

web address:

www.uow.edu.au/commerce/

email:

commerce@uow.edu.au

online orientation:

www.uow.edu.au/commerce/orientation/

COMMERCE CENTRAL

phone:

(02) 42214478

web address:

www.uow.edu.au/commerce/cc

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Disclaimer

The University of Wollongong attempts to ensure that the information contained in this publication is correct at the time of printing (January 2009). However, sections may be amended without notice by the University in response to changing circumstances or for any other reason. More up-to-date course information is published online at www.uow.edu.au/handbook/. Students are advised to consult the online Handbook prior to enrolment.

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FACULTY OF COMMERCE

2009 Undergraduate Handbook

This booklet will assist students during their time within the Faculty of Commerce. It provides advice about course structure, subject selection, process and procedures. While every care has been taken to ensure that the information contained in this booklet is accurate at the time of printing, please cross-reference relevant information.

Important Note

The information provided in this booklet supplements but does not replace the information on rules and procedures published in the official *UOW Course Handbook*—www.uow.edu.au/handbook/

2009 UOW Dates

Session Dates 2008	First (Autumn)	Second (Spring)	Summer 2009/2010
Orientation Week	23–27 February	20–24 July	Not applicable
First Day of Session	2 March	28 July	7 December 2008
Mid-Session Recess	10–19 April	28 Sept–5 Oct	24 Dec 2008–1 Jan 2009
End of Session	20 April	18 November	12 February 2010
Study Recess	8–12 June	2–6 November	1–5 February 2010
Enrolment	First (Autumn)	Second (Spring)	Summer 2009/2010
Last day for re-enrolment without late fee	1 February	19 July	Not applicable
Enrolment of new undergraduates (Wollongong campus)	27–30 January	21–22 July	Before 7 December
Last day for late re-enrolment	15 March	9 August	13 December
Last day to add subject via the Web	15 March	9 August	13 December
Last day to add subject with approval of Academic Adviser and Head of Department	22 March	16 August	20 December
Withdrawal	First (Autumn)	Second (Spring)	Summer 2009/2010
Last day to withdraw without financial penalty (CSS fees refunded/International Student Fees credited if withdrawn by)	31 March	31 August	21 December
Last day to withdraw without academic penalty – subject deleted from record. (Fail grade recorded if subject withdrawn after this date.)	10 May	27 September	27 December
Examinations	First (Autumn)	Second (Spring)	Summer 2009/2010
Exam Period	13–26 June	2–19 November	8–12 February
Release of results	9 July	2 December	22 February
Charges	First (Autumn)	Second (Spring)	Summer 2009/2010
Last date to nominate full upfront payment of HECS–HELP Upfront	31 March	31 August	21 December
Due date for payment of International Student Tuition Fees	31 March	31 August	21 December

2009 Commerce Dates

Tutorial Enrolments	First (Autumn) Session	Second (Spring) Session
<p style="text-align: center;">Wollongong Campus Only</p> <p>Tutorial Preference System (TPS) is used within the Faculty of Commerce to allocate students into tutorials, laboratories, workshop & seminars classes for the three Schools within Commerce:</p> <p>School of Accounting & Finance School of Economics School of Management & Marketing</p> <p>Note: TPS is NOT a “first in system”. Students have 11 days to select their preferences.</p> <p>For further information on TPS visit http://www.uow.edu.au/commerce/tutenrol/</p> <p>To view help instructions on TPS visit: http://www.uow.edu.au/commerce/orientation/media/using_tps.html</p>		
TPS Opens (preference mode)	Monday 16 February @ 10am	Monday 6 July @ 10am
TPS Closes (preference mode)	Thursday 26 February @ 8pm	Thursday 16 July @ 8pm
View Your TPS Allocations	Friday 27 February @ 4pm	Friday 17 July @ 8pm
TPS Reopens (first in mode)	Monday 2 March @ 10am	Monday 20 July @ 10am
Extra Tutorial Enrolment HELP	Thursday 19 Feb 10am–5pm Friday 20 Feb 10am–5pm Thursday 26 Feb 12.30pm–5pm in the Commerce Student Computer Laboratories (Building 40, 2nd Floor)	Tuesday 14 July Wednesday 15 July Thursday 16 July 10am–2pm in the Commerce Student Computer Laboratories (Building 40, 2nd Floor)
Orientation Week	Autumn Session	Spring Session
Commerce Student Orientation Session	Thursday 26 February @ 10.30am in the McKinnon Building (67.107)	TBA
All year round ORIENTATION	http://www.uow.edu.au/commerce/orientation/	

