

■ **JH501 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT**

CREDIT POINTS 15
OFFERED Semesters 1 & 2
EXCLUSION JH502

This unit introduces students to a range of activities undertaken by the human resource professional and provides a framework for further study in specialised human resource management (HRM) activities. Content includes integration of HRM with corporate direction, job analysis, performance appraisal, teambuilding, HRD, remuneration and benefits administration, recruitment and selection, employee relations, occupational health and safety, motivation and other contemporary HRM issues.

■ **JH502 FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT**

CREDIT POINTS 15
OFFERED Semester 1 or 2
EXCLUSION JH501

This unit introduces students to a range of activities undertaken by the professional human resource practitioner and provides a framework for further study in specialised human resource management (HRM) activities. Topics include the integration of HRM with corporate direction; what is HRM; the history and evolution of HRM; key HRM functions; human resource activities; HRM and global issues; diversity, equity and HRM; changing work environment and other contemporary HRM issues.

■ **JH601 HUMAN RESOURCE DEVELOPMENT**

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE JH501

This unit examines the role of Human Resources Development (HRD) in improving performance and aiding organisations to achieve greater success through effective training and development and the provision of career and personal development strategies for staff. Also covered: scope and content of HRD in Australia, training needs analysis, design, delivery and evaluation of HRD activities, learning styles, training methodologies and strategies as well as the link between HRD and Organisation Development.

■ **JH602 INDUSTRIAL RELATIONS**

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE JH501

During this unit, the following will be covered: What is industrial Relations? What is Employee Relations? What are the theoretical components? What are the practical implications? Specific topics will include: The history of Industrial Relations in Australia, causes of conflict, trade union history, the role and scope of unions, the role of management in IR, the role of governments in IR, the Federal framework, Conciliation and Arbitration, Awards, State IR systems, Enterprise Bargaining, recent changes to legislation and the impact, the future of IR in Australia.

■ **JH603 STAFFING ORGANISATIONS**

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITE JH501

This unit introduces students to the highly specialised function of recruitment and its importance in determining organisational success, and also enhances students' personal interview skills. Content includes: open-ended systems approach to recruitment; human resource information and planning systems; the environment; sourcing staff; the cost of recruitment; culture; recruitment laws; job analysis; consultants; interviews; psychological testing; reference checks; induction; learning curves; evaluation; career mapping; human capital theory; training and development and contemporary issues.

■ **JH701 MANAGEMENT OF CHANGE AND ORGANISATIONAL DEVELOPMENT**

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITE JN501

This unit gives students an understanding of the major dynamics in business environments accelerating the rate of change. Content includes: familiarity with the literature on future social, political, economic and technological trends; bringing planned change to the organisational, group and individual level; experience with some of the major techniques and methods of organisational change; open systems and organisation/environment interactions; technological, social and cultural change; organisation structure and adaptation; resistance to change; planning change strategies; specific organisation development techniques.

■ **JH702 STRATEGIC HUMAN RESOURCE MANAGEMENT**

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE JH501

Topics covered will include: The changing face and strategic role of HRM; perspectives of HRM at the strategic, operational and functional levels of the organisation; planning and information systems; staffing the organisation of the future; worker-friendly workplaces; HRD and skills as an asset to the organisation; Industrial Relations and the changing dynamic; HR accounting and human value management; International issues for Australian Strategic HRM; professional and career development; research methods and research issues in Strategic HRM.

■ JH703 MANAGEMENT PRACTICE - HUMAN RESOURCE MANAGEMENT

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITES Refer to the School of Business Undergraduate Courses Handbook

This is a practically based unit. Students will be required to work with a client organisation in the area of Human Resource Management for a period of 5 to 8 weeks full time or the equivalent. This period also includes the preparation of a detailed report for the host organisation and unit co-ordinator. Students will be expected to prepare a learning agreement between themselves and a nominated supervisor in the host organisation as well as an academic supervisor. The agreement will set out the type and nature activities and/or project (s) to be undertaken as well as the learning objectives of the student. An individual oral presentation will also be made by each student participating.

■ JH704 APPLIED MANAGEMENT PROJECT - HUMAN RESOURCE MANAGEMENT

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITES Refer to the School of Business Undergraduate Courses Handbook

This is a practically based HR unit. Students will be required to form groups of approximately four and select an appropriate HR project topic in consultation with the unit co-ordinator and the industry client. Once formed, the groups will agree on a formal brief and contract, and be required to submit a proposal and work plan to undertake a management consultancy project. Students will use actual industry, firm and organisational case situations where possible, otherwise projects will be devised which stimulate actual case problems. The contract will require students to undertake appropriate activities and prepare a management consultancy report that should closely approximate the quality and extent one would expect from a professional firm for the same number of person-hours input. Regular contact will need to be made between the student group, organisation representative and the academic supervisor whilst the project is being undertaken.

