School of Business

School of Business

The School of Business provides teaching in the areas of Accounting, Business Computing, Applied Economics, eBusiness, Law, Management, Tourism, Marketing and Human Resource Management. It relates to regional community needs by the provision of appropriate consultation and advisory services.

Head of School

Julian Lowe	BA *Wales,* MA *Manch.*	*Professor*

Academic Staff

Ian Clark	BTheol *Melb. Coll. Div.,* BA(Hons) *Monash*, DipEd *Monash*, PhD *Monash*	*Sr Lect*
Kenneth Morris	BBus *Swinburne UT,* GDipFinMgt *UNE*, GDipComp *Ballarat,* MSc *Edin.*, CPA	*Sr Lect*
Christine O'Connor	BA *James Cook*, GDipPsych *James Cook*, MOrgPsych *Qld.*, MAPsS, AofM (USA), BPS, APA, SIOP (USA)	*Sr Lect*
Brian West	BBus *BCAE*, PhD Deakin, CPA	*Sr Lect*
Peter Oppenheim	BHortSc *Cant.*, MHortSc(Hons) *Massey*, DipEd *Melb.*, DipHort *Burnley*, PhD *Monash*, AMA, ISHS, MMRSA	*Sr Lect*
Gilbert Afful	BCom(Hons) *Cape Coast,* DipEd *Cape Coast*, MSc *Ilorin,* CMA	*Lect*
Christine Baker	LLB(Hons) *Qld.*, BJuris, LLM *Monash*	*Lect*
Sandra Billard	BSc *ANU* , GDipAppPsych (Organ) *Monash*, PhD *Melbourne*	*Lect*
Lorene Gottschalk	BBus *RMIT*, GDip(Adult Educ & Train) *Melb. Uni Inst of Ed,* MA *Monash*, PhD *Melb.*, AHRI	*Lect*
Sam Henson	Bbus(Mktg) *Chisholm*, MBA *Monash,* MMRSA, AAANZ	*Lect*
Mary Hollick	BA *Deakin*, BEd *State Coll of Melb.*, GDip Museum Studies *Vic Coll*, HDTS *MSC*, MA *Mon*	*Lect*
Ram Karan	BA(Ec/Acc) *Uni of S Pacific*, GDipAcc *Uni of S Pacific*, MA(Acc) *Uni of S Pacific*, PhD *UTS*	*Lect*
John Marangos	BEc(Hons) *Athens*, MEc *Monash,* PhD *La Trobe*	*Lect*
Lindon Marks	BA *BCAE*, GDipLib *MCAE*, MMgt *Monash* AIMM, MIPAA	*Lect*
Stephen McEachern	BCom(Hons) *Monash,* GDipMIS *Deakin,* PhD *Deakin*	*Lect*
Bernard O'Meara	BA *LaT.*, MBA *RMIT*, GDipEd(Educ & Train Adults) *Adel.*, PhD *Deakin,* CMAHRI, MSIA	*Lect*
Bob O'Shea	FelDipBus *RMIT,* GDipBA *Swin*, MBM *Ballarat*	*Lect*
Gensheng Shen	BA *Peking*, GDipEco *LaT.*, MAEco *LaT.*, ESA, SIA, AIBF	*Lect*
John Van Beveren	BA, GDipComp *Ballarat*, MSc *Melb.*	*Lect*
Michael Volkov	BBus *USC,* BBus(Hons) *USC,* AIMM, MMRSA	*Lect*
Virginia Wise	BA(Hons) *Melb.*, LLB(Hons) *Melb.*, Barrister and Solicitor *Supreme Court of Victoria*, *High Court of Australia*	*Lect*
Glenice Wood	BBehSc, MPsych *LaT.*, MAPsS, PhD *Monash*	*Lect*

Administrative Staff

Rachael Sullivan	CertIIIBus (Office Admin) *Ballarat,* CertIIIRural OffPrac, *Melb*	*Administrative Assistant*
Lou Benson	CertIVBus(Office Admin) *Ballarat*, DipEd *BCAE,* BEd *BUC*	*Undergraduate Liaison Officer*
Monika Heim	GCertBus(GenMgt) *Ballarat*	*Admin Officer*
Kara Hodgson	AdvCertBus(Office Admin) *Ballarat*	*Secretary to Head of School*
Jenny Trounce	GCertComp *Ballarat*	*School Liaison Officer*

Research, Higher Degree and Ethics Coordinator

Peter Oppenheim	BHortSc *Cant.*, MHortSc(Hons) *Massey*, DipEd *Melb.*, DipHort *Burnley*, PhD *Monash*, AMA, ISHS, MMRSA	*Sr Lect*

School of Business Courses

Bachelor of Business

COURSE COORDINATOR
Dr Bernard O'Meara

ADMISSION REQUIREMENTS
Applicants must have satisfactorily completed VCE including prerequisite Units 1 and 2 Mathematics (any); or interstate or overseas equivalent.

All Year 12/VCE applicants must apply through VTAC. Non-Year 12 applicants applying through VTAC are encouraged to completed Form SI. Alternatively non-Year 12 applicants can apply direct to the University through the Tertiary Access Scheme. Refer to the Admissions, Policy and Procedures section in this Handbook. An interview may be required for non-Year 12 applicants.

CREDIT POINTS
360 (subject to course structure requirements)

DURATION
3 years full time or part-time equivalent

MODE
Semester (day)

COURSE OVERVIEW
The course focuses on enterprise, competitiveness and integration. It prepares students for roles in business and entrepreneurial activities where the ability to solve business problems by application and integration of the various business disciplines is seen as critical. The business focus ranges from small startup enterprises to large firms and acknowledges the global dimension of competition, the rapid changes that are occurring in the 'new economy' and the need for managers and entrepreneurs to be functionally competent across a range of disciplines and understand fully the implications of their strategies and actions in one domain on those in another.

COURSE OBJECTIVES
The objectives of the course are consistent with the demands of contemporary business settings:
- To develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.
- To provide an opportunity for specialisation as well as integration and application.
- To develop high potential individuals to serve the business needs of local, national and global enterprises.
- To provide market attractive, competitive and educationally robust business education.
- To provide a sound working knowledge of the core disciplines of business.
- To enhance a range of generic skills with a focus on business communication and problem solving skills.

COURSE STRUCTURE
The Bachelor of Business consists of the equivalent of 24 fifteen credit point units of which at least 12 units (180 credit points) are 'business units', namely: undergraduate units with a 'J*' or 'B*' prefix; CP571; CP785; CP787; CP788 and MB521.

The undesignated Bachelor of Business comprises:

Foundation Units
JN501 Management Principles
JM501 Introduction to Marketing
BE507 Business Microeconomics
CP571 Business Information Systems **or** CP510 Introduction to Operating Systems
BA506 Accounting and Business Decisions
MB521 Business Statistics
BL502 Fundamentals of Law
JT501 Introduction to Tourism **or** JH501 Introduction to Human Resource **or** SF732 Malting and Brewing Science **or** other designated foundation unit

Integrating Units
JN702 Strategic Management. **or** BS622 Competitive Analysis
BS621 Business Communication **or** JN601 Managerial Skills
BS730 International Business **or** CP787 Electronic Commerce 1
BS635 Entrepreneurship and New Venture Creation **or** BS704 Business Consulting Project **or** BS705 Business Internship 1 (30 credit points) AND BS706 Business Internship 2 (30 credit points) **or** JM703/JT703 Marketing/Tourism Practice

- 4 advanced business units (as defined above with a '6' or '7' code);
- 8 elective units (equivalent to 120 credit points)

DEGREE WITH DISTINCTION
Students completing the Bachelor of Business may be awarded a Degree with Distinction. This award is in recognition of distinguished academic performance, and recommendation for its granting is at the discretion of the Courses Committee.

To be awarded a Degree with Distinction a student will:
- Have passed all units at the first attempt;
- Have attained an HD in at least 50% of the 24 units (360 credit points) required for the course and at least a D in 50% of the remaining units; and
- Have attained an HD in at least three of the advanced business units (including at least one at level 3).

In exceptional cases, students may satisfy the Courses Committee that their overall academic performance is of equal standard to that listed above.

Bachelor of Business (Brewing)

COURSE COORDINATOR
Dr Bernard O'Meara

ADMISSION REQUIREMENTS
Applicants must have satisfactorily completed VCE including prerequisite Units 1 and 2 Mathematics (any); or interstate or overseas equivalent.

All Year 12/VCE applicants must apply through VTAC. Non-Year 12 applicants applying through VTAC are encouraged to completed Form SI. Alternatively non-Year 12 applicants can apply direct to the University through the Tertiary Access Scheme. Refer to the Admissions, Policy and Procedures section in this Handbook. An interview may be required from non-Year 12 applicants.

CREDIT POINTS
360 (subject to course structure requirements)

DURATION
3 years full time or part-time equivalent

MODE
Semester (day)

COURSE OVERVIEW
This course focuses on enterprise, competitiveness and integration. It prepares students for roles in micro and major breweries and related industries where the ability to solve business problems by application and integration of the various business disciplines is seen as critical. The business focus ranges from small startup enterprises to large firms and acknowledges the global dimension of competition, the rapid changes that are occurring in the 'new economy' and the need for managers and entrepreneurs to be functionally competent across a range of disciplines and understand fully the implications of their strategies and actions in one domain on those in another.