COMMERCE CENTRAL

Commerce Central is the focal point for the delivery of student services and will be your one-stop shop for information within the Faculty of Commerce.

Located in Building 40, Commerce Central is home to the following units:

- Subdean's Unit
- International Unit
- Client Services Team.

Students can access online information by using the self-serve computers at Commerce Central.

Daily information is provided on a LCD screen, advising students of changes to lecture or tutorial times and locations, and providing other important student information.

DURING SESSION:

Monday–Thursday
9 AM–7 PM

Friday 9 AM–5 PM

SESSION BREAK:

Monday–Friday
9 AM–5 PM

Location: Level 1, Building 40

Email: commerce@uow.edu.au

Phone: 4221 4478

Web: www.uow.edu.au/commerce/cc

What Information Can I Get At Commerce Central?

- staff contact details
- timetables
- handbooks
- subject details
- assignment submission
- administrative forms
- general information

**The Faculty of Commerce aims to be
the best environment to research, teach
and learn commerce in Australia.**

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Commerce Key Contacts

Student Enquiries in Building 40

Commerce Central 1st Floor

Sub Dean's Unit

Location: Commerce Central
Phone: 02 4221 4478
Email: commerce@uow.edu.au
Web: www.uow.edu.au/commerce

International Unit

Location: Commerce Central
Phone: 02 4221 4478
Email: ciu@uow.edu.au
Web: www.uow.edu.au/commerce/ciu

Commerce Student Computer Laboratories

Location: Room 234, 2nd Floor
Phone: 02 42214033
Web: www.uow.edu.au/commerce

Student Equity and Diversity Liaison Officer (SEDLO)

Location: Room 133, 1st Floor
Phone: 02 42214714
Web: www.uow.edu.au/commerce/sedlo

Commerce Online Orientation

The Commerce Online Orientation site will assist you learn more about the Faculty of Commerce prior to the start of your learning journey and is a useful reference resource for the duration of your study within the Faculty of Commerce:

www.uow.edu.au/commerce/orientation/

Tutorial Preference System

Technical Problems:

Phone: 02 42213893 / 02 42213567
Web: www.uow.edu.au/commerce/tutenrol/contacts.html

Timetable Problems:

School of Accounting & Finance
Professional Officer
Email: acffin@uow.edu.au

School of Management & Marketing
Professional Officer
Email: smm_enquiries@uow.edu.au

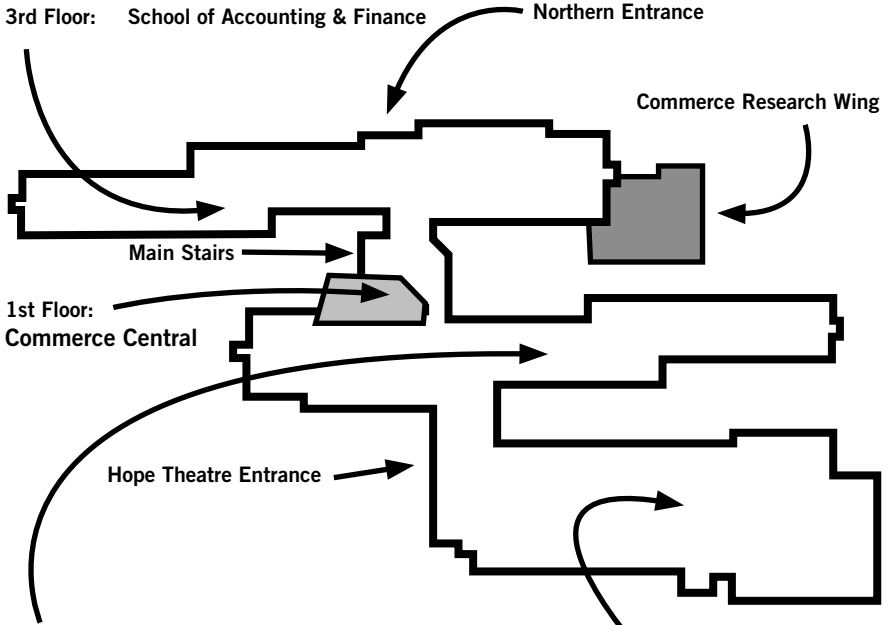
School of Economics
Professional Officer—Economics
Email: econ_enquiries@uow.edu.au

