decisions.

■ BC791 COMMERCE PROJECT

CREDIT POINTS 15
 OFFERED Semesters 1 & 2
 PREREQUISITES At least 8 units from Schedule 1 and approval of the School of Business Undergraduate Courses Committee.

This unit enables students a) to undertake a cross-disciplinary project provided a substantial component of the project relates to one of the unit groups in Schedule 1; b) extend their knowledge and understanding of the chosen areas of interest. In doing so, students should gain an appreciation and understanding of research methodology, learn to develop research proposals and to apply theoretical concepts to real world issues, develop skills in research and project management and enhance written communication skills.

■ BC930 ELECTRONIC COMMERCE AND BUSINESS

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

This unit will introduce the concepts of electronic commerce and its history and development, allowing students to study the issues surrounding the introduction of technology and the impact it has had on the way in which business is done. Content includes the history of electronic commerce, social implications, customer and consumer transactions, globalisation of business and the business cycle and technology.

■ BC932 CONVERGENT TECHNOLOGIES OF ELECTRONIC COMMERCE

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

PREREQUISITE BC930
 The objective of this unit is to familiarise students with technology associated with the internet and other electronic commerce business applications. Students will be exposed to issues such as transaction security, internet protocol and technologies, electronic payment systems and banking, electronic data interchange, electronic service delivery, multimedia and digital technologies, broadband communications, and electronic document delivery.

■ BC936 CHANGING BUSINESS PARADIGMS

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

PREREQUISITE BC930
 This unit aims to examine business aspects of electronic commerce and to explore in detail the implications of using technology to conduct business. Content will include internet commercialisation and business, information management, logistics, change management, consumer-oriented electronic commerce, interorganisational and intraorganisational electronic commerce, marketing on the internet, and legal implications of electronic business.

■ BC938 ELECTRONIC COMMERCE PROJECT

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)
 PREREQUISITES BC930, BC932

Students will focus on the application of electronic commerce in business and will undertake a semester long project. Projects will be undertaken in a business or organisational setting and will address a 'real life' managerial problem related to electronic commerce.

■ BE402 BUSINESS ECONOMICS

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

This unit will allow students to gain an understanding of the economics of globalisation from an applied business perspective. Content includes a study of international trade and economic theory, the international trade system, the economic actors who conduct international trade, and future trends in international trade and commerce.

■ BE507 BUSINESS MICROECONOMICS

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITES Nil

This unit is designed to provide students with a foundation understanding and appreciation of microeconomics and the ability to apply this to the analysis of business problems and economic issues. The content includes an introduction to economics; microeconomic methods of analysis; microeconomic policy formulation; the price mechanism and the operation of the market; the role of government; case studies in microeconomic policy.

■ BE508 BUSINESS MACROECONOMICS

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITE Nil

The unit aims to provide students with a foundation understanding of the macroeconomic business environment in terms of macroeconomic problems, theories and policies. The content is structured in four parts: (1) economic indicators, national accounts, circular flows; the business cycle and macroeconomic problems; the relationship between economic performance and business performance; (2) theories of income determination: the classical aggregate demand – aggregate supply theory (the price mechanism), Keynesian income-expenditure theory (the expenditure multiplier), and monetary theory (the money multiplier); the role of money, banks and the Reserve Bank of Australia in the economy; (3) economic policies and policy mix: fiscal policy and monetary policy; the impact of economic policy on business; (4) the global business environment.

■ BE617 COMPARATIVE ECONOMIC SYSTEMS

CREDIT POINTS 15
 OFFERED Semester 1
 RECOMMENDED BE507 or BE508

This unit is designed to allow students to understand and analyse different economic systems and appreciate the diverse range of views on such systems. The content includes: the role of economic systems in economics and economic policy; elements of an economic system; classification of different economic systems; the consistency and viability of economic systems; monopoly market capitalism; Stalinism in the Soviet Union and Eastern Europe; Maoism in China; market socialism, Gorbachev reforms, Deng Xiaoping reforms, and economic transition in Russia and Eastern Europe.

■ BE622 FINANCIAL MARKETS AND INSTITUTIONS

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITE BE508
 RECOMMENDED BE507, MB521

This unit is designed to give students an insight into the role that financial markets and institutions play in the Australian economy. It includes functions of international financial markets and institutions; evolution of the Australian financial system and the functions of the Reserve Bank; theories of demand for, and supply of, money and interest rate determination; monetary economics; quantity theory of money, AD-AS model, expenditure-income model and the IS-LM model, monetary policy instruments and policy formation.

■ BE703 ECONOMIC POLICY IN AUSTRALIA

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITES BE507, BE508

This unit is designed to provide students with an understanding and appreciation of economic policy issues within Australia and the ability to make informed contributions to policy debate. The content includes: characteristics of Australia's market capitalist system; the concept of an economic ideology and its elements; classification of different ideologies; the relationship between economic analysis and economic policy; evaluation of economic policies, and examination of specific economic policy issues in Australia.