COURSE OBJECTIVES
The objectives of the course are consistent with the demands of contemporary business settings:
- To develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.
- To provide an opportunity for specialisation as well as integration and application.
- To develop high potential individuals to serve the business needs of local, national and global enterprises.
- To provide market attractive, competitive and educationally robust business education.
- To provide a sound working knowledge of the core disciplines of business.
- To enhance a range of generic skills with a focus on business communication and problem solving skills.

COURSE STRUCTURE
The Bachelor of Business (Brewing) consists of the equivalent of 24 fifteen credit point units of which at least 12 units (180 credit points) are 'business units', namely: undergraduate units with a 'J*' or 'B*' prefix; CP571; CP785; CP787; CP788 and MB521.

The Bachelor of Business (Brewing) comprises:

Foundation Units
JN501 Management Principles
JM501 Introduction to Marketing
BE507 Business Microeconomics
CP571 Business Information Systems
or CP510 Introduction to Operating Systems
BA506 Accounting and Business Decisions
MB521 Business Statistics
BL502 Fundamentals of Law
SF732 Malting and Brewing Science

Strand Units
SF480 Brewing Raw Materials
SF481 Brewing Process
SF482 Yeast and Fermentation
SF483 Malt and Beer Analysis
SF484 Packaging and Quality $^{(30\ credit\ points)}$

Integrating Units
JN702 Strategic Management.
or BS622 Competitive Analysis
BS621 Business Communication
or JN601 Managerial Skills
BS730 International Business
or CP787 Electronic Commerce 1
BS635 Entrepreneurship and New Venture Creation
or BS704 Business Consulting Project
or BS705 Business Internship 1 $^{(30\ credit\ points)}$
AND
BS706 Business Internship 2 $^{(30\ credit\ points)}$
or JM703/JT703 Marketing/Tourism Practice

- 6 elective units (equivalent to 90 credit points).

DEGREE WITH DISTINCTION
Students completing the Bachelor of Business may be awarded a Degree with Distinction. This award is in recognition of distinguished academic performance, and recommendation for its granting is at the discretion of the Courses Committee.

To be awarded a Degree with Distinction a student will:
- Have passed all units at the first attempt;
- Have attained an HD in at least 50% of the 24 units (360 credit points) required for the course and at least a D in 50% of all remaining units; and
- Have attained an HD in at least 4 of the Brewing strand units (including at least one at level 3).

In exceptional cases, students may satisfy the Courses Committee that their overall academic performance is of equal standard to that listed above.

Bachelor of Business (eBusiness)

COURSE COORDINATOR
Dr Bernard O'Meara

ADMISSION REQUIREMENTS
Applicants must have satisfactorily completed VCE including prerequisite Units 1 and 2 Mathematics (any); or interstate or overseas equivalent.

All Year 12/VCE applicants must apply through VTAC. Non-Year 12 applicants applying through VTAC are encouraged to completed Form SI. Alternatively non-Year 12 applicants can apply direct to the University through the Tertiary Access Scheme. Refer to the Admissions, Policy and Procedures section in this Handbook. An interview may be required from non-Year 12 applicants.

CREDIT POINTS
360 (subject to course structure requirements)

DURATION
3 years full time or part-time equivalent

MODE
Semester (day)

COURSE OVERVIEW
This course focuses on enterprise, competitiveness and integration. The focus ranges from small startup enterprises to large firms and acknowledges the global dimension of competition, the rapid changes that are occurring in the 'new economy' and the need for managers and entrepreneurs to be functionally competent across a range of disciplines and understand fully the implications of their strategies and actions in one domain on those in another. It will develop graduates who can understand and manage new ways of doing business in the digital economy where the ability to solve business problems by application and integration of the various business disciplines is seen as critical.

COURSE OBJECTIVES

The objectives of the course are consistent with the demands of contemporary business settings:

- To develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.
- To provide an opportunity for specialisation as well as integration and application.
- To develop high potential individuals to serve the business needs of local, national and global enterprises.
- To provide market attractive, competitive and educationally robust business education.
- To provide a sound working knowledge of the core disciplines of business.
- To enhance a range of generic skills with a focus on business communication and problem solving skills.

COURSE STRUCTURE

The Bachelor of Business (eBusiness) consists of the equivalent of 24 fifteen credit point units of which at least 12 units (180 credit points) are 'business units', namely: undergraduate units with a 'J*' or 'B*' prefix; CP571; CP785; CP787; CP788 and MB521.

The Bachelor of Business (eBusiness) comprises:

Foundation Units
JN501 Management Principles
JM501 Introduction to Marketing
BE507 Business Microeconomics
CP571 Business Information Systems **or** CP510 Introduction to Operating Systems
BA506 Accounting and Business Decisions
MB521 Business Statistics
BL502 Fundamentals of Law
JT501 Introduction to Tourism **or** JH501 Introduction to Human Resource **or** SF732 Malting and Brewing Science **or** other designated foundation unit

Strand Units
CP787 Electronic Commerce 1
CP788 Electronic Commerce 2
CP611 Database Management Systems
CP681 Collaborative Computing
CP785 Information Technology Management
JM503 e-Marketing **or** BL703 Law in an International and Electronic Market **or** CP687 WWW Technology 1 or CP688 WWW Technology 2 **or** CP641 Internet Design

Integrating Units
JN702 Strategic Management. **or** BS622 Competitive Analysis
BS621 Business Communication **or** JN601 Managerial Skills
BS730 International Business **or** CP787 Electronic Commerce 1
BS635 Entrepreneurship and New Venture Creation **or** BS704 Business Consulting Project **or** BS705 Business Internship 1 [30 credit points]   AND   BS706 Business Internship 2 [30 credit points] **or** JM703/JT703 Marketing/Tourism Practice

- 6 elective units (equivalent to 90 credit points).

DEGREE WITH DISTINCTION

Students completing the Bachelor of Business may be awarded a Degree with Distinction. This award is in recognition of distinguished academic performance, and recommendation for its granting is at the discretion of the Courses Committee.

To be awarded a Degree with Distinction a student will:

- Have passed all units at the first attempt;
- Have attained an HD in at least 50% of the 24 units (360 credit points) required for the course and at least a D in 50% of all remaining units; and
- Have attained an HD in at least 4 of the eBusiness strand units (including at least one at level 3).

In exceptional cases, students may satisfy the Courses Committee that their overall academic performance is of equal standard to that listed above.

Bachelor of Business (Marketing)

COURSE COORDINATOR
Dr Bernard O'Meara

ADMISSION REQUIREMENTS
Applicants must have satisfactorily completed VCE including prerequisite Units 1 and 2 Mathematics (any); or interstate or overseas equivalent.

All Year 12/VCE applicants must apply through VTAC. Non-Year 12 applicants applying through VTAC are encouraged to completed Form SI. Alternatively non-Year 12 applicants can apply direct to the University through the Tertiary Access Scheme. Refer to the Admissions, Policy and Procedures section in this Handbook. An interview may be required from non-Year 12 applicants.

CREDIT POINTS
360 (subject to course structure requirements)

DURATION
3 years full time or part-time equivalent

MODE
Semester (day)

COURSE OVERVIEW
This course focuses on enterprise, competitiveness and integration. It will prepare students for marketing roles in business and entrepreneurial activities where the ability to solve business problems by application and integration of the various business disciplines is seen as critical. The focus ranges from small startup enterprises to large firms and acknowledges the global dimension of competition, the rapid changes that are occurring in the 'new economy' and the need for managers and entrepreneurs to be functionally competent across a range of disciplines and understand fully the implications of their strategies and actions in one domain on those in another.

COURSE OBJECTIVES
The objectives of the course are consistent with the demands of contemporary business settings:

- To develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.
- To provide an opportunity for specialisation as well as integration and application.
- To develop high potential individuals to serve the business needs of local, national and global enterprises.
- To provide market attractive, competitive and educationally robust business education.
- To provide a sound working knowledge of the core disciplines of business.
- To enhance a range of generic skills with a focus on business communication and problem solving skills.

COURSE STRUCTURE

The Bachelor of Business (Marketing) consists of the equivalent of 24 fifteen credit point units of which at least 12 units (180 credit points) are 'business units', namely: undergraduate units with a 'J*' or 'B*' prefix; CP571; CP785; CP787; CP788 and MB521.

The Bachelor of Business (Marketing) comprises:

Foundation Units
JN501 Management Principles
JM501 Introduction to Marketing
BE507 Business Microeconomics
CP571 Business Information Systems
or CP510 Introduction to Operating Systems
BA506 Accounting and Business Decisions
MB521 Business Statistics
BL502 Fundamentals of Law
JT501 Introduction to Tourism
or JH501 Introduction to Human Resource
or SF732 Malting and Brewing Science
or other designated foundation unit

Strand Units
JM503 e-Marketing
JM603 Marketing Research
JM602 Consumer Behaviour
JM702 Marketing Strategy and Analysis
JM701 Marketing Communications
JM601 Services Marketing
or BL741 Marketing Law
or JM705 International Marketing

Integrating Units
JN702 Strategic Management.
or BS622 Competitive Analysis
BS621 Business Communication
or JN601 Managerial Skills
BS730 International Business
or CP787 Electronic Commerce 1
BS635 Entrepreneurship and New Venture Creation
or BS704 Business Consulting Project
or BS705 Business Internship 1 [30 credit points]
AND
BS706 Business Internship 2 [30 credit points]
or JM703/JT703 Marketing/Tourism Practice

- 6 elective units (equivalent to 90 credit points).