Building 40 Layout

1st Floor: School of Management & Marketing
Tutorial Rooms

2nd Floor: School of Economics

3rd Floor: School of Accounting & Finance



Ground Floor: School of Management & Marketing
Staff Offices

1st Floor: Commerce Central
Hope Theatre

1st Floor: School of Management & Marketing Staff Offices
Tutorial Rooms

2nd Floor: School of Economics Staff Offices
Student Computer Laboratories

3rd Floor: Deans' Executive Offices
School of Accounting & Finance Staff Offices

Who should I see for assistance about my studies?

You can seek assistance from the Sub-Dean's Unit (Commerce Central) or if you are an International student the International Unit (Commerce Central) for information and assistance relating to:

- course and subject advice
- advanced standing
- changing a major
- cross institutional study
- taking a Leave of Absence
- applying for special consideration
- advice on appealing a mark in a subject.

Why would I visit the:

Sub Dean's Unit (Commerce Central)

The Sub Dean's Unit in the Faculty of Commerce provides students with advice and information on many aspects of the University Rules and Regulations as well as information relating to their Commerce and Double degrees. The Faculty has two Sub Deans: Mr Ron Perrin and Ms Nadia Verrucci.

The Sub Dean has responsibility for but is not necessarily limited to:

- reviewing and monitoring the progress of all students within the Faculty;
- running a system for counselling students, including students whose results and/or progress towards a degree/diploma are not satisfactory;
- where appropriate, monitor and supervise the student advisory and schools' liaison services of the Faculty;
- liaise, as appropriate, with the Dean of Students on matter related to students;
- mediate where differences arise between students and academic units.

International Unit (Commerce Central)

The Commerce International Unit is responsible for the internationalisation of the Faculty of Commerce through support, management and coordination of all its international activities.

It is responsible for marketing and administration of the faculty's on and off-shore programs internationally, as well as the development and management of new and existing international agreements with overseas institutions and partners. The International Unit also assesses advanced standing (credit transfer) for international students.

Student Equity and Diversity Liaison Officer (SEDLO) (40.133)

The SEDLOs offer support, referral, information and assistance to all students of UOW. If you are having any sort of problem that is affecting your studies you are encouraged to seek advice from the Faculty SEDLO. The SEDLO may refer you to support services either within the Faculty, University or in the community that can best help with the specific problem.

Students with a disability, injury or medical condition

Students with a disability, injury or medical condition that affects your study should register with Disability Services upon enrolment.

The SEDLOs are able to act as a link between the student, Disability Services, the Faculty and appropriate Academic staff to ensure students are supported throughout their study.

If you are registered with Disability Services and are having difficulties with your studies you should see your relevant SEDLO as soon as possible so they can help you.

If you didn't register at enrolment but are finding your disability or medical condition is impacting on your studies you should seek the advice of a Disability Liaison Officer straight away.

Students from Equity groups

A number of different groups of students referred to as equity student groups have been acknowledged as having specific barriers that can at times make it difficult to succeed in their university studies. Some of these groups include: Indigenous students, students from low socio-economic backgrounds, students for whom English is not their first language, students with carer responsibilities and students from rural and isolated areas.

SEDLOs offer a personal referral and support service for these students.