■ BE722 BANKING AND FINANCE

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITES BE507, BE508
 RECOMMENDED At least 1 Level 6 Economics unit, preferably BE622; MB521

This unit should enable students to gain an understanding of the functions and services of commercial banks and non-bank financial institutions. It includes: the business of banking; bank lending; bank investment; bank deposits; assets-liabilities management techniques; international banking; the impact of government policy and regulation on banking and issues regarding the regulation and deregulation of banking industry.

■ BE791 ECONOMICS PROJECT

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 PREREQUISITES MB521; at least 4 units in Economics, and approval of the School of Business Courses Committee (in some instances approval may be given for the unit to be undertaken on a group basis).

This unit enables students to extend their knowledge and understanding of a chosen area of interest relating to economics. In doing so, students should gain an appreciation and understanding of research methodology, learn to develop research proposals and to apply theoretical concepts to real world issues, develop skills in research and project management and enhance written communication skills.

■ BE921 MANAGING IN COMPLEX ENVIRONMENTS

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

This unit provides students with an understanding of the foundations of economics and economic thinking including the economic problem of scarcity and finite resources, opportunity cost, operation and role of markets, business cycles, economic indicators and macroeconomic management of inflation and unemployment.

It will enable managers to understand law and how businesses can manage law to limit legal risks.

The main features of Australia's legal system will be examined; an outline of contract, negligence and property principles; types of business structures and relationships; and an examination of how law can impact on or regulate business strategies or behaviour.

This unit will allow students to appreciate the relationship between law and economics and its impact on the business environment.

■ BE922 ECONOMICS OF GLOBALISATION

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

PREREQUISITE BS942
 This unit will allow students to gain an understanding of the economics of globalisation from an applied business perspective. Content includes a study of international trade and economic theory, the international trade system, the economic actors who conduct international trade, and future trends in international trade and commerce.

■ **BE923 FINANCIAL MARKETS AND INSTITUTIONS**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITES Successful completion of 4 core units.

The unit is designed to give students an insight into the role that financial markets and institutions play in the Australian economy. It includes functions of both Australian and international financial markets and institution; evolution of the Australian financial system and the functions of the Reserve Bank of Australia; and the skills to manage financial risks in a changing and challenging corporate business environment.

■ **BH901 CONTEMPORARY ISSUES IN HEALTH SERVICES MANAGEMENT**

CREDIT POINTS 15
OFFERED Semester 1 or 2

This unit will introduce the concepts of Health Services Management within the context of public sector health provision based on government allocation. Current issues in health care as well as the meaning of the terms 'health' and 'service' are examined. The traditional 'caring' ethos of health care is considered in relation to current economic rationalist models of health care delivery. Demographic trends, ethical factors and issues of current public concern are considered.

■ **BH902 POLICY IN HEALTH SERVICES MANAGEMENT**

CREDIT POINTS 15
OFFERED Semester 1 or 2

This unit concerns policy related to practices in Health Services Management. It focuses mainly on public policy with consideration of policies pertinent to the private sector as appropriate. Content is tailored to suit areas of practice of student cohorts, drawing primarily from policy applicable globally and that pertaining to students' country of origin. Both the broad public health sector and the health care/hospital sector are considered.

■ **BH903 LEADERSHIP IN HEALTH SERVICES MANAGEMENT**

CREDIT POINTS 15
OFFERED Semester 1 or 2

Leadership in the health care setting is the focus of this unit. Emphasis is placed on the need to ensure that human resources receive full and proper consideration when managing resources in the human service sector. An extensive account of traditional and contemporary leadership theory is presented and the opportunity is provided for students to apply these theoretical perspectives to their own workplace situation.

■ **BH904 EVIDENCE-BASED PRACTICE IN HEALTH SERVICES MANAGEMENT**

CREDIT POINTS 15
OFFERED Semester 1 or 2

In recent years, evidence-based practice has become the clinical standard for health care delivery. This unit broadens that rule through the expectation that health care managers have a responsibility to see that clinical standards are established, achieved and monitored. Moreover, it is further contended that the rules of evidence-based practice should apply equally to managerial practices in the health care arena. The meaning and significance of evidence-based practice is examined, including an evolutionary account of the development of the philosophy and the current state of evidence-based practice in health services management.

■ **BL473 HEALTH, SAFETY AND ENVIRONMENT LAW**

CREDIT POINTS 10
OFFERED Refer to VIOSH

This unit introduces students to the legal environment in which occupational health and safety practitioners operate (legal system; sources of regulation; history and policy of OH&S law); and the main laws regulating OH&S and environmental matters. The latter include the main compensatory approaches (negligence and workers compensation schemes) and preventative approaches (OH&S Acts, criminal laws.) An overview of environmental law is also approved. A risk management and critical appraisal approach is taken.

■ **BL502 FUNDAMENTALS OF LAW**

CREDIT POINTS 15
OFFERED Semesters 1 & 2

Students will develop an understanding of the role of law in society, how law is created, developed and changed. They gain a knowledge of legal principles fundamental to business and develop analytical and problem solving skills. The unit covers: Australian legal system, precedent, statutory interpretation; contract (elements, content, vitiating elements, discharge, remedies); tort (negligence, professional negligence, vicarious liability); an introduction to business organisational structures.