DEGREE WITH DISTINCTION

Students completing the Bachelor of Business may be awarded a Degree with Distinction. This award is in recognition of distinguished academic performance, and recommendation for its granting is at the discretion of the Courses Committee.

To be awarded a Degree with Distinction a student will:
- Have passed all units at the first attempt;
- Have attained an HD in at least 50% of the 24 units (360 credit points) required for the course and at least a D in 50% of all remaining units; and
- Have attained an HD in at least 4 of the Marketing strand units (including at least one at level 3).

In exceptional cases, students may satisfy the Courses Committee that their overall academic performance is of equal standard to that listed above.

Bachelor of Business (Tourism)

COURSE COORDINATOR
Dr Bernard O'Meara

ADMISSION REQUIREMENTS
Applicants must have satisfactorily completed VCE including prerequisite Units 1 and 2 Mathematics (any); or interstate or overseas equivalent.

All Year 12/VCE applicants must apply through VTAC. Non-Year 12 applicants applying through VTAC are encouraged to completed Form SI. Alternatively non-Year 12 applicants can apply direct to the University through the Tertiary Access Scheme. Refer to the Admissions, Policy and Procedures section in this Handbook. An interview may be required from non-Year 12 applicants.

CREDIT POINTS
360 (subject to course structure requirements)

DURATION
3 years full time or part-time equivalent

MODE
Semester (day)

COURSE OVERVIEW
The course focuses on enterprise, competitiveness and integration. It prepares students for roles in the tourism industry where the ability to solve business problems by application and integration of the various business disciplines is seen as critical. The focus ranges from small startup enterprises to large firms and acknowledges the global dimension of competition, the rapid changes that are occurring in the 'new economy' and the need for managers and entrepreneurs to be functionally competent across a range of disciplines and understand fully the implications of their strategies and actions in one domain on those in another.

COURSE OBJECTIVES
The objectives of the course are consistent with the demands of contemporary business settings:
- To develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.
- To provide an opportunity for specialisation as well as integration and application.
- To develop high potential individuals to serve the business needs of local, national and global enterprises.
- To provide market attractive, competitive and educationally robust business education.
- To provide a sound working knowledge of the core disciplines of business.
- To enhance a range of generic skills with a focus on business communication and problem solving skills.

COURSE STRUCTURE
The Bachelor of Business (Tourism) consists of the equivalent of 24 fifteen credit point units of which at least 12 units (180 credit points) are 'business units', namely: undergraduate units with a 'J*' or 'B*' prefix; CP571; CP785; CP787; CP788 and MB521.

The Bachelor of Business (Tourism) comprises:

Foundation Units
JN501 Management Principles
JM501 Introduction to Marketing
BE507 Business Microeconomics
CP571 Business Information Systems
or CP510 Introduction to Operating Systems
BA506 Accounting and Business Decisions
MB521 Business Statistics
BL502 Fundamentals of Law
JT501 Introduction to Tourism

Strand Units
JT502 International Tourism
JT601 Tourism Products
JT603 Tourism Impacts
BL621 Tourism Law
JT701 Tourism Planning
JT702 Contemporary Tourism Issues

Integrating Units
JN702 Strategic Management. **or** BS622 Competitive Analysis
BS621 Business Communication **or** JN601 Managerial Skills
BS730 International Business **or** CP787 Electronic Commerce 1
BS635 Entrepreneurship and New Venture Creation **or** BS704 Business Consulting Project **or** BS705 Business Internship 1 [30 credit points] AND BS706 Business Internship 2 [30 credit points] **or** JM703/JT703 Marketing/Tourism Practice

- 6 elective units (equivalent to 90 credit points).

DEGREE WITH DISTINCTION

Students completing the Bachelor of Business may be awarded a Degree with Distinction. This award is in recognition of distinguished academic performance, and recommendation for its granting is at the discretion of the Courses Committee.

To be awarded a Degree with Distinction a student will:

- Have passed all units at the first attempt;
- Have attained an HD in at least 50% of the 24 units (360 credit points) required for the course and at least a D in 50% of all remaining units; and
- Have attained an HD in at least 4 of the Tourism strand units (including at least one at level 3).

In exceptional cases, students may satisfy the Courses Committee that their overall academic performance is of equal standard to that listed above.

Bachelor of Commerce

COURSE COORDINATOR
Dr Bernard O'Meara

The Bachelor of Commerce may also be awarded as a specialised degree with acknowledgement of a major area of study – see 'Specialised Degrees in Commerce'.

ADMISSION REQUIREMENTS
Applicants must have satisfactorily completed VCE including prerequisite Units 1 and 2 Mathematics (any); or interstate or overseas equivalent.

All Year 12/VCE applicants must apply through VTAC. Non-Year 12 applicants applying through VTAC are encouraged to complete Form SI. Alternatively Non-Year 12 applicants can apply direct to the University through the Tertiary Access Scheme. Refer to the Admissions, Policy and Procedures section in this Handbook.

An indication of an ability to successfully complete the course and an interview may be required from Non-Year 12 applicants.

CREDIT POINTS
360 - Subject to course structure requirements

DURATION
3 years full-time or part-time equivalent

MODE
Semester (day)

COURSE OVERVIEW
The course aims to advance knowledge and skills in the closely-related disciplines of accounting, applied economics, business computing, law and eBusiness with the purpose of providing students with a high quality, vocational and professional education. In addition to the core areas, other business related areas such as tourism, management and marketing are available, or students may choose units of study from non-business disciplines.

The course structure enables the academic requirements to be met for recognition by the Australian Computer Society, the Australian Society of Certified Practising Accountants, the Institute of Chartered Accountants in Australia and the Australian Institute of Banking and Finance.

COURSE OBJECTIVES
The course will produce graduates who have:
- An appreciation of how to acquire knowledge and skills;
- The ability to think logically, critically and independently;
- The ability to collect, integrate and interpret information;
- The ability to solve problems and communicate effectively;
- Developed leadership qualities and the capacity to work cooperatively;
- An understanding of and commitment to ethical practice;
- A commitment to intellectual thoroughness and a long-term commitment to learning;
- Acquired a body of knowledge in business and related disciplines and an understanding of the principles and conceptual framework underpinning those disciplines;
- Possession of a body of knowledge of sufficient depth and development to facilitate the obtaining of new knowledge and skills via postgraduate studies;
- A combination of knowledge and skills which can be translated directly into the workplace and which will provide a basis for future professional developments; and
- Developed an ability to work independently and to systematically apply their learning to the requirements of the workplace.

COURSE STRUCTURE
Student workload in the course will normally be evenly spread across all semesters. Ordinarily, this will involve four units of 15 credit points per semester for full-time students. Contact hours for full-time students will normally be a maximum of 16 hours per week. To fulfil the academic requirements for the Bachelor of Commerce a student will complete an approved course of study comprising:
- A total of 360 credit points;
- At least one major study of 90 credit points, with a maximum of 30 credit points at Level 1 and a minimum of 30 credit points at Level 3, selected from one of the unit groups in Schedule 1 below;
- At least one minor study consisting of a minimum of 60 credit points containing a maximum of 30 credit points at Level 1 from one of the unit groups in Schedule 1. (These units cannot form part of the major study defined above but may form part of another major study);
- A minimum of 90 credit points at Level 1 from the unit groups in Schedule 1;
- A maximum of 180 credit points at Level 1;
- A minimum of 60 credit points at Level 3; and
- A maximum of 120 credit points, approved by the courses committee, offered by other University of Ballarat degree courses

Bachelor of Commerce
Schedule 1
Unless otherwise indicated all units have a credit point value of 15.

ACCOUNTING	APPLIED ECONOMICS	BUSINESS COMPUTING	eBUSINESS	LAW
Dr Brian West Ph: 03 5327 9406 email: b.west@ballarat.edu.au	Mr Gensheng Shen Ph: 03 5327 9426 email: g.shen@ballarat.edu.au	Mr Greg Simmons Ph: 03 5327 9107 email: g.simmons@ballarat.edu.au	Mr John Van Beveren Ph: 03 5327 9415 email: j.vanbevern@ballarat.edu.au	Ms Christine Baker Ph: 03 5327 9424 email: c.baker@ballarat.edu.au
LEVEL 1 BA506 Accounting and Business Decisions BA507 Accounting Fundamentals BA521 Personal Financial Planning 1	BE507 Business Microeconomics BE508 Business Macroeconomics	CP571 Business Information Systems CP514 Programming 1	CP571 Business Information Systems	BL502 Fundamentals of Law BL503 Commercial Law
LEVEL 2 BA603 Corporate Accounting BA606 Financial Accounting BA613 Management Accounting 1 BA614 Management Accounting 2	BE617 Comparative Economic Systems BE622 Financial Markets and Institutions BS622 Competitive Analysis	CP611 Database Management Systems CP613 Software Engineering I CP681 Collaborative Computing	CP611 Database Management Systems CP681 Collaborative Computing	BL611 Organisations Law BL621 Tourism Law BL642 Employment Law
LEVEL 3 BA701 Financial Management BA702 Advanced Financial Management BA721 Contemporary Accounting Issues BA741 Auditing BA791 Accounting Project BA792 Accounting Practice	BE703 Economic Policy in Australia BE722 Banking and Finance BE791 Economics Project BS730 International Business	CP621 Database Design CP622 Software Engineering II CP682 Groupware and Document Management CP742 Knowledge Based Systems	CP785 Information Technology CP787 Electronic Commerce 1 CP788 Electronic Commerce 2	BL703 Law in an International and Electronic Market BL731 Income Tax Law and Practice BL732 Taxation BL741 Marketing Law BL791 Law Project

For further information about a particular area of study, please contact the staff member named in Schedule 1.