International students

The SEDLOs assist international students with issues which might arise in adapting to life at university and in Australia. They can provide information on a wide range of issues including:

Living and working in Australia

- Cultural Adjustment
- Accommodation, housing and tenancy problems
- Personal, relationship and family issues
- Financial matters
- Health
- Legal issues
- Accidents
- Working in Australia
- Making friends
- Assistance in critical incidents and emergencies

Academic and University

- Where to go to get help
- Assistance with administrative problems or procedures such as leave of absences, withdrawing from subjects or courses, refunds of fees etc
- Course progress rules and study load information
- Grievances and appeals
- Study problems
- Anything affecting your studies that you wish to talk about.

Visa

- Information on processes and who can help
- How your situation may affect your Visa
- Arranging for family members to visit
- Problems or issues with the Department of Immigration and Citizenship (DIAC).

General Information

Consultation with Staff

Teaching staff display times on their office doors indicating when they are available for consultation. Your tutors will notify you of their consultation times at the start of session. During these hours you can normally expect to find a staff member present—allowing for short absences and exceptional circumstances when they are called away on other business—and you do not need an appointment. However, if the academic staff is using the Online Academic Consultation System, you can pre-book an appointment—<http://commfac.commerce.uow.edu.au/ccs>.

Please respect staff members' consultation times and any other requests they make about contact and consultation, and recognise that at other times they have other duties which may limit their availability.

You are encouraged to speak to your tutor, subject coordinator and course coordinator regularly during the session, and particularly after receiving marked assignments. Your tutor, subject coordinator and course coordinator are available for guidance in specific subjects within a program and for more general issues about your progress in your degree.

Student Representation

Students have a voice in each Faculty. Students are elected to represent students each year. The representatives are invited to attend Faculty meetings and they can advise the Faculty on issues relating to students. There may also be vacancies for student representatives on Faculty and University Committees—www.uow.edu.au/commerce/cc/uow021710.html.

Tutorial Preference System (TPS)

TPS is used to allocate students into tutorial, laboratory, workshop and seminar classes within the Faculty of Commerce schools (Accounting & Finance, Economics and Management & Marketing)

It allows students to nominate subject class times they would prefer as well as times they wish to avoid.

- TPS is operational two weeks (10am on the Monday) prior to the start of Autumn and Spring session
- TPS is not used during Summer Session; contact the subject co-ordinator for further information
- During the TPS operational period, students may change their preferences as many times as they wish
- Processing of allocated preferences takes place on the Friday prior to Week 1 of session

- Students can view their allocations from 4pm on the Friday prior to Week 1 of session, and if dissatisfied with the allocation, can view the “left over” times and change their allocation as from 10am Monday Week 1 of Session
- Students who did not register preferences by the TPS closing date can select a class time from the “left over” times, from 10am Monday Week 1 of Session
- For more detailed information on the Commerce Tutorial Preference System visit: www.uow.edu.au/commerce/tutenrol/index.html
- To view a help instructions on the Commerce Tutorial Preference System visit: www.uow.edu.au/commerce/orientation/media/using_tps.html.

Note

Commerce Tutorial Preference System is not a “first-in-first-served” system; students have an 11-day period to enter in their preferences. After that time, they can only select tutorials that have vacant places in them.

The Credit Point System

Credit points are a basic measure of workload. A normal full-time annual workload is 48 credit points, and all subjects are given a credit point value. The academic year is divided into two main sessions Autumn and Spring, full time students usually enrol in 24 credit points each session, part time students usually enrol in 12 credit points each session or less. International students should be aware that they must enrol in a minimum of four (4) subjects in Autumn and Spring in order to meet their visa requirements. All Commerce subjects are 6 credit points each.

Subjects are allocated an identification label; the first number indicates the level of the subject eg: ACCY 100 is a 100 level or first year subject, ECON 208 is a 200 level or second year subject and MGMT350 is a 300 level or third year subject.

Prerequisites

A system of prerequisite subjects operates to ensure students are prepared for any particular subject. Most subjects (except 100 level, Session 1 subjects) may have one or more prerequisite subjects which must be completed at a pass grade or better before enrolment in that subject is allowed. Prerequisites can only be waived by permission of the Associate Head of the School.