■ **BL503 COMMERCIAL LAW**

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE Minimum MN grade in BL502

This unit considers aspects of commercial law which are central to the operation of business: agency, sale of goods, insurance, bankruptcy, bills of exchange and cheques. Students will develop an ability to comprehend legislation and identify measures to manage legal risk.

■ BL611 ORGANISATIONS LAW

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITES BL502, or minimum C grade in BL503

This unit introduces students to the concept of a partnership and its subsequent legal requirements and implications. The unincorporated partnership is compared with incorporated structures. The unit focuses on corporate law and enables students to develop skills to resolve problems in corporate structures and identify measures to manage legal risk. Content includes: partnership overview: definition, nature of partnership, legal effect of relationship between partners and persons dealing with partners, partnership; Corporations: administration of corporations, the effect of incorporation, the corporate constitution, types of corporations, membership, shares and share capital, - directors and management duties, protection of minority shareholders, accounts, control of fund raising, winding up.

■ BL621 TOURISM LAW

CREDIT POINTS 15
 OFFERED To be advised
 PREREQUISITE BL502
 RECOMMENDED JT501

This unit considers legislation and common law impacting on the tourism industry. The impact of the law on operators and/or management and the consumer in tourism is examined. The procedures to manage legal risk are identified. Content includes: common law and statutes regulating travel contracts, in particular the Trade Practices Act 1974, Common law agency and the Travel Agents Act 1986 (Vic); accommodation services including the Games and Innkeepers Act 1950 (Vic); air transport law including statutory control and international conventions, Environmental and Planning Law including the role of the Victorian Civil and Administrative Tribunal and current topical legal issues in the tourism industry.

■ BL642 EMPLOYMENT LAW

CREDIT POINTS 15
 OFFERED To be advised
 PREREQUISITE BL502

This unit develops an understanding of employment law in the Australian context. It examines the legal principles governing the individual employment contract, statutory regulation of the employment relationship in such areas as discrimination, occupational health and safety and workers compensation, and the regulation of collective industrial relations and industrial disputation at State and Federal levels. Students will gain knowledge required to negotiate individual and collective employment agreements and develop skills in identifying and managing areas of legal risk in the employment relationship. Content: distinguishing the contract of employment from other legal arrangements for the performance of work; common law principles governing the formation, content and termination of the individual contract of employment; statutory regulation of termination of the individual contract of employment; discrimination law; the Federal industrial relations power and other constitutional bases for Federal industrial legislation; the regulation of collective industrial relations and industrial conflict, including the role of industrial tribunals and awards and the current shift to enterprise or workplace bargaining, collective agreements and individual workplace agreements; and the relationship between the individual contract of employment and collective instruments such as awards and collective agreements.

■ BL703 LAW IN AN INTERNATIONAL AND ELECTRONIC MARKET

CREDIT POINTS 15
 OFFERED To be advised
 PREREQUISITE BL502

This unit will introduce students to the broad legal environment in which cross border international or electronic business and managerial activity takes place and will contrast that with the domestic legal environment. In particular, the unit will address the problems of jurisdiction, sovereignty, and international regulation which arise in relation to cross border electronic and conventional international commercial activity. The unit will address the challenges which electronic and international business activity pose for existing legal frameworks. This will be developed by focusing on selected themes which may include an analysis of how managers might address issues such as privacy, revenue (or taxation) and competitive and efficient marketing activity. Finally the unit will focus on the demand for adequate protection of business assets and property within an electronic or international environment. A selected focus may include an evaluation of developments relating to contracts in the international or ecommerce market – business to business (B2B) and business to consumer, or developments in intellectual property rights, or laws relating to the management and resolution of disputes within the electronic or international environment.

■ BL731 INCOME TAX LAW AND PRACTICE

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITES BA506, BL502, BL503

Students will develop a knowledge and working understanding of income tax in Australia, the relevant Acts, and the concepts of income and capital on which they are based. It includes the basis of income tax, including residence; income including business, capital gains, trading stock, dividends; allowable deductions including repairs, depreciation, loss and bad debts; administrative provisions; fringe benefits, and types of taxpayers.

■ BL732 TAXATION

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITE BL731

Students will develop an awareness and understanding of the major types of taxes in Australia, other than income tax. For example, sales tax, payroll tax, financial transactions duty; recent developments in indirect taxes; a deeper understanding of specific areas of income tax for example, superannuation, trusts, foreign income and agreements, tax avoidance, capital gains, and recent developments.

■ BL741 MARKETING LAW

CREDIT POINTS 15
 OFFERED To be advised
 PREREQUISITES BL502 and at least 6 other units of study

This unit examines the impact of law on marketing practice in developing, promotion, pricing and placing products. It considers how business cans use the Trade Practices Act 1974 (Cth) and trade mark laws to protect an exploit their product or service. It has a risk management focus and encourages students to integrate and extend their knowledge of law and marketing.