■ JM501 INTRODUCTION TO MARKETING

CREDIT POINTS 15
 OFFERED Semesters 1 & 2

This unit introduces students to the basic principles and practices of marketing and services based industries, and develops an appreciation and understanding of the marketing process. Content: definition of marketing: nature and scope; marketing process, marketing environment; market behaviour and analysis: market research, product classification consumer behaviour; marketing: positioning, segmentation and target marketing; developing the marketing mix; product and price: product life cycles; product development; pricing relationships; packaging; distribution and promotion: channels, logistics of supply; promotions mix; implementing the marketing effort: organising, controlling and evaluating marketing performance.

■ JM503 E-MARKETING

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITE JM501

This unit focuses on issues in electronic marketing. The fundamental principles of e-marketing are examined and their impact on the marketing function of the organization is explored. The unit covers an introduction to the resources needed for e-marketing and a comparison between the concept of e-marketing and traditional marketing. Marketing planning for online activities and the concept of the virtual store for the marketing of products and services will also be discussed. The unit will also cover issues in the integration of the marketing mix in an electronic environment as well as new opportunities for business-to-business marketing.

■ JM601 SERVICES MARKETING

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITE JM501

This unit aims to provide a detailed study of the application of marketing to services. On completion of this unit students should be able to: develop various marketing strategies appropriate to different types of service organisations; undertake marketing analysis, problem-solving and decision-making in relation to case study material; appreciate the marketing situations and marketing practices particular to various service industries and organisations, including the public and private sectors, non-profit and for-profit organisations.

■ JM602 CONSUMER BEHAVIOUR

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITE JM501

This unit enables students to undertake a detailed study of personal and group consumer behaviour, their determinants and implications for marketing strategy. Content: consumer decision-making processes and types of decision-making situations; internal influences on behaviour as they apply to the consumption process; external influences on behaviour and the role of the marketplace in the sociopolitical system; consumer (individual and group) purchase and consumption behaviour; consumer market analysis and trends including the personal and group behaviour patterns in the Australian marketing environment; marketing stimuli and strategies in relation to consumer behaviour; market segmentation, product positioning, marketing communications, store choice and shopping behaviour, price and salesperson influences.

■ JM603 MARKETING RESEARCH

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITE JM501
 RECOMMENDED MS501

This unit enables students to: understand analytical techniques in order to improve marketing decisions; use market research data to facilitate development of marketing strategies with specific reference to the tourism industry. Content: the marketing research system: basic and applied research; planning a research project; the research process: the decision to undertake research; research design and data sources; secondary data; sampling methods: simple random sampling; other sampling procedures, sample size; measurement and causality: measurement process; attitude measurement, causal designs; obtaining information: data collection methods; questionnaires, data processing and analysis; applications of marketing research in manufacturing and service industries.

■ JM701 MARKETING COMMUNICATIONS

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITE JM501

Students will develop an understanding of the marketing communications process and the role of marketing communication within the overall strategic marketing plan. Content: the role of advertising and promotion in marketing; analysis of promotional communications; perspectives on consumer behaviour; market segmentation and positioning; the communication process; source, message and channel factors; establishing objectives and budgets; developing an integrated marketing communications program; creative strategy; media planning; direct marketing; sales promotion; public relations; monitoring and evaluation; special topics: social and ethical aspects.

■ JM702 MARKETING STRATEGY AND ANALYSIS

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITE JM501

This unit will integrate previous studies to enable the student to undertake marketing planning and analysis. Content: introduction to the methods of strategy analysis, portfolio models and decision support systems; business unit strategy, target market strategy; defining and analysing product markets; forecasting sales; forming niches; selecting a positioning strategy; models for strategic decision support systems; strategic marketing programming: product, distribution, price and promotion strategies; the strategic marketing plan, organising and managing the plan; evaluating marketing performance.

■ JM703 MANAGEMENT PRACTICE - MARKETING

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITES Refer to the School of Business Undergraduate Courses Handbook

This unit gives students an understanding of the values and attitudes required to: participate successfully in the workforce; apply theoretical concepts to the workplace environment; demonstrate the capacity to contribute to the resolution of managerial problems within an organisation; review and reflect on the learning experience with reference to the managerial role and the topic area of the project undertaken. This unit requires: a 5-8 week industrial placement in the specialist area of study; the preparation of placement case study reports for client organisations and for the University on return from placement; oral presentation of case study reports; review and evaluation of the placement and project.