Co-Requisites

A co-requisite subject is a subject that must be studied at the same time as, or prior to, another subject.

Elective Subjects

After fulfilling the requirements for a Commerce Major including the core subjects, students may choose elective subjects (www.uow.edu.au/handbook/) to make up the balance of 144 credit points. The number of elective subjects students may require will vary according to their choice of Major and Minor/s. Double Majors have no electives as compulsory subjects total 144 or more credit points. Elective subjects may be undertaken from other Faculties.

Once students have decided on a Major, they are required to submit the information to Student Central.

Advanced Standing

Students who have completed subjects at pass grade or better at another Tertiary institution may request advanced standing for these subjects. Specified credit may be given for subjects which are equivalent to those offered by the University of Wollongong and count as prerequisites where the corresponding Wollongong subject is a prerequisite.

Advanced standing may be granted either as specified credit (exemptions from specific subjects) or unspecified credit (in the form of credit points granted towards your degree).

Pass Restricted (PR), Pass Terminating (PT) & Pass Conceded (PC) Grades

No more than one sixth of total credit points for a Bachelor of Commerce or Bachelor of Business Administration degree can be passed at Pass Restricted, Pass Terminating or Pass Conceded grade.

Technical Fail (TF)

Where a student gains a mark of 45 or greater (for 100, 200, 300 and 400 level subjects) or a mark of 50 or greater (for 800 and 900 level subjects) and does not meet a specified level in an assessment task required to pass the subject, a Technical Fail (TF) grade shall be used. Where a Technical Fail is given, the following applies:

- a. failure of the subject;
- b. TF (Technical Fail) without a mark will be granted;
- c. a TF will be presented on the student's Academic Transcript; and
- d. the allocated mark of 44 will be used as the WAM calculation for subjects at all levels.

Applications for Student Academic Consideration

In cases where a student is unable to complete an assessment task or attend a compulsory class due to illness or circumstances beyond their control, a special consideration application should be submitted.

To apply for Academic Consideration, first log onto SOLS using your UOW email user name and password and select the Academic Consideration link. A personalised

application form will then appear for electronic completion and submission. Additional documentation may be required.

More information on Academic Consideration and supplementary exams are available at—www.uow.edu.au/handbook/courserules/specialconsideration.html

Students Rights and Responsibilities

The Students Rights & Responsibilities website (www.uow.edu.au/student/rights.html) is a useful summary of relevant rules and policies. Access to the full text of all University rules and policies can also be obtained from the online Policy Directory—www.uow.edu.au/about/policy/

Academic Misconduct

Students are warned that academic misconduct (for cheating or copying in examinations or assignments) will have serious consequences. Cheating in any part of a subject may bring failure in the whole subject. Cheating at examinations or deliberate plagiarism in assignments can result in exclusion from the University.

Plagiarism

Students must take care to avoid unintentional plagiarism. Plagiarism is the verbatim use of someone else's work, as if it is your own. The someone else concerned may be an author, researcher, critic, lecturer, or even a fellow student. It is often desirable and may even be necessary to use other people's ideas but you must not pretend that they are your own. Sources of information or ideas must be acknowledged in the text. Information on how to acknowledge such sources is available at—www.uow.edu.au/handbook/courserules/plagiarism.html

The Faculty of Commerce has introduced a mandatory online e-learning module designed to prevent plagiarism. Students undertaking first-year subjects will be required to complete this module. Further information will be provided in your subject outline.

Electronic Newsletter

All students who are enrolled in Commerce subjects receive a monthly electronic newsletter to their UOW email. Comm-E-News contains information for students about Faculty Student Societies, events, meetings organised by the societies, information on scholarships, job opportunities and general Faculty and University information—www.uow.edu.au/commerce/comm-e-news

Assignment Cover Sheet

Commerce students are required to attach an assignment cover sheet to all work submitted for marking. The cover sheet and other online forms are available from the Commerce Central website— www.uow.edu.au/commerce/cc/

Email Quota

All students of the University are provided with a UOW email account. Students are assigned an email quota on their University email account that limits the amount of

storage available for their emails. You will receive an email letting you know when you are at 85% of your quota, once you reach 100% you will be unable to receive any further email.