■ BL791 LAW PROJECT

CREDIT POINTS 15
 OFFERED Semester 1 & 2
 PREREQUISITES At least 4 units in Law, and approval of the School of Business Courses Committee.

This unit enables students to extend their knowledge and understanding of a chosen area of interest relating to law. In doing so, students should gain an appreciation and understanding of research methodology, learn to develop research proposals and to apply theoretical concepts to real world issues, develop skills in research and project management and enhance written communication skills.

■ BL903 MANAGING INTERNATIONAL AND eBUSINESS LEGAL ISSUES

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 RECOMMENDED BE921 Managing in Complex Environments or BL911 Managing The Legal Environment

The unit will introduce students to the broad legal environment in which cross border international or electronic business and managerial activity takes place and will contrast that with the domestic legal environment. In particular, the unit will address the problems of jurisdiction, sovereignty, and international regulation which arise in relation to cross border electronic and conventional international commercial activity.

The unit will address the challenges which electronic and international business activity pose for existing legal frameworks. This will be developed by focusing on selected themes which may include an analysis of how managers might address issues such as privacy, revenue (or taxation) and competitive and efficient marketing activity.

Finally the unit will focus on the demand for adequate protection of business assets and property within an electronic or international environment. A selected focus may include an evaluation of developments relating to contracts in the international or ecommerce market - business to business (B2B) and business to consumer (B2C), or developments in intellectual property rights, or laws relating to the management and resolution of disputes within the electronic or international environment.

■ BL911 MANAGING THE LEGAL ENVIRONMENT

CREDIT POINTS 15
 OFFERED Semester 1 or Semester 2 Evening/Block

This unit introduces key concepts and knowledge relevant to the successful management of the legal environment of business. In particular, consideration will be given to the interconnectedness of legal issues with other forces that shape the business environment, such as economics, politics, social and ethical issues. Students will be introduced to key institutions and concepts of the legal system and will gain an understanding of how law is made and can be shaped. The unit will focus on a varying range of contemporary and topical areas where the legal environment for business may be complex or in the process of change: these may include an examination of the legal issues affecting how business relationships may be developed, the legal framework for marketers, corporate responsibility and ethics, the trend towards self regulation and challenges for the legal environment posed by innovation or new technologies.

■ **BL921 MANAGING LAW IN INTERNATIONAL BUSINESS**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

Students will learn about important legal issues arising out of international business transactions. An overview is given of major international bodies, the international legal environment and includes a select focus on some Asia Pacific economies. The relationship between international and domestic laws will be discussed. At a practical level students will be introduced to the legal aspects of various market entry strategies and legal aspects of investment in fluctuating economies will also be addressed. Culture and the dynamic nature of law in emerging economies will also be addressed. This unit will enable students to better understand and manage law in international business.

■ **BL925 ISSUES IN CORPORATE GOVERNANCE AND ACCOUNTABILITY**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

This unit will allow students to study the current regulatory regime affecting company management. It addresses the key regulations and issues affecting liability and accountability of companies and company officers, particularly directors. It covers the role of shareholders, and issues of enforcement. This unit will offer students an appreciation of the dynamic nature of corporate regulation and the impact on law of social, economic and political forces.

■ **BM401 MARKETING**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

Students will develop an understanding of marketing concepts applied to both business and non-business situations, and marketing systems and the role of marketing within the firm and the economy. Development of the marketing philosophy, market segmentation, target markets, consumer behaviour, life cycle concepts, market research, sales forecasting will be considered. The market mix, variables and policies, marketing programs and control of marketing effort, analytical techniques for improved marketing decisions will also be considered.

■ **BM404 MARKETING SERVICES ORGANISATIONS**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITE BM401

This unit is designed to provide students with a detailed study of the application of marketing theory of service-oriented organisations. The marketing environment of the service organisations is reviewed and services are classified. The effect of service elements on marketing-mix strategy and consumer behaviour are examined – the importance of contact personnel, internal marketing, service strategies, delivery strategies and growth strategies are also examined. The unit concludes with an examination of marketing effectiveness, with particular emphasis on implementing and controlling plans, the implementation of operational change, and organisation-wide marketing policies.

■ **BM921 CONSUMER MARKET RESEARCH**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITE BM401

The content of this unit will include a study of the following topics: an introduction to consumer behaviour and marketing research, a framework for consumer analysis, research design, measurement concepts, data analysis and presentation of results. A series of marketing implications involving consumer analysis and the development of marketing strategy will also be included. These studies could include an examination of one or more of the following topics: market segmentation, product strategies, pricing strategies and/or product positioning studies.