Schedule 1A comprises units which are not available as units towards the major and minor studies requirement of the Bachelor of Commerce.

Schedule 1A

LEVEL 2	LEVEL 3
BS635 Entrepreneurship and New Venture Creation	BA790 International Study Tour BC791 Commerce Project

SPECIALISED DEGREES IN COMMERCE
To be awarded one of the specialised Bachelor of Commerce degrees, you are required to complete the requirements for the Bachelor of Commerce including the specialisation requirements.

B.Commerce (Accounting)
Eight Accounting units (including at least 2 at level 3)
Specified units:
- BL611 Organisations Law
- BL731 Income Tax Law and Practice

B.Commerce (Applied Economics and Finance)
Specified units:
- BE622 Financial Markets and Institutions
- BE722 Banking and Finance
- BA521 Personal Financial Planning 1
- BA613 Management Accounting 1
- BA701 Financial Management
- BA702 Advanced Financial Management
- BL611 Organisations Law
- JN501 Management Principles
Complete an Applied Economics major.

B.Commerce (International Business)
Specified units:
- BE617 Comparative Economic Systems
- BS730 International Business
- BL703 Law in an International and Electronic Market
- CP687 WWW Technology 1 **OR** CP787 Electronic Commerce 1
- JM705 International Marketing
An Applied Economics major.
A minor from either Law or Business Computing, or 4 units from Marketing.

B.Commerce (eBusiness)
Pass a total of 6 units from the following, including at least 2 from List A and List B:

List A
- CP514 Programming 1
- CP686 Internet Programming
- CP613 Software Engineering
- CP621 Database Design
- CP687 WWW Technology 1
- CP641 Internet Design

List B
- BA506 Accounting and Business Decisions
- BA507 Accounting Fundamentals
- BL703 Law in an International and Electronic Market
- BS635 Entrepreneurship and New Venture Creation
- JN601 Managerial Skills
- JM503 e-Marketing
- JN702 Strategic Management

An eBusiness major.

PROFESSIONAL RECOGNITION
The Bachelor of Commerce course is recognised by professional associations. Their requirements for specific levels of membership are also listed.
- **CPA Australia**

  Associate membership/ Certified Practising Accountant
  BA506, BA507, BL502, BL503, CP571, BE504, BE505, MB521, BA603, BA606, BA613, BA614, BL611, BA701, BA741 and BL731.

  Associate membership only
  BA506, BA507, BL502, BL503, CP571, BE504, BE505, MB521, BA603, BA606, BA613, BA614, BA701, CP514, CP611, CP613 and CP622

- **The Institute of Chartered Accountants in Australia**
  BA506, BA507, BL502, CP571, BE504, BE505, MB521, JN501, BA603, BA606, BA613, BA614, BL611, BA701, BA741 and BL731.
- **Australian Computer Society (Level 2)**
  CP514, CP571, CP611, CP613, CP621, CP622, CP729,
- **Australian Institute of Banking and Finance (Senior)**
  BA521, BA701, BE622, BE722, JM501, JN501

DEGREE WITH DISTINCTION
Students completing the Bachelor of Commerce may be awarded a Degree with Distinction. This award is in recognition of distinguished academic performance, and recommendation for its granting is at the discretion of the Courses Committee.

To be awarded a Degree with Distinction a student will:
- Have passed all units at the first attempt;
- Have attained a grade HD assessment in at least 180 credit points of the 360 credit points required for the course and at least a D grade assessment in 90 credit points of the remaining units; and
- Have attained a grade HD assessment in at least 60 credit points of the units (including at least 15 credit points at level 3) from at least one of the areas of accounting, applied economics, business computing, ebusiness or law (see Schedule 1 for relevant units).

In exceptional cases, the courses committee may be satisfied that a student has achieved an overall academic performance of equal standard to that listed above.

Bachelor of Management

The Bachelor of Management may also be awarded as a specialised degree with acknowledgement of a major area of study – see 'Specialised Degrees in Management'.

COURSE COORDINATOR
Dr Bernard O'Meara

ADMISSION REQUIREMENTS
Applicants must have satisfactorily completed VCE including prerequisite Units 1 and 2 Mathematics (any); or interstate or overseas equivalent.

All Year 12/VCE applicants must apply through VTAC. Non-Year 12 applicants applying through VTAC are encouraged to complete Form SI. Alternatively Non-Year 12 applicants can apply direct to the University through the Tertiary Access Scheme. Refer to the Admissions, Policy and Procedures section in this Handbook.

CREDIT POINTS
360 subject to course structure requirements

DURATION
3 years full-time or part-time equivalent

MODE
Semester (day)

COURSE OVERVIEW
This course is designed to provide graduates with the skills and knowledge to participate successfully in the workforce in specialist and general areas of management and to function effectively in managerial roles in private and public sector organisations. Its specialist areas - Tourism, Marketing, Human Resource Management - complement each other and offer an excellent preparation for future employment. In addition, students may choose elective units from other business related areas such as accounting, law or eBusiness, or from non-business disciplines.

The course aims to develop graduates with significant knowledge in management and related disciplines and positive attitudes towards continuing and further education. Students should develop abilities to learn and apply new skills and procedures, capacities for problem-solving and decision-making, the ability to communicate effectively, theoretical and professional knowledge in specialist management areas and the ability to apply knowledge in work settings.

COURSE OBJECTIVES
Graduates of the course should:
- Have developed knowledge, skills and competencies to deal with the variables of management in organisations that operate in complex, changing and turbulent environments;
- Have acquired skills and knowledge and developed attitudes and values to enable them to:
  - Have a sound and comprehensive understanding of core areas of knowledge relevant to management;
  - Study at least one specialist and/or vocational area of knowledge to a high level of competence; and
  - Integrate specialist and general management knowledge and skills to function effectively in the management of enterprises.
- Possess the necessary academic qualifications and have developed attitudes to pursue further academic and vocational studies that will enable them to adapt to a changing and complex work environment; and

- Have acquired knowledge and understanding in a number of important areas of management, including managerial skills, managerial research methods, tourism, marketing and human resource management.

The course provides for:
- A sound grounding in studies relevant to all enterprises;
- Study of specialist management areas to seek professional recognition;
- Study of complementary and support areas for vocational relevance;
- Acquisition of relevant integrative knowledge and skills to promote flexibility and adaptability;
- An understanding of management that embraces the widest range of private and public sector enterprises; and
- Application of skills and knowledge in workplace settings.

COURSE STRUCTURE
To fulfil the academic requirements for the Bachelor of Management a student will complete an approved course of study comprising:
- A total of 360 credit points: 45 credit points consisting of the 3 compulsory units shown in Schedule 1;

- At least one major area of study of 90 credit points (6 units), with a minimum of 30 credit points (2 units) at level 3, from the disciplines of Tourism, Marketing, Human Resource Management or Management. (List of units shown in Schedule 2);
- In addition to (3) above, at least one minor area of study of 60 credit points (4 units) from the disciplines of Tourism, Marketing, Human Resource Management or Management. (List of units shown in Schedule 2). These units can not form part of the major study defined above, but may form part of another major study;
- A maximum of one practice unit (15 credit points) and one project unit (15 credit points). (List of units shown in Schedule 3);
- A maximum of 150 credit points (10 units) at level 1;
- A minimum of 75 credit points (5 units) at level 3;
- A minimum of 240 credit points (16 units) from units listed in Schedules 1 - 3; and
- A maximum of 120 credit points (8 units) offered by other University of Ballarat degree courses.

Unless otherwise indicated all units have a credit point value of 15.