Should you use up your quota you will need to delete stored emails, including any sent mail, to recover some available quota. You can check your available quota by logging on to webmail—see *Managing your Webmail Settings*: www.uow.edu.au/its/services/manage-mail/student.html

Internet Quota

Students are assigned an internet quota to allow the University to manage internet usage and safeguard the University's capacity to continue to offer adequate Internet access for academic purposes. The quota is granted as a six monthly allocation at the beginning of each year and midyear and is currently set at 400Mb of off-net traffic with unlimited on-net traffic. The off-net traffic quota represents the limit the University has set for the incoming off-net traffic or downloaded off-net traffic, but not outgoing traffic, when using a University of Wollongong user account.

You will receive an email letting you know when you have used 25% of your quota, and again at 50% and 75%. Once you reach 100% you will be unable to access any external sites.

If you have exhausted your web quota and wish to have it raised for educational purposes, you will need to lodge an online application which will be sent to the faculty in which you are enrolled. Your past download history will be accessed and considered before a decision is made regarding the application.

Visit—www.uow.edu.au/its/services/manage-mail/

to

- view your current web quota;
- lodge an application for additional quota;
- query an AARNet on-net/off-net address.

Webpage Sizes

The size of a page is measured in bytes and varies depending on the contents of the page. Size is particularly impacted when a page includes graphics, music etc., and, given that websites change continually, it is impossible to provide exact counts on the download size of particular websites. However, as a general rule of thumb, 1Mb of traffic represents:

- 500 pages of text (no graphics)
- 10 seconds of TV quality streaming video
- 10 seconds of CD quality streaming audio
- 100 text only emails—no attachments

A single webpage with a combination of text and images (no video or sound) would be approximately 5Kb. Viewing 100 webpages on an average site would be the equivalent of 5Mb of data. Further information on how to manage Internet Usage can be found by reading the *Internet Usage Guidelines*—www.uow.edu.au/its/services/manage-mail/

Faculty Units

School of Accounting and Finance

School of Economics

School of Management and Marketing

Degrees Offered

Single degrees

Bachelor of Business Administration

Dean's Scholars—Bachelor of Business Administration

Bachelor of Business Administration (Event Management)

Bachelor of Business Administration (Hospitality)

Bachelor of Business Administration (Tourism Management)

Bachelor of Commerce

Dean's Scholars—Bachelor of Commerce

Bachelor of Commerce (Honours)

Bachelor of Mathematics and Finance

Bachelor of Mathematics and Economics

Double Degrees

Bachelor of Arts—Bachelor of Commerce

Bachelor of Communication and Media Studies—Bachelor of Commerce

Bachelor of Creative Arts—Bachelor of Commerce

Bachelor of Engineering—Bachelor of Commerce

Bachelor of Commerce—Bachelor of Laws

Bachelor of Science (Faculty of Science)—Bachelor of Commerce

Bachelor of Science (Faculty of Health and Behavioural Sciences)—Bachelor of Commerce

Bachelor of Psychology—Bachelor of Commerce

Bachelor of Journalism—Bachelor of Commerce

Bachelor of Medical Science—Bachelor of Commerce

Choosing the Right Program for You

The following information may be of assistance in helping you choose.

The Bachelor of Business Administration programs are general business degrees with no majors, while the Bachelor of Commerce offers students the opportunity to major in one or more areas of study. Students may also undertake a minor in one or more areas in the Bachelor of Commerce.

For students who have not finalised their Bachelor of Commerce major/minor options by Spring of the current year, the Faculty of Commerce will hold a Major/Minor Information Session in October, where students can discuss their study options with relevant academic advisors.

Bachelor of Business Administration

This degree will provide students with a broad educational base in business as preparation for a variety of positions in corporations, small businesses and the public sector. Students undertake a series of foundation subjects that provide a solid basis for developing a higher-level understanding of all the principal areas of business including: accountancy, finance, information systems, marketing and management.