■ **BM922 MARKETING IN THE INTERNATIONAL ENVIRONMENT**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITE BM401

This subject is designed to expand your understanding of international marketing and the role of marketing in an organisation operating across international boundaries. We will examine the various factors which must be considered when planning, developing and implementing international and global marketing activities. Topics and sub-topics include: the necessity for global approaches to marketing; environmental and cultural approaches to international marketing; a comparison of the various approaches to international marketing management; competitive challenges and opportunities facing today's international marketer; the importance of recognising cultural differences in the development of a global orientation; the growth and development of trading blocs, regional market groups and strategic international alliances; international and global marketing management tasks and decisions; implementing the strategic international marketing program including managing international distribution, selling and negotiating in international markets, and managing international marketing operations.

■ BM923 STRATEGIC MARKETING

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)
 PREREQUISITES BM401, BM921
 COREQUISITE BM921

Topics, subtopics and concepts to be covered in this unit include: an introduction to strategy including the strategic role of marketing, corporate strategic decisions and business level strategies; analysing opportunities including environmental and competitor analysis, industry dynamics and strategic change, segmenting, targeting and positioning; formulating marketing strategies for new market entries, growth markets, mature markets and international markets; implementation and control of business and marketing strategies and programs.

■ BN412 HUMAN RESOURCE MANAGEMENT

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

This unit covers contemporary approaches to using the human resources in organisations. Content includes: understanding relationships between work and personnel management practices; understanding historical and traditional perspectives in Australian industrial relations and developing alternative approaches to conflict resolution; personnel management in the context of the firm's overall objectives; personnel functions in organisations; reward systems; productivity and employee satisfaction; wage and salary determination; working conditions; performance appraisal; job evaluation; career planning; industrial conflict in Australia and the Australian Industrial Relations System; dispute settlement processes - Australian perspectives - alternative approaches to dispute settlement and prevention; contemporary issues in industrial relations; worker participation and alternative organisational structures and industry industrial democracy.

■ BN439 MANAGEMENT CONCEPTS AND LEADERSHIP

CREDIT POINTS 10
 OFFERED Semester 2 (block)

This unit is designed to equip students with an understanding of the key contemporary management concepts and issues that can impact upon occupational hazard management. The content includes: the role and purpose of management, organisational size, shape, culture and learning, strategic management, industrial relations, transformational and transactional leadership and change. As a fully integrated part of the course, this unit attempts to provide learners with the inspiration to continue personal and professional growth within an organisational context.

■ BN440 MANAGEMENT AND CHANGE

CREDIT POINTS 10
 OFFERED Semester 2 (block)
 PREREQUISITE BN439

This unit builds upon and integrates with the previous unit BN439 and is designed to provide learners with an understanding of the dynamics of change. The content includes: organisational culture, resistance to change, change agents, change strategies, communication, leadership and change and types of change. The unit then shows the impact of change upon the health, safety and environmental professional and how this knowledge can be used appropriately. This unit also allows and encourages a degree of self reflection with regard to the role of change in related issues.

■ BN903 CONTEMPORARY ISSUES IN MANAGEMENT

CREDIT POINTS 15
 OFFERED Semester 1 or 2 (seminar series by arrangement)
 PREREQUISITES Completion of (or completing) 4

units in MBM before enrolling.

This unit will require each student to conduct two seminars which fully explore some issues of management receiving extensive attention in the current theoretical or applied literature. The first seminar will be presented to fellow students. The second one will be an open invitation event for the broad faculty and student body of the University.

■ BN921 ORGANISATIONS: BEHAVIOUR, STRUCTURE, PROCESSES

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

This unit focuses on the key concepts and theories of organisational behaviour and processes and illustrates how these various concepts and theories relate to the successful management of organisations. Topics covered : the managerial role and its context, ethics; individual behaviour, motivation; group behaviour, conflict and power; leadership; the organisational culture and environment; organisational design, job design; effectiveness, communication, decision making, planning and strategic management, project management; organisational control; change and uncertainty and globalisation.

■ BN923 KNOWLEDGE AND INFORMATION MANAGEMENT

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

This unit will focus on the nature of knowledge and information, differing concepts of knowledge management, tacit and explicit knowledge. The functionalities of knowledge systems, organisational learning, knowledge as a strategic asset, the role of information technology in managing knowledge and information, managing the impacts of information technology on the organisation, information technology tools and applications, databases and knowledge bases, intranets and groupware, document management, search and navigation tools, the World Wide Web, decision support and artificial intelligence products will also be covered.

■ **BN925 CRITICAL ISSUES AND ADVANCES IN MANAGEMENT**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

The unit will cover different specialist topics in management depending on the availability of visiting scholars. Students will be required to fully explore specific issues of management receiving extensive attention in the current theoretical or applied literature. Students will be expected to clearly define an issue of current interest/debate in the management literature and clarify the logic and substance of the various positions taken on the issue. They will also be capable of evaluating the arguments for the various positions and reach conclusion about relative merits. Finally the student will be able to identify implications for future research or professional practice.