■ JM704 APPLIED MANAGEMENT PROJECT - MARKETING

CREDIT POINTS 15
 OFFERED Semester 2
 PREREQUISITES Refer to the School of Business Undergraduate Courses Handbook

This unit will enable the student to: integrate the knowledge and skills acquired in the specialist area of study and apply them to a practical managerial decision-making problem; function effectively in a management team; produce professional presentations and reports for industry clients; demonstrate learning through review and reflection on the process and output of the project. The student is required to undertake a practical problem-solving project for a client organisation; develop a project brief and work plan; produce interim and final reports; make a formal presentation to the client organisation(s).

■ JM705 INTERNATIONAL MARKETING

CREDIT POINTS 15
 OFFERED Semester 1
 PREREQUISITE JM501

This unit develops the concepts of marketing principles covered in earlier units to a global context. Students will be required to identify, analyse and provide solutions to problems encountered in international marketing operations. In addition, students will also be required to analyse international marketing opportunities, develop appropriate international marketing mixes and strategically evaluate international marketing strategies. The importance of recognising cultural differences in the development of a global marketing program is given particular emphasis in this unit.

■ JN501 MANAGEMENT PRINCIPLES

CREDIT POINTS 15
OFFERED Semesters 1 & 2

This unit aims to familiarise students with the basic principles and theories relating to individual behaviour at work; the managerial role and its context and group processes in work settings. Topics include: the managerial role, the functioning of individuals, groups and teamwork, the organisation and its environment, foundations of planning and organising, organisation structure, foundations of control and managing change.

■ JN601 MANAGERIAL SKILLS

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE JN501

This unit applies many of the theoretical principles covered in JN501 and equips students with appropriate skills for managerial and related roles. The unit is practical and experiential in nature. Topics include:

- Presentation skills: presentations, communication, reflective listening and assertion;
- Managing personal performance: leadership, time-management, goal setting, self-management
- Supervisory skills: motivation, delegation, feedback and performance appraisal; and
- Group interacting and influencing skills: conflict management, negotiation, team building and managing diversity.

■ JN602 MANAGERIAL RESEARCH METHODS

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITES Completion of at least 6 units

This unit aims to equip students with skills to identify problem areas in organisational settings and to understand the planning, design, conduct and interpretation of various types of managerial research. Emphasis will be given to research in general management, human resources management, marketing and tourism situations. Key topics include: the role of business research; the research problem and research process; ethical issues; literature review; qualitative and quantitative methodologies; writing research reports and research proposals; commissioning and managing a research project; evaluation of research and research topics.

■ JN606 MANAGING PEOPLE AT WORK

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITE JN501

The theories and practice of organisation behaviour will be explored in order to understand behaviour of individuals and groups in the workplace. Topics include: personality; ability and learning; perception; values; attitudes and beliefs; motivation; roles, norms and status; groups and teamwork; conflict; leadership; power and politics; work stress and organisational communication.

■ JN615 DESIGNING EFFECTIVE ORGANISATIONS

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE JN501

Key concepts and models of organisation theory are explored and applied to organisations in order to understand contingent approaches to designing organisational systems that are effective from a managerial perspective. Topics include: systems theory; organisational environment; effectiveness; structure; design; technology; culture; control and learning organisations.

■ JN702 STRATEGIC MANAGEMENT

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE JN501

The key topics in this unit are the strategic management process; organisation mission, goals and objectives; external environment analysis; industry analysis; resource analysis, SWOT analysis, key success factors; strategic options; strategic evaluation; the integration of strategic management processes; financial analysis, ratio analysis, strategic cost control; strategic implementation; strategy, structure and culture; managing change, business ethics and social responsibility; contemporary strategic issues; what is strategic management? how can it be properly utilised? what are the alternatives to strategic management?

■ JT501 INTRODUCTION TO TOURISM

CREDIT POINTS 15
OFFERED Semesters 1 & 2

This unit enables students to: understand the nature and composition of the tourism industry; demonstrate analytical skills through the application of acquired theoretical knowledge to analyse the role of tourism in the economy and the industry's different sectors; gain a practical knowledge of tourism and the industry via case studies. Content includes: definitions of tourism and the nature of the tourism phenomenon; tourism trends and flows; tourist behaviour and travel; the structure of the tourism industry; an introduction to sustainable development and tourism policy.