Bachelor of Management

Schedule 1
UNITS WHICH ALL BACHELOR OF MANAGEMENT STUDENTS MUST STUDY

LEVEL 1 : JN501 Management Principles	**LEVEL 2 :** JN601 Managerial Skills JN602 Managerial Research Methods

Schedule 2
UNITS OFFERED IN STUDY STREAMS FOR MAJOR AND MINOR SEQUENCES

MANAGEMENT	**TOURISM**	**MARKETING**	**HUMAN RESOURCE MANAGEMENT**
Dr Lorene Gottschalk Ph: 03 5327 9647 Email: l.gottschalk@ballarat.edu.au	Dr Ian Clark Ph: 03 5327 9436 Email: i.clark@ballarat.edu.au	Dr Peter Oppenheim Ph: 03 5327 9411 Email: p.oppenheim@ballarat.edu.au	Dr Bernard O'Meara Ph: 03 5327 9648 Email: b.omeara@ballarat.edu.au
LEVEL 1 JN501 Management Principles	JT501 Introduction to Tourism JT502 International Tourism	JM501 Introduction to Marketing JM503 e-Marketing	JH501 Introduction to HRM
LEVEL 2 JN601 Managerial Skills JN606 Managing People at Work JN615 Designing Effective Organisations	JT601 Tourism Products and Services Delivery JT603 Tourism Impacts and Strategies BL621 Tourism Law	JM601 Services Marketing JM602 Consumer Behaviour JM603 Marketing Research	JH601 Human Resource Development JH602 Industrial Relations JH603 Staffing Organisations
LEVEL 3 JH701 Management of Change and Organisational Development JN702 Strategic Management	JT701 Tourism Planning and Development JT702 Contemporary Tourism Issues	JM701 Marketing Communications JM702 Marketing Strategy & Analysis JM705 International Marketing BL741 Marketing Law	JH701 Management of Change and Organisational Development JH702 Strategic Human Resource Management

Schedule 2A

LEVEL 2 :	LEVEL 3 :
BS635 Entrepreneurship and New Venture Creation	BS730 International Business JT705 Issues in Special Interest Tourism

Schedule 3
PRACTICE/PROJECT UNITS OFFERED IN EACH STUDY STRAND

TOURISM	MARKETING	HUMAN RESOURCE MANAGEMENT
LEVEL 3 JT703 Management Practice - Tourism JT704 Applied Tourism Management Project	JM703 Management Practice-– Marketing JM704 Applied Marketing Management Project	JH703 Management Practice - HRM JH704 Applied HRM Project

Note: **The units in Schedule 3 are only available to students who meet the minimum academic performance criteria.**

For further information about a particular area of study contact the staff member named in Schedule 2.

SPECIALISED DEGREES IN MANAGEMENT
B.Management (Human Resource Management)
A major in Human Resource Management
At least two units chosen from:
- JH703 Management Practice - Human Resource Management;
- JH704 Applied HRM Project;
- BL642 Employment Law;
- JN702 Strategic Management.

Any other unit from the Management area of study other than compulsory units.
At least two units chosen from:
- BA506 Accounting and Business Decisions;
- BE507 Business Microeconomics OR BE508 Business Macroeconomics
- BL502 Fundamentals of Law;
- CP571 Business Information Systems.

B.Management (Marketing)
Eight Marketing units (including at least 2 at level 3) including:
- JM501 Introduction to Marketing;
- JM602 Consumer Behaviour;
- JM603 Marketing Research;
- JM702 Marketing Strategy and Analysis.

At least two units chosen from:
- BA506 Accounting and Business Decisions;
- BE507 Business Microeconomics OR BE508 Business Macroeconomics
- BL502 Fundamentals of Law;
- CP571 Business Information Systems.

B.Management (Tourism)
Specified units:
- JT501 Introduction to Tourism;
- JT502 International Tourism;
- JT601 Tourism Products and Services Delivery;
- JT603 Tourism Impacts and Strategies;
- JT701 Tourism Planning and Development;
- JT702 Contemporary Tourism Issues.

At least two units chosen from:
- JT703 Management Practice – Tourism;
- JT704 Applied Tourism Management Project;
- BL621 Tourism Law;
- SE522 Environmental Management.

At least two units chosen from:
- BA506 Accounting and Business Decisions;
- BE507 Business Microeconomics OR BE508 Business Macroeconomics
- BL502 Fundamentals of Law;
- CP571 Business Information Systems;

PROFESSIONAL RECOGNITION
Subject to choice of study, graduates of the course are eligible for membership of the following professional associations:
- Australian Institute of Travel and Tourism;
- Australian Marketing Institute; and
- Australian Human Resource Institute.

DEGREE WITH DISTINCTION
Students completing the Bachelor of Management may be awarded a degree with distinction. This award is in recognition of distinguished academic performance and recommendation for its granting is at the discretion of the School of Business Courses Committee.

To be considered for a degree with distinction students must:

1. have passed all units at your first attempt.
2. have attained a HD grade in at least 50 per cent of the 24 units (360 credit points) required for the course and at least a D grade assessment in 50 per cent of the remaining units.
3. have attained a HD grade in at least 50 per cent of the units from at least one of the core areas (Human Resource Management, Management, Marketing or Tourism), and at least a D grade in 50 per cent of the remaining units in the same core area.

In exceptional cases the Courses Committee may be satisfied that a student has achieved an overall academic performance of equal standard to that described above.

Bachelor of Commerce/Bachelor of Management

COURSE COORDINATOR
Dr Bernard O'Meara

CREDIT POINTS
540

DURATION
4 years full-time or part-time equivalent

ACADEMIC CONTENT

1. **Rationale of Structure**
   Students will undertake the core requirements of both courses and thus fulfil the aims and objectives for each degree.

2. **Program Structure**
   The program structure requirements are:
   i)   Completion of a minimum of 240 credit points (16 units) from each of the component degrees; and
   ii) Completion of a total of 540 credit points (36 units); and
   iii) Satisfy the **core** requirements for each of the separate degrees;
   iv) The additional 60 credit points (4 units) may be taken from any accredited degree program within the University, subject to timetabling constraints and prerequisite requirements. No more than 30 credit points (2 of these units) may be selected for level one introductory units (ie. a first year unit that has no prerequisites);
   v)   A maximum of 240 credit points (16 units) at level one.

3. **Student Work Load**
   Unless otherwise specified each unit within the Bachelor of Commerce and Bachelor of Management has equal weight. A normal full time load in the separate degrees is approximately 120 credit points (8 units) per year.   The normal full time load in the combined degree program is 135 credit points (9 units) per year.

4. **Core Requirements**
   I)   Bachelor of Commerce
   A student will complete an approved course of study comprising:
   (a) 240 credit points (16 units) from schedules 1, 1A;
   (b) At least one major study of 90 credit points (6 units), with a maximum of 30 credit points (2 units) at level 1 and a minimum of 30 credit points (2 units) at level 3, selected from one of the unit groups in schedule 1 below;
   (c) At least one minor study consisting of a minimum of 60 credit points (4 units) containing a maximum of 30 credit points (2 units) at level 1 from one of the unit groups in schedule 1. These units can not form part of the major study defined under (b) but may form part of another major study;
   (d) A minimum of 90 credit points (6 units) at level 1 from the unit groups in Schedule 1;
   (e) A minimum of 45 credit points (3 units) at level 3 from Schedules 1, 1A;
   (f) A maximum of 120 credit points (8 units) at level 1 from Schedules 1, 1A.

   II)   Bachelor of Management
   A student will complete an approved course of study comprising:
   (a) 240 credit points (16 units) from Schedules 1-4;
   (b) 45 credit pints from the 3 compulsory units shown in Schedule 1;
   (c) At least one major study of 90 credit points (6 units), with a minimum of 30 credit points (2 units) at level 3, from the unit groups in Schedule 2;
   (d) In addition to (c) above, at least one minor study consisting of a minimum of 60 credit points (4 units) from one of the unit groups in Schedule 2 and 3;
   (e) A maximum of 30 credit points (2 units) from the practice/project units in Schedule 4;
   (f) A minimum of 45 credit points (3 units) at level 3 from Schedules 2-4;
   (g) A maximum of 120 credit points (8 units) at level 1 from Schedules 1, 2 or 3.

Bachelor of Arts/ Bachelor of Business

COURSE COORDINATOR
Mr John Maguire (Arts)
Dr Bernard O'Meara (Business)

This joint degree program is administered by the School of Behavioural and Social Sciences and Humanities; please refer to that School's course entry for information.

Bachelor of Computing/ Bachelor of Commerce

COURSE COORDINATORS
Ms Robyn Pierce (Computing)
Dr Bernard O'Meara (Commerce)

This combined degrees program is administered by the School of Information Technology and Mathematical Sciences; please refer to that School's course entry for information.

Bachelor of Computing/ Bachelor of Management

COURSE COORDINATORS
Ms Robyn Pierce (Computing)
Dr Bernard O'Meara (Management)

This combined degrees program is administered by the School of Information Technology and Mathematical Sciences; please refer to that School's course entry for information.

Bachelor of Applied Science (Human Movement)/ Bachelor of Management

COURSE COORDINATORS
Mr Michael Poulton (Human Movement)
Dr Bernard O'Meara (Management)

This joint degree program is administered by the School of Human Movement and Sport Sciences; please refer to that School's course entry for information.

Bachelor of Applied Science (Food Science and Technology)/ Bachelor of Management

COURSE COORDINATORS
Mr John Murray (Science)
Dr Bernard O'Meara (Management)

This combined degrees program is administered by the School of Science; please refer to that School's course entry for information.

Graduate Courses

Graduate Certificate of Management

COURSE COORDINATOR
Dr Glenice Wood

ADMISSION REQUIREMENTS
Candidates should have:
• a bachelors degree or equivalent, *or* an appropriate professional qualification
and
• a minimum of 2 years relevant work experience.

However candidates who do not meet the above criteria may apply to enter the program if they have 5 years relevant work experience and are assessed by the Graduate Courses Coordinator as being able to successfully complete the course.