■ **BN926 STRATEGY AND MANAGEMENT OF CHANGE**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)
PREREQUISITE BS922 preferred *OR*
COREQUISITE BS922

This unit focuses on assessing the realisation as well as analysis of strategy. Using some of the main strategy content and process paradigms the unit examines how integration of organisational processes and assets deliver competitive advantage and how strategic change is managed. A key aspect of the unit examines the role of knowledge management in the development of critical competences which can be used and leveraged in a number of strategic arenas. Radical and adaptive approaches are assessed in the context of the need for organisations to successfully implement strategy but maintain strategic advantage.

■ **BN927 CREATIVITY AND INNOVATION**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

This unit will allow students to understand the nature of creative processes and apply these to a variety of situations. New ideas require significant complementary assets to be translated into exploitable opportunities and this unit pays particular attention, not only to the processes of creativity but also to the appropriation of income streams from these new ideas.

■ **BN930 CHANGE AGENT STRATEGIES**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITE BN412 *OR*
COREQUISITE BN412
This unit focuses on the role of the external and internal change agents and line managers/administrators in determining the need for change and the strategies and techniques for initiating, managing and evaluating change programs. There is a strong emphasis on collaborative intervention, through diagnosis and process consultation. Conceptual models and practical techniques are applied to problems and issues in prepared case studies and in cases produced by class members.

■ **BN931 BUSINESS RESEARCH : METHODS AND PRACTICE**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

This unit is designed to facilitate the completion of an applied research project. It aims to develop in students the basic skills and knowledge necessary to developing appropriate research strategies for investigating business issues. Topics covered include the role of research in business, the research process, decisions in developing a research strategy and proposal, research design, research methodologies (eg. qualitative, quantitative, ethnography, action research), research techniques (ways of gathering and analysing data), ethical issues in doing research, and evaluation of research.

■ **BN932 MINOR DISSERTATION**

CREDIT POINTS 30
OFFERED Non standard semester
PREREQUISITES Four core units and BN931
Research Methodology.

The minor dissertation enables students to apply material studied in the course to a specific situation in their or another organisation and in many cases, to produce original work of scholarly merit. Students will be expected to develop a research purpose, review the literature, prepare a research proposal, and obtain ethics approval prior to carrying out a project. The student will acquire relevant skills in the use of research techniques and in the analysis and interpretation of findings. The unit will culminate in the preparation and presentation of a research dissertation, expected to be 15,000 words in length.

■ **BN933 MANAGEMENT-EMPLOYEE RELATIONS**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITE BN412 *OR*
COREQUISITE BN412

The area of management-employee relations is broad but is meant to generally cover how managers and subordinates interact and relate with each other to more effectively meet organisational goals. This unit does cover management-employee relations from an industrial relations perspective, as well as from a psychological (behavioural) perspective. It also focuses on how to manage people effectively, and so has a managerial emphasis. It considers how employee goals and needs can be met in addition to organisational goals.

■ **BN934 HUMAN JOB DESIGN**

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITE BN412 *OR*
COREQUISITE BN412
This unit examines how jobs can be designed to enhance both the quality of the employee's working life and criteria of organisational effectiveness. The approach adopted is that of socio technical systems theory, where the system is considered to be composed of both the technological and people factors. The techniques of job design examined include job enrichment, autonomous work groups, self-managing teams and role analysis. Emphasis is given to theories of motivation and to topical issues in job design (ie. industrial democracy, introduction of technology, quality circles, etc.).

■ BN935 OPERATIONS MANAGEMENT

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

The unit examines the contribution of operations management to overall competitiveness in a range of organisations. Types of operations, their goals, decision making and relationship to strategy are first examined. Designing in operational efficiency, effectiveness and quality is then assessed in the context of operational, organisational and ergonomic contexts. Planning and control of operations, including MRP, TQM and JIT is examined. Measurement and improvement of performance is critical and issues of 'in-process' design and ex post control are critical features of the unit.

■ BN958 COMPARATIVE ISSUES IN INTERNATIONAL MANAGEMENT

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

This unit is designed to consolidate student's existing knowledge in the areas of international management and to introduce them to the complexities of decision-making regarding issues relevant to global interrelationships. Specific attention is paid to recognition and appreciation of the community context in which international management takes place. The unit is designed to enable students to gain the following knowledge, skills and values: identify the environment and context in which the international manager operates, and understand major trends and issues challenging the manager, such as politics, economics and technology. The role of the culture in the manager's environment and communication process will also be addressed.

■ BN961 MANAGERIAL SKILLS WORKSHOP

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

The three main themes in this unit are creativity and innovation, leadership and communication, and managerial ethics. This unit requires attendance at a number of workshops, and learning tasks in between. The emphasis will be placed on self-development, experiential learning and student centred, reflective processes. Most learning is likely to be achieved in student dyadic or small group interactions outside formal classes/visits. In the first instance the input and the activities undertaken by students will relate primarily to the first two themes – creativity and innovation, and leadership and communication. Finally, further activities will be undertaken which relate to the third theme – managerial ethics.

■ BN963 ACTION LEARNING AND ACTION RESEARCH METHODOLOGY

CREDIT POINTS 15
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITES BN961, and the completion of two other core units.