■ JT502 INTERNATIONAL TOURISM

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE JT501

This unit enables students to develop an appreciation of different cultures and how cross-cultural communication influences the tourism experience; apply the principles of destination marketing to international tourism destinations; determine the major policy issues affecting the development of international tourism. Content includes: the meaning of culture, the basis of cultural differences and the implications of cross-cultural communication for servicing international tourists; the global tourism distribution system in relation to generating and destination countries; principles of destination marketing and their application to international tourism; rationale for an international tourism policy framework; barriers to travel.

■ **JT601 TOURISM PRODUCTS AND SERVICES DELIVERY**

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITE JT501

This unit enables students to: understand the different techniques in managing distinct natural, built and mobile tourism attractions; critically analyse tourism product and service delivery techniques in the provision of quality management; apply the customer care philosophy to the delivery of tourism products and services. Content includes: attractions classification; operations, marketing, human resource management and financial management for tourism attractions; principles of service and product delivery as applied to the tourism industry; tourism product distribution policy and packaging; application of customer service orientation in the tourism industry.

■ **JT603 TOURISM IMPACTS AND STRATEGIES**

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITE JT501

This unit enables students to demonstrate an understanding of the economic, social, cultural, heritage and environmental issues and impacts in the development of tourism. Students are expected to: develop visitor management strategies and understand the principles and importance of sustainable development as applied to tourism. Content includes : impacts of tourism; economic issues; positive and negative effects on the economy; social, heritage and cultural issues: nature of community and cultural heritage values; positive and negative effects on the community; environmental issues: principles of ecologically sustainable development; visitor and resource management strategies: economic enhancement measures; education and interpretation techniques.

■ **JT701 TOURISM PLANNING AND DEVELOPMENT**

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITE JT501
RECOMMENDED JT603

This unit enables students to: understand various planning approaches and strategies for the development of tourism; assess and evaluate tourism planning proposals; integrate various parties in the tourism planning and development process. Content includes: tourism planning framework; conceptual approaches to tourism planning: analysis and evaluation of tourism resources and markets; community approaches to tourism planning: the community consultation process; physical approaches to tourism planning; zoning strategies for tourism development; integrated tourism planning; tourism planning for natural, rural and urban areas; funding and implementation of tourism plans.

■ **JT702 CONTEMPORARY TOURISM ISSUES**

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITES At least one Level 2 Tourism unit and JN602

This unit enables students to develop: high level research and evaluative skills through an investigation of tourism-related topics; a greater understanding of current issues in international and Australian tourism; higher level analytical, questioning and presentation skills. Content: current issues affecting various tourism industry sectors, eg hotels, airlines, tour wholesalers; current issues embracing all sectors of the industry, eg training and career development, advances in technology; current issues in an international and Australian tourism context.

■ **JT703 MANAGEMENT PRACTICE - TOURISM**

CREDIT POINTS 15
OFFERED Semester 1
PREREQUISITES Refer to the School of Business Undergraduate Courses Handbook

This unit enables students to: develop an understanding of the values and attitudes required to successfully participate in the workforce; apply theoretical concepts to the workplace environment; demonstrate the capacity to contribute to the resolution of managerial problems; review and reflect on the learning experience with reference to the managerial role and the topic area of the project undertaken. Content: a 6-8 week industrial placement in the tourism industry; preparation of placement case study reports for client organisations and the University on return from placement; oral presentation of case study reports; review and evaluation of the placement.

■ **JT704 APPLIED MANAGEMENT PROJECT - TOURISM**

CREDIT POINTS 15
OFFERED Semester 2
PREREQUISITES Refer to the School of Business Undergraduate Courses Handbook

This unit enables students to: demonstrate their ability to integrate the knowledge and skills acquired in the tourism field and apply them to a practical managerial decision-making problem; function effectively in a management team; produce professional presentations and reports for industry clients; demonstrate learning through review and reflection on the process and output of the project. Content: a practical problem-solving project in a tourism-related area for a client organisation; development of project brief and work plan; production of interim and final reports; formal presentation to the client organisation.

■ **JT705 ISSUES IN SPECIAL INTEREST
TOURISM**

CREDIT POINTS 15

OFFERED Semester 2

PREREQUISITES JT501, JT601, JT603

This unit provides students with an historical overview of the importance of special interest tourism product as an important sector in the tourism industry in Australia and internationally. The unit is concerned with in-depth analysis of a sector of Special Interest Tourism, and may focus on sectors such as wine tourism; indigenous tourism; nature-based tourism; event tourism; adventure, sport, and health tourism. Topics include consumer behaviour: motivation, expectation, and satisfaction; destination image and branding; festivals and events; strategies for the conservation of the natural and cultural resource bases of special interest tourism; the relationships between regional development and special interest tourism; and successful tourism management and marketing strategies.