Dean's Scholars—Bachelor of Business Administration

This degree provides an enriched educational experience for high achieving students that will encourage them to continue their studies through to the completion of honours and research degrees. This course is available to a limited number of candidates. Dean's Scholars receive one to one academic mentoring and have special opportunities to attend workshops and seminars. The degree includes the awarding of a book allowance and access to work experience.

Bachelor of Business Administration (Event Management)

This program provides broad and comprehensive preparation for students wishing to pursue a career in event management. It is offered in conjunction and concurrently with the TAFE Diploma in Event Management. The Event Management component will be delivered by TAFE and result in the award of a Diploma in Event Management.

Bachelor of Business Administration (Hospitality)

This program provides broad and comprehensive preparation for students wishing to pursue a management career in the hospitality industry. It is offered in conjunction and concurrently with the TAFE Diploma in Hospitality Management. The Hospitality Management component will be delivered by TAFE and result in the award of a Diploma in Hospitality Management.

Bachelor of Business Administration (Tourism Management)

This program provides broad and comprehensive preparation for students wishing to pursue a management career in the tourism industry. It is offered in conjunction and concurrently with the TAFE Diploma in Tourism Management. The Tourism Management component will be delivered by TAFE and result in the award of a Diploma in Tourism Management.

Bachelor of Commerce

This degree is designed for students who would like to major in one or more of the principle areas of business and commerce. It is a suitable preparation for students who would like to become professionals in a particular discipline or want to pursue a general career in business. The degree consists of a core and a major(s). The core includes an integrating subject that is designed to bring students studying different majors together.

Dean's Scholar—Bachelor of Commerce

This degree provides an enriched educational experience for high achieving students that will encourage them to continue their studies through to the completion of honours and research degrees. This course is available to a limited number of candidates. Dean's Scholars receive one to one academic mentoring and have special opportunities to attend workshops and seminars. The degree includes the awarding of a book allowance and access to work experience.

Majors: Bachelor of Commerce

Once students decide on a Major, they are required to submit the information to Student Central.

ACCOUNTANCY

Bachelor of Commerce (Accountancy)

Whether working for a multinational company, a government agency, or in public practice, accountants play a pivotal role in advising management or their clients on the financial direction of the enterprise. This major prepares students for a career in all levels of industry, with an emphasis on integrating theory and practice that provides experience in the many diverse areas of accountancy. On completion, students will have the necessary skills and qualifications to work as an accountant. Graduates who have completed the prescribed degree program (the Accountancy major plus other specified subjects) can apply to join CPA Australia, the Institute of Chartered Accountants in Australia. Graduates are also eligible to apply for membership with the Association of Chartered Certified Accountants and the Chartered Institute of Management Accountants.

BUSINESS INNOVATION

Bachelor of Commerce (Business Innovation)

Business Innovation is a crucial source of competitive advantage and the prime mover of economic growth. The Business Innovation major is designed to enable students to thrive in an ever-changing business environment.

This major combines concepts from management, marketing and economics in a non-technical and accessible manner. These frameworks provide students with the tools and knowledge base to successfully create and adopt innovations.

FINANCIAL PLANNING

Bachelor of Commerce (Financial Planning)

Financial planners must have an understanding not only of finance but also of accounting, management and marketing. Financial Planning is the design of specific financial outcomes that meet a client's unique needs, financial resources and objectives. It incorporates aspects of investment planning, taxation and social services planning, retirement planning, risk planning and estate planning.

This major develops the skills—including tax planning, investment analysis, portfolio management, risk and insurance planning, and estate planning—needed for recognition by the Australian Securities and Investments Commission (ASIC) and the Financial Planning Association (FPA), allowing graduates to work as financial planners for banks, life insurance companies or credit unions; funds managers; corporate entities; or to be self employed. The degree is recognised by the Financial Services Institute of Australasia (FINSIA) and is accredited with the Financial Planning Association (FPA) for entry into the FPA Certified Financial Planner Education Program.