COREQUISITE BN931

On completion of this unit, the students will demonstrate an understanding of the principles and objectives of adult and student-centred learning. They will also have a familiarity with the major approaches to action research as a social research and intervention methodology, a knowledge of the philosophies and methods of action research as organisational and managerial research and intervention, an understanding of the ethical issues in initiating and undertaking an action learning or action research project plus the capacity to develop effective contracts for organisational intervention/improvement and managerial learning. Guidelines for superior writing skills up to a standard that facilitates effective presentation of major reports will also be covered.

■ BN965 ACTION LEARNING DISSERTATION

CREDIT POINTS 45
OFFERED Semester 1 or 2
(evening/block)

PREREQUISITES BN961, and the completion of two other core units.

COREQUISITES BN963, BN931

Students will be required to undertake a project in a work/organisational setting that has the following characteristics: it should address a 'real life' managerial problem to be solved (or opportunity to be grasped); it should require significant research and involve enough complexity and variety of stakeholders so as to preclude a simple technical solution; the above withstanding, it should be amenable to achieving significant action within a three semester time frame; and it should be in an organisational setting in which the student already has, or is confident of obtaining a mandate of action.

■ BS530 TECHNOLOGY IN SOCIETY SEMINAR

CREDIT POINTS 15
OFFERED Semester 2

This unit deals with the development and interaction of science, technology and industry. The aim of the unit is to place technology in an institutional, economic and social context, and to emphasise the importance of evolution and feedback.

■ BS621 BUSINESS COMMUNICATIONS

CREDIT POINTS 15
OFFERED To be advised
PREREQUISITES Nil

Topics will include: communications theory and the communications process; interpersonal and non-verbal communication; researching and planning complex documents; business writing styles and formats; writing in plain English and electronic business communications.

■ BS622 COMPETITIVE ANALYSIS

CREDIT POINTS 15
 OFFERED To be advised
 PREREQUISITES Five units including BE507
 This unit will focus on the nature of competitiveness and enterprise performance in competitive environments. Topics include: the concept of competitiveness; the theory of the firm; industry and competition analysis: industry and intra-industry environments; internal environment of the firm; game theory and strategy choice; analysis of competitive advantage, and competition in different industry contexts.

■ BS635 ENTREPRENEURSHIP AND NEW VENTURE CREATION

CREDIT POINTS 15
 OFFERED To be advised
 PREREQUISITES successful completion of six units from the Commerce or Management schedules.

This unit will allow students to study the factors, which determine the development and processes of entrepreneurship and its role in society. Through an understanding of entrepreneurship, the student should be better able to recognise the critical strategic imperatives for the development of new enterprises and the rejuvenation of existing organisations.

■ BS636 INNOVATION AND NEW VENTURE CREATION

CREDIT POINTS 15
 OFFERED Semester 1
 This unit will allow students to study the factors which determine the development and processes of technology entrepreneurship and its role in society. Through an understanding of technology opportunities the student should be better able to recognize the critical strategic imperatives for the development of new technology based enterprises and the rejuvenation of existing organisations.

■ BS637 INNOVATION AND TECHNOLOGICAL CHANGE

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 This unit addresses the critical issues, which influence the sources of invention and innovation. A number of models are examined and the unit tries to incorporate these into a practical model of firm organization behaviour and strategy.

■ BS704 BUSINESS CONSULTING PROJECT

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 PREREQUISITES Completion of at least 16 units A 'C' grade average or better in the best 12 units, JM603 OR JN602 (subject to advice from academic advisor)

In this unit, students will select an appropriate project topic in consultation with academic staff and an industry client. Students will normally work in teams of four or five, agree on a formal brief, and be required to submit a proposal and conduct a business consultancy project. Students will be required to use an actual firm or organisation wherever possible.

■ BS705 BUSINESS INTERNSHIP 1

CREDIT POINTS 30
 OFFERED Semester 2
 PREREQUISITES Completion of at least 16 units A 'C' grade average or better in the best 12 units; BS622 OR JN702 AND JM603 OR JN602 (subject to advice from academic advisor)

COREQUISITE BS706

This is a practice based unit. Students will be required to work with a client organisation on a project or projects for a period of no less than 17 weeks full time (when taken in conjunction with BS703 Business Internship 2) or an appropriate equivalent. This period will involve the student in: a practical project of strategic or organisational significance; a reflection on their learning process, and the role of theory and practice in business and management.

■ BS706 BUSINESS INTERNSHIP 2

CREDIT POINTS 30
 OFFERED Semester 2
 PREREQUISITES Completion of at least 16 units A 'C' grade average or better in the best 12 units; BS622 OR JN702 AND JM603 OR JN602 (subject to advice from academic advisor)

COREQUISITE BS705

This is a practice based unit. Students will be required to work with a client organisation on a project or projects for a period of no less than 17 weeks full time (when taken in conjunction with BS702 Business Internship 1) or the appropriate equivalent. This period will involve the student in: an assessment of the internal and external environment of the organisation and the impact they have on strategy, business development and organisational dynamics; and a reflection on their learning process and the role of theory and practice in business and management.