If a candidate has the appropriate academic/professional qualification but lacks relevant work experience they may be admitted to the program after successfully completing an Immersion program.

Formal application must be made to enter the course. In some circumstances, an interview may be required.

PREPARATORY STUDIES
Applicants will be advised to complete the Graduate Courses Preparatory Program prior to commencing the Graduate Certificate. However candidates may apply for an exemption from this program if they can make a case for competency in the areas of academic writing, statistics, or spreadsheets.

This preparatory program enables students to acquire or upgrade needed skills. It is delivered in three modules: Academic Writing and Research Skills, Introduction to Statistical Concepts and Introduction to Spreadsheets.

Students will be required to undertake the Preparatory Program when it is scheduled in the weeks preceding the commencement of the Master of Business Administration program.

CREDIT POINTS
60

DURATION
6 months full-time or part-time equivalent

MODE
Units may be delivered in a range of modes including block, evening and summer school mode.

COURSE OVERVIEW
To undertake a Graduate Certificate of Management students apply for entry to the Master of Business Administration and exit after completing four units as set out in the course structure.

COURSE OBJECTIVES
On completion of the Graduate Certificate of Management, students will be:
• Familiar with the basic role and function of the manager;
• Familiar with the contribution of the functional disciplines associated with business management;
• Proactive, life-long learners with good expressive, analytical and relational skills and a facility with the use of technology designed to assist managerial learning and decision making.

COURSE STRUCTURE
Three units chosen from the following:

BA401	Accounting and Finance
BM401	Marketing
BN412	Human Resource Management
BN921	Organisations: Behaviour, Structure, Processes
BN923	Knowledge and Information Management
BN927	Creativity and Innovation
BN930	Change Agent Strategies
BN961	Managerial Skills Workshop
Plus	**Any unit* from the graduate program prerequisites permitting**

Graduate Diploma of Management

COURSE COORDINATOR
Dr Glenice Wood

ADMISSION REQUIREMENTS
Candidates should have:
• a bachelors degree or equivalent, *or* an appropriate professional qualification
and
• a minimum of 2 years relevant work experience.

However candidates who do not meet the above criteria may apply to enter the program if they have 5 years relevant work experience and are assessed by the Graduate Courses Coordinator as being able to successfully complete the course.

If a candidate has the appropriate academic/professional qualification but lacks relevant work experience they may be admitted to the program after successfully completing an Immersion program.

Formal application must be made to enter the course. In some circumstances, an interview may be required.

PREPARATORY STUDIES
Applicants will be advised to complete the Graduate Courses Preparatory Program prior to commencing the Graduate Diploma. However candidates may apply for an exemption from this program if they can make a case for competency in the areas of academic writing, statistics, or spreadsheets.

This preparatory program enables students to acquire or upgrade needed skills. It is delivered in three modules: Academic Writing and Research Skills, Introduction to Statistical Concepts and Introduction to Spreadsheets.

Students will be required to undertake the Preparatory Program when it is scheduled in the weeks preceding the commencement of the Master of Business Administration program.

CREDIT POINTS
120

DURATION
1 year full-time or part-time equivalent

MODE
Units may be delivered in a range of modes including block, evening and summer school mode.

COURSE OVERVIEW
To undertake a Graduate Diploma of Management, students apply to enter the Master of Business Administration program and exit after 8 units.

COURSE OBJECTIVES
The course aims to provide:
- A coherent, integrated development program designed to prepare students for assuming broad managerial responsibilities;
- A variety of focused specialist courses that prepare the student for the immediate demands of a particular industrial or professional managerial setting; and
- A basis for further formal studies in management.

Objectives also include:
- Developing approaches to learning that will enable practising managers to demonstrate initiative, flexibility, problem solving ability, innovative thinking and responsiveness to change in their work environments;
- Providing a strong foundation in management and communications, accounting, human resource management, economics and marketing as the base disciplines of management;
- Developing a managerial focus and style that promotes awareness of the environment in which graduates will operate, and to develop approaches that are appropriate to these environments; and
- Developing relevant knowledge, skills and attitudes that will enable graduates to contribute to a specific managerial setting and promote the contribution of effective management in that setting.

COURSE STRUCTURE
Required Units

BA401	Accounting and Finance
BM401	Marketing
BN921	Organisations: Behaviour, Structure, Processes
BE921	Managing in Complex Environments
BL911	*or* Managing the Legal Environment
BE402	*Or* Business Economics
BS922	Competitive Analysis
	and
	3 other elective units

Elective Units

BN412	Human Resource Management
BN923	Knowledge and Information Management
BN925	Critical Issues and Advances in Management
BC930	Electronic Commerce and Business
BN935	Operations Management
BS942	International Business
BN961	Managerial Skills Workshop
BM404	Marketing Services Organisations
BN958	Comparative Issues in International Management

Master of Business Administration

COURSE COORDINATOR
Dr Glenice Wood

ADMISSION REQUIREMENTS
Candidates should have:
- a bachelors degree or equivalent, *or* an appropriate professional qualification
and
- a minimum of 2 years relevant work experience.

However candidates who do not meet the above criteria may apply to enter the program if they have 5 years relevant work experience and are assessed by the Graduate Courses Coordinator as being able to successfully complete the course.

If a candidate has the appropriate academic/professional qualification but lacks relevant work experience they may be admitted to the program after successfully completing an Immersion program.

Formal application must be made to enter the course. In some circumstances, an interview may be required.

PREPARATORY STUDIES
Applicants will be advised to complete the Graduate Courses Preparatory Program prior to commencing the MBA. However candidates may apply for an exemption from this program if they can make a case for competency in the areas of academic writing, statistics, or spreadsheets.

This preparatory program enables students to acquire or upgrade needed skills. It is delivered in three modules: Academic Writing and Research Skills, Introduction to Statistical Concepts and Introduction to Spreadsheets.

Students will be required to undertake the Preparatory Program when it is scheduled in the weeks preceding the commencement of the Master of Business Administration program.

COURSE OVERVIEW
The MBA is a generalist's degree intended for those with some practical experience who now wish to widen their managerial knowledge and skills.

The philosophy underlying this type of MBA is to enable our students to deal with the many facets of management. The course aims to develop skills in critical thinking, research and analysis through individual and team based work.

A feature of the University of Ballarat's MBA is that it focuses on these critical areas of integration whilst allowing some specialisation to accommodate specific career paths.

This program offers a number of unique benefits:
- Innovative and flexible approaches to learning and teaching;
- Is integrative across functions and disciplines;
- Allows specialisation through specific strands;
- Is application focused and reflective of practice;
- Draws on a broad based faculty with access to expertise outside the University; and
- Links theory and application.

CREDIT POINTS
180

DURATION
Students can complete the MBA in 3 semesters full-time or over an extended part-time period.

MODE
Units may be delivered in a range of modes including block, evening and summer school mode.

COURSE OBJECTIVES
Objectives address student learning needs related to lifelong learning as well as generic and specific management capabilities.

In addition to providing economically competitive, market attractive and educationally robust management education, the course is designed to enable students to:

- Develop as high potential individuals capable of serving the advanced management needs of local, national and global enterprises.

- Develop knowledge and competencies for immediate use and the acquisition of a strategic perspective.

- Acquire a sound working knowledge of the core disciplines of business supplemented by an in-depth study of an advanced specialisation.

- Develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.

- Add to the momentum of a business career, rather than be a competitor to it, through offering a range of flexible delivery methods.

COURSE STRUCTURE
The MBA consists of 12 units, each worth 15 credit points, for a total of 180 credit points. Students will complete the capstone, one elective from the restricted choice set and any five units from the School of Business graduate program offerings, subject to completion of prerequisites. Specialisations area also possible. Students will undertake:
- 5 core units;
- 3 elective units;
- a capstone unit;
and
- Either one of the specialist strands;

Core Units

BA401	Accounting and Finance
BM401	Marketing
BN921	Organisations: Behaviour, Structure, Processes
BE921	Managing in Complex Environments *or*
BL911	Managing the Legal Environment *or*
BE402	Business Economics
BS922	Competitive Analysis

Elective Units
Choose one from the following:

BC930	Electronic Commerce and Business
BN412	Human Resource Management
BN961	Managerial Skills Workshop
BS942	International Business
BM404	Marketing Services Organisations
BN958	Comparative Issues in International Management
	Or
	units from the strand sequences (pre-requisites permitting).

Capstone Unit

BN926	Strategy and Management of Change

Strand Sequences
Each strand comprises 3 units – a number of choices are available.

Entrepreneurship

BS928	Entrepreneurship
BN927	Creativity and Innovation
BS929	Establishing the New Venture

Human Resource Management

BN934	Human Job Design
BN930	Change Agent Strategies
BN933	Management – Employee Relations

Marketing

BM921	Consumer Market Research
BM922	Marketing in the International Environment
BM923	Strategic Marketing

Financial Management

BA925	Financial Policy
BL925	Issues in Corporate Governance and Accountability
BE923	Financial Markets and Institutions

Electronic Commerce

BC932	Convergent Technologies of Electronic Commerce
BC936	Changing Business Paradigms
BC938	Electronic Commerce Project

PROFESSIONAL RECOGNITION
Recognised by the Australian Institute of Management (AIM).