■ BS725 OPERATIONS MANAGEMENT

CREDIT POINTS 15
 OFFERED To be advised
 PREREQUISITES BA506, JN501
 Topics and sub-topics: Operational strategic planning and systems. TQM perspectives. Business excellence models EFQM, Baldrige; Design for production and delivery of goods and services. Concurrent and sequential management of operations. Business Process Re-engineering, process variability and the achievement of consistency; Supply chain management. 'Lean' processes and outsourcing; Logistics and their role in service sector success.

■ BS730 INTERNATIONAL BUSINESS

CREDIT POINTS 15
 OFFERED To be advised
 PREREQUISITES JM501, BE508
 This unit provides an overview of the international business environment and international trade patterns, including drivers of globalisation; Emerging markets; Global operations and organisational management; Globalisation strategies; The future challenges of International Business.

■ BS801 RESEARCH DISSERTATION

CREDIT POINTS 60
 OFFERED Semester 1 and 2
 PREREQUISITES BS802, BS803

This unit which carries double the credit of an Honours course-work unit, requires the student to research and produce a dissertation of between 15,000 and 20,000 words under supervision on a topic which has been negotiated with the supervisor. The dissertation should demonstrate appropriate advanced analytical and research skills.

■ BS802 HONOURS RESEARCH**METHODOLOGY**

CREDIT POINTS 30
 OFFERED Semester 1 or 2
 PREREQUISITE Successful completion of an

Undergraduate Degree in a Business-related area with an average grade of distinction level or above in the third year units of major study, and no less than a credit in other second and third year units.

COREQUISITE

BS803

Students will be provided with a detailed understanding of the principal issues underlying business-related research. Students will learn how to design research proposals, to collect and analyse qualitative and quantitative data using a variety of research techniques, and to conduct research ethically.

■ BS803 HONOURS THEORY & PRACTICE

CREDIT POINTS 30
 OFFERED Semester 1 or 2
 PREREQUISITE Successful completion of an

Undergraduate Degree in a Business-related area with an average grade of distinction level or above in the third year units of major study, and no less than a credit in other second and third year units.

COREQUISITE

BS802

This is an advanced reading unit that will focus on the discipline area that is the focus of the student's dissertation. The unit is concerned to examine established and speculative theoretical frameworks; examine relationships between contemporary thought and practice, enhance knowledge of relevant literature, and develop literature search skills to a high level.

■ BS922 COMPETITIVE ANALYSIS

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

PREREQUISITE BE921 or BL911 or BE402

This unit will allow students to study the factors which determine competitiveness and the firms ability to compete in complex environments. Economic, legal and technological issues will be discussed in detail and at the end of the unit the student should be able to assess the profit potential of strategic environments and develop strategies in them.

■ BS928 ENTREPRENEURSHIP

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

PREREQUISITES Successful completion of any 4 core units.

This unit will allow students to study the factors which determine the development and processes of entrepreneurship and its role in society. Through an understanding of entrepreneurship, the student should be better able to recognise the critical strategic imperatives for the development of new enterprises and the rejuvenation of existing organisations.

■ BS929 ESTABLISHING THE NEW VENTURE

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

PREREQUISITE BS928

The unit will cover the nature and scope of economics, scarcity, choice, opportunity cost, and resource allocation; nature of the mixed economy; demand and supply and the nature of markets; introduction to macroeconomics including circular flow diagrams, business cycle, aggregate demand/aggregate supply framework, inflation and unemployment, consumption, saving and investment, fiscal, monetary and supply side policies; measuring economic activity, economic indicators. As well, the unit will cover the main features of the Australian legal system, including the role of courts, judicial precedents, parliament and legislation and the role of lawyers. Contract, negligence, vicarious liability and property will be outlined.

■ BS942 INTERNATIONAL BUSINESS

CREDIT POINTS 15
 OFFERED Semester 1 or 2
 (evening/block)

Globalisation of the workplace is a new dimension in organisations, and poses many challenges for effective co-operation. This unit will offer students an understanding of the international business environment. It seeks to impart a knowledge of the impact of culture on individuals, markets and the workplace and to give students a platform from which to approach the issues posed by international business relationships.

■ **BS981 APPLIED MANAGEMENT PROJECT**

CREDIT POINTS 15
OFFERED Semester 1 or 2
PREREQUISITES Successful completion of at least 6 units

This unit will provide an opportunity for students to undertake an applied research based management project in an area of interest or expertise. On completion of this unit students will demonstrate:

- an understanding of a real life managerial problem to be solved
- a continuing capacity and willingness to learn from integrating practical experience and theoretical insight
- a willingness to initiate learning, action and review independent of continuing direction
- an appreciation of the value of integrating learning, action and review into a continuing cycle of individual and organisational learning
- an understanding of the important role applied projects play in the workplace
- an understanding of the ethical issues in initiating and undertaking an applied project
- superior writing skills up to a standard that facilitates effective presentation of an applied project report.