Master of Business Management
(*by Coursework*)

COURSE COORDINATOR
Dr Glenice Wood

ADMISSION REQUIREMENTS
The Master of Business Management course is intended for people who have an undergraduate degree and wish to become more effective managers.

Candidates should:
- Have a Bachelor degree and/or extensive work experience;
- Have a minimum of five years work experience;
- Be currently working as a manager; and
- Provide a referee's report.

Applicants holding other academic or professional qualifications and/or with five years substantial work experience may also be granted admission to the program following an evaluation of their ability to succeed in the course.

CREDIT POINTS
180

DURATION
1½ years full-time or part-time equivalent

MODE

Units may be delivered in a range of modes including block, evening and summer school mode.

PREPARATORY STUDIES

Applicants will be advised to complete the Graduate Courses Preparatory Program prior to commencing the MBM. However candidates may apply for an exemption from this program if they can make a case for competency in the areas of academic writing, statistics, or spreadsheets.

This preparatory programs enables students to acquire or upgrade needed skills. It is delivered in three modules: Academic Writing and Research Skills, Introduction to Statistical Concepts and Introduction to Spreadsheets.

Students will be required to undertake the Preparatory Program when it is scheduled in the weeks preceding the commencement of the Master of Business Management program.

COURSE OVERVIEW

The Master of Business Management is designed to provide practising managers with an economically competitive, career oriented education that is work-place relevant.

The MBM is an applied graduate program that will enhance your personal development and cognitive approaches – a distinctive feature of the MBM is the application of Action Learning to the implementation of sponsoring organisation strategic initiatives.

COURSE OBJECTIVES

Graduates from the MBM program will be characterised by:

- A deep understanding of management functions and processes;
- A developed strategic orientation;
- A high tolerance for ambiguity and complexity, a capacity for innovation and change; and
- A flexible, interactive and ethical management style.

The program's goals emphasise educating and developing effective practitioners and consultants. Such an emphasis requires the development of practical, operational and advocacy skills; including problem solving, team and organisational development, project planning and evaluation.

COURSE STRUCTURE

The MBM consists of a total of 180 credit points. Students will complete:

Core Units

BN921	Organisations: Behaviour, Structure, Processes
BN961	Managerial Skills Workshop
BN927	Creativity and Innovation
or	
BN930	Change Agent Strategies

Action Learning Units

BN931	Business Research: Methods and Practice
BN963	Action Learning and Action Research Methodology
BN965	Action Learning Dissertation (equivalent to 3 units)

Elective Units

- Four electives selected from MBA units.

Action Learning Program:

Action Learning is an accelerated learning process and is internationally acknowledged as a highly effective platform for management education.
It involves:

- Experience in the workplace;
- Reflections on the experiences, individually and through feedback from others;
- Abstract learning of concepts, models, techniques and information gained through research; and
- Active application and experimentation of learning within both the program and the workplace.

PROFESSIONAL RECOGNITION

Recognised by the Australian Institute of Management (AIM).

Graduate Certificate of Electronic Business

COURSE COORDINATOR

Dr Glenice Wood

ADMISSION REQUIREMENTS

Candidates should have:

- a bachelors degree or equivalent, *or* an appropriate professional qualification

and

- a minimum of 2 years relevant work experience.

However candidates who do not meet the above criteria may apply to enter the program if they have 5 years relevant work experience and are assessed by the Graduate Courses Coordinator as being able to successfully complete the course.

If a candidate has the appropriate academic/professional qualification but lacks relevant work experience they may be admitted to the program after successfully completing an Immersion program.

Formal application must be made to enter the course. In some circumstances, an interview may be required.

RPL CREDITS AND WAIVERS

Recognition of Prior Learning is available, especially for those with industrial or research experience. Those who have completed relevant studies in other academic institutions may be eligible for advanced standing or exemptions. Students applying for advanced standing on the basis of graduate studies may be eligible for a credit transfer. Students applying on the basis of undergraduate studies may be eligible for a content waiver for a specified unit (s) but will need to substitute another Masters unit to fulfil the 4 unit requirement. Up to 50% of the course can be covered by Recognition of Prior Learning, advanced standing or exemptions.

COURSE OVERVIEW

The course will provide students with theoretical and practical concepts of electronic business. The general orientation of the Graduate Certificate of Electronic Business prepares students for roles in general management where electronic business is a focus. The emphasis is to develop a sound working knowledge of core electronic business concepts and issues.

COURSE OBJECTIVES

Objectives address student-learning needs related to lifelong learning as well as generic and specific management capabilities.

- To develop high potential individuals to serve the advanced management needs of local, national and global enterprises.
- To promote the development of knowledge and competencies for immediate use and the acquisition of strategic perspectives.
- To provide economically competitive, market attractive and educationally robust management education.
- To provide a sound working knowledge of the core disciplines of business supplemented by an in-depth study of an advanced specialisation.
- To develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.
- To offer a range of flexible delivery methods.

DURATION

The course is designed to enable students to complete all requirements in one semester full-time or two semesters part-time. Maximum duration of enrolment shall be 2 years, except in special cases where permission to extend this is granted by the Graduate Courses Committee.

MODE

Units may be delivered in a range of modes including block, evening and summer school mode.

COURSE STRUCTURE

The curriculum consists of:

- A brief preparatory program for those students who require it;
- A set of required units providing a core of knowledge in electronic business; and
- Elective units allowing students to choose emphases most relevant to them.

A brief preparatory program will be offered to help ensure students from a diverse range of backgrounds enter the course with some common skills and understandings. In addition to the Graduate Courses Preparatory Program, a module will be offered in computer skills. Those students who can bring forward evidence of their competence will not be required to complete the relevant module. It is expected that many students with related undergraduate degrees will not be required to undertake the preparatory program.

Students will be required to complete
- 4 units including:

BC930	Electronic Commerce and Business
BC932	Convergent Technologies of Electronic Commerce

- At least one of the following:

BN923	Knowledge and Information Management
BL903	Managing International and eBusiness Legal Issues
CP910	Collaborative Computing for Business
CP911	Database Management Systems
Plus	**Any unit offered in the Graduate Management Program (pre-requisites permitting)**

Master of Electronic Business

COURSE COORDINATOR
Dr Glenice Wood

ADMISSION REQUIREMENTS
Candidates should have:
- a bachelors degree or equivalent, *or* an appropriate professional qualification

and

- a minimum of 2 years relevant work experience.

However candidates who do not meet the above criteria may apply to enter the program if they have 5 years relevant work experience and are assessed by the Graduate Courses Coordinator as being able to successfully complete the course.

If a candidate has the appropriate academic/professional qualification but lacks relevant work experience they may be admitted to the program after successfully completing an Immersion program.

Formal application must be made to enter the course. In some circumstances, an interview may be required.

PREPARATORY STUDIES
Applicants will be advised to complete the Graduate Courses Preparatory Program prior to commencing the MEB. However candidates may apply for an exemption from this program if they can make a case for competency in the areas of academic writing, statistics, or spreadsheets.

This preparatory program enables students to acquire or upgrade needed skills. It is delivered in three modules: Academic Writing and Research Skills, Introduction to Statistical Concepts and Introduction to Spreadsheets.

Students will be required to undertake the Preparatory Program when it is scheduled in the weeks preceding the commencement of the Master of Electronic Business program.

GRADUATES FROM UNIVERSITY GRADUATE MANAGEMENT PROGRAMS
Candidates who have completed a Graduate Certificate of Management, Business, e-commerce or Information Technology may receive up to 4 credits in the Masters of Electronic Business. Graduates who have completed a Graduate Diploma of Business in these areas may receive up to 6 units of credit.

RPL CREDITS AND WAIVERS
Recognition of Prior Learning is available, especially for those with industrial or research experience. Those who have completed relevant studies in other academic institutions may be eligible for advanced standing or exemptions. Students applying for advanced standing on the basis of graduate studies may be eligible for a credit transfer. Students applying on the basis of undergraduate studies may be eligible for a content waiver for a specified unit (s) but will need to substitute another Masters unit to fulfil the 12 unit requirement. Up to 50% of the course can be covered by Recognition of Prior Learning, advanced standing or exemptions.

COURSE OVERVIEW
Electronic Business examines emerging technologies, the new business processes and the new markets they create. The convergence of information technology and telecommunications has

dramatically increased market turbulence caused by the Internet, mobile communications, the embodiment of information technology in new products, globalisation, the increasing concentration and interdependence of Industries.

The MEB is a specific degree intended for those with managerial or technical experience who wish to focus their knowledge and skills toward Electronic Business applications and development.

WHO SHOULD STUDY THE MEB

Those undertaking a MEB will be:

- High calibre middle and senior managers, already holding an honours degree, MBA or similar masters qualification in a management or technology related area. These students may be granted exemptions depending on prior study.
- Managers and aspiring managers who may have a degree but need to gain knowledge and skills in Electronic Business.

DURATION

The course is designed to enable students to complete all requirements in three semesters full-time or six semesters part-time.   Maximum duration of enrolment shall be 6 years, except in special cases where permission to extend is granted by the Graduate Courses Co-ordinator.

MODE

Units may be delivered in a range of modes including block, evening and summer school mode.

COURSE OBJECTIVES

Objectives address student-learning needs related to lifelong learning capabilities generic capabilities and specific management capabilities.

- To develop high potential individuals to serve the advanced management needs of local, national and global enterprises.
- To promote the development of knowledge and competencies for immediate use and the acquisition of strategic perspective.
- To provide economically competitive, market attractive and educationally robust management education.
- To provide a sound working knowledge of the core disciplines of business supplemented by an in-depth study of an advanced specialisation.
- To develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.
- To offer a range of flexible delivery methods.

COURSE STRUCTURE

The curriculum consists of 12 units, each worth 15 credit points, for a total of 180 credit points. Students will complete:

- 6 core units which will provide a core of knowledge in electronic business
  and
- 6 elective units which will allow students to choose emphases most relevant to them

Core Units

Students will be required to complete six basic core units:

BC930	Electronic Commerce and Business
BC932	Convergent Technologies of Electronic Commerce
BC936	Changing Business Paradigms
BC938	Electronic Commerce Project
CP910	Collaborative Computing for Business
BL930	Managing International and eBusiness Legal Issues

Elective units

- 6 electives selected from the School of Business graduate programs and/or those of the School of Information Technology and Mathematical Sciences.

Higher Degrees by Research

- **Master of Business (MBus)**

This degree is awarded on the basis of a thesis demonstrating "command of the knowledge and skills pertinent to the area of investigation as well as a critical appreciation and understanding of the relationship of his or her own work to that of others". The prerequisite for enrolment is an Honours degree at least second-class honours (or equivalent qualifications and/or experience). The degree can be completed in 12 months full-time or equivalent part-time study. There is provision for transfer from master's to PhD candidature, with credit for the period spent as a master's candidate.

Enrolment can be on a full-time or part-time basis. A student works during candidature under the guidance of a principal supervisor appointed by the Research and Higher Degrees Committee on the recommendation of the School.

- **Doctor of Philosophy (PhD)**

This degree is awarded on the basis of a thesis making a substantial contribution to knowledge and demonstrating an understanding of the relationship of the investigations undertaken to a wider field of knowledge. Whereas in most cases the thesis will be a text reporting research undertaken by the candidate, the regulations also allow for a thesis to be creative work supported by an exegesis.

The minimum requirement for enrolment is an Honours degree at first-class honours level (or equivalent qualifications and/or experience).

Enrolment can be on a full-time or part-time basis. While the expectation is that a PhD degree will be completed within 3 to 4 years full-time (or the equivalent in part-time study), it is possible to meet degree requirements over a shorter or longer period of enrolment. A student works during candidature under the guidance of a principal supervisor appointed by the Research Higher Degrees Committee on the recommendation of the School.

- **Doctor of Business Administration (DBA)**

This degree provides a doctoral program more suited to professional groups who do not see their interests being served by the specialist nature of the PhD. Although still a research degree, the DBA involves a substantial course work component and an emphasis on the transformation of professional practice. It is aimed at providing the professional with a sophisticated understanding of the processes of research, particularly in professional and industrial situations. In particular, the program incorporates thematically linked research projects, advanced study units, and a final dissertation as well as workshops and seminars.

Candidates should have:

- An honours or masters degree and significant professional experience or equivalent qualifications and experience.

Applications will be considered at any time during the year.

Enrolment can be on a full-time or part-time basis. The DBA degree is expected to be completed in 3 to 4 years full-time (or the equivalent in part-time study). It may be possible to meet degree requirements over a shorter or longer period of enrolment. Students work under the supervision of a panel of supervisors appointed by the Research Higher Degrees Committee on the recommendation of the school.

Areas of research strength in which supervision is available in the School of Business include: Corporate governance; Private and public sector

Further Information

The Higher Degree Regulations for the University of Ballarat provide information about prerequisites for enrolment, procedures during candidature, and the examination process. A copy of these Regulations, as well as application forms for candidature and scholarships, may be obtained from the Office of Research, University of Ballarat, telephone (03) 5327 9608. Information may be obtained from the School Liaison Officer Ms Jenny Trounce, telephone (03) 5327 9437, facsimile (03) 5327 9405.

Listed below are the accredited undergraduate and graduate units from the School of Business which may be available as elective units to students enrolled in any University undergraduate program. Students should confirm availability with the Undergraduate or School Liaison Officer.

unit code	School of Business Units	credit points
BA401	Accounting and Finance	15
BA506	Accounting and Business Decisions	15
BA507	Accounting Fundamentals	15
BA521	Personal Financial Planning 1	15
BA603	Corporate Accounting	15
BA606	Financial Accounting	15
BA613	Management Accounting 1	15
BA614	Management Accounting 2	15
BA701	Financial Management	15
BA702	Advanced Financial Management	15
BA711	Advanced Management Accounting	15
BA721	Contemporary Accounting Issues	15
BA741	Auditing	15
BA790	International Study Tour	15
BA791	Accounting Project	15
BA792	Accounting Practice	15
BA925	Financial Policy	15
BC791	Commerce Project	15
BC930	Electronic Commerce and Business	15
BC932	Convergent Technologies of Electronic Commerce	15
BC936	Changing Business Paradigms	15
BC938	Electronic Commerce Project	15
BE402	Business Economics	15
BE507	Business Microeconomics	15
BE508	Business Macroeconomics	15
BE617	Comparative Economic Systems	15
BE622	Financial Markets and Institutions	15
BE703	Economic Policy in Australia	15
BE722	Banking and Finance	15
BE791	Economics Project	15
BE921	Managing in Complex Environments	15
BE922	Economics of Globalisation	15
BE923	Financial Markets and Institutions	15
BG400	Managerial Study Skills	15
BH901	Contemporary Issues in Health Services	15
BH902	Policy in Health Services Management	15
BH903	Leadership in Health Services Management	15
BH904	Evidence-Based Practice in Health Services Management	15
BL502	Fundamentals of Law	15
BL503	Commercial Law	15
BL611	Organisations Law	15
BL621	Tourism Law	15
BL642	Employment Law	15
BL703	Law in an International and Electronic Market	15
BL731	Income Tax Law and Practice	15
BL732	Taxation	15
BL741	Marketing Law	15
BL791	Law Project	15
BL903	Managing International and eBusiness Legal Issues	15
BL911	Managing the Legal Environment	15
BL921	Managing Law in International Business	15
BL925	Issues in Corporate Governance and Accountability	15
BM401	Marketing	15
BM404	Marketing Services Organisations	15
BM921	Consumer Market Research	15
BM922	Marketing in the International Environment	15
BM923	Strategic Marketing	15
BN412	Human Resource Management	15
BN439	Management Concepts and Leadership	10
BN440	Management Change	10
BN903	Contemporary Issues in Management	15
BN921	Organisations: Behaviour, Structure, Processes	15
BN923	Knowledge and Information Management	15
BN925	Critical issues and Advances in Management	15
BN926	Strategy and Management of Change	15
BN927	Creativity and Innovation	15
BN930	Change Agent Strategies	15

unit code	School of Business Units *(continued)*	credit points
BN931	Business Research: Methods and Practice	15
BN932	Minor Dissertation	30
BN933	Management-Employee Relations	15
BN934	Human Job Design	15
BN935	Operations Management	15
BN958	Comparative Issues in International Management	
BN961	Managerial Skills Workshop	15
BN963	Action Learning and Action Research Methodology	15
BN965	Action Learning Dissertation	45
BS621	Business Communications	15
BS622	Competitive Analysis	15
BS635	Entrepreneurship and New Venture Creation	15
BS704	Business Consulting Project	15
BS705	Business Internship 1	30
BS706	Business Internship 2	30
BS725	Operations Management	15
BS730	International Business	15
BS801	Research Dissertation	60
BS802	Honours Research Methodology	30
BS803	Honours Discipline Theory and Practice	30
BS922	Competitive Analysis	15
BS928	Entrepreneurship	15
BS929	Establishing the New Venture	15
BS942	International Business	15
BS981	Applied Management Project	15
JH501	Introduction to Human Resource Management	15
JH601	Human Resource Development	15
JH602	Industrial Relations	15
JH603	Staffing Organisations	15
JH701	Management of Change and Organisational Development	15
JH702	Strategic Human Resource Management	15
JH703	Management Practice - Human Resource Management	15
JH704	Applied Management Project - HRM	15
JM501	Introduction to Marketing	15
JM503	e-Marketing	15
JM601	Services Marketing	15
JM602	Consumer Behaviour	15
JM603	Market Research	15
JM701	Marketing Communications	15
JM702	Marketing Strategy and Analysis	15
JM703	Management Practice - Marketing	15
JM704	Applied Management Project - Marketing	15
JM705	International Marketing	15
JN501	Management Principles	15
JN601	Managerial Skills	15
JN602	Managerial Research Methods	15
JN606	Managing People at Work	15
JN615	Designing Effective Organisations	15
JN702	Strategic Management	15
JT501	Introduction to Tourism	15
JT502	International Tourism	15
JT601	Tourism Products and Services Delivery	15
JT603	Tourism Impacts and Strategies	15
JT701	Tourism Planning and Development	15
JT702	Contemporary Tourism Issues	15
JT703	Management Practice - Tourism	15
JT704	Applied Management Project - Tourism	15
JT705	Issues in Special Interest Tourism	