BUSINESS LAW*

Bachelor of Commerce (Business Law)

This major provides graduates with the skills and knowledge base required to successfully understand the context, application and impact of law on the structures and transactions of business. The Business Law major covers topics including the law of business organisations, eCommerce law, contract law, taxation law, OH&S law and labour relations law; and complements studies in other disciplines by providing a legal perspective.

*This major is not available for students undertaking a double degree with the Faculty of Law.

ECONOMICS

Bachelor of Commerce (Economics)

Economics provides an understanding of the operation of the economy at both macro and micro levels. This major covers policy analysis relating to modern business, health care, the environment, the labour market, national economic management, and international monetary issues. Students will develop a historical understanding of the Australian economy, and will develop analytical tools that are applied to a wide range of topics affecting the national and international economy. Important issues explored include unemployment, the level of national debt, international trade, the extent of poverty and problems confronting developing countries.

Economics degrees provide the necessary skills and knowledge for a variety of careers or for further study. Students with an economics major have moved into careers in international, financial and policy institutions, and as economic advisers and policy analysts in the public sector and business organisations.

Bachelor of Mathematics & Economics

Students interested in Economics may also like to consider the Bachelor of Mathematics & Economics. More information can be found at—www.uow.edu.au/handbook/yr2008/ug/informatics/H08006873.html.

FINANCE

Bachelor of Commerce (Finance)

Finance studies the ways in which individuals, businesses, and other organisations raise, allocate and use money. Individuals need to allocate their savings among different investment alternatives; businesses and other organisations need to raise and invest capital to provide value for their owners, and individuals, businesses and other organisations use financial markets to exchange capital with each other.

The Finance major covers topics like business finance, financial markets and institutions, investment analysis, financial modelling, portfolio management, international finance, and risk and insurance. The Finance major is recognised by the Financial Services Institute of Australasia (FINSIA). Finance can be a rewarding career for those interested in analysing and solving financial problems. The study of finance can also complement studies in another area of Commerce, allowing students to develop a better understanding of the firm as a whole. Since finance underlies all business functions, a better understanding of financial decision-making is essential for business success.

Bachelor of Mathematics & Finance

Students interested in Finance may also like to consider the Bachelor of Mathematics & Finance. More information can be found at—www.uow.edu.au/handbook/yr2008/ug/informatics/H08006874.html.

HUMAN RESOURCE MANAGEMENT

Bachelor of Commerce (Human Resource Management)

Business firms and the public sector increasingly recognise that a major source of sustainable success is found in capable and productive human resources. The Human Resource Management (HRM) major focuses on the human side of organisations. The major is accredited by the Australian Human Resources Institute and is relevant to students wishing to pursue a professional career in HRM, as well as to those students who see people management as a necessary part of their future skills portfolio.

This major provides students with an understanding of human resource management theories, concepts and applications, including detailed study of theory and practices in key functional areas of HRM: job analysis, recruitment and selection, training and development, change management, organisational behaviour, organisational analysis, and occupational health and safety management.

INTERNATIONAL BUSINESS

Bachelor of Commerce (International Business)

The International Business major gives you an awareness and understanding of business in other cultures and regions. It prepares you to respond to the intricacies of international business (including the impact of differing cultures and languages, issues posed by differing markets, and differing government regulations) within this rapidly growing environment.

You will gain an understanding of international trade theory and policy, strategic management, cultural diversity, communications and decision-making as they relate to contemporary international business issues; including financial management, employment relations, industry and trade in South-East Asia, and international marketing and management.

As advances in technology make the world 'smaller', employers are increasingly seeking graduates with international business skills. This major develops the skills needed for a career in transnational corporations or large NGOs (non-government organisations) in Australia and across most industries globally.

MANAGEMENT

Bachelor of Commerce (Management)

Management is the art and science of planning, coordinating and leading group efforts; the mobilising of human and material resources to achieve organisational goals. Managerial skills include the ability to make sound judgements on all issues that arise within a business, and to achieve objectives through organisational skills.

This major combines subject areas including business communications, organisational behaviour, human resource management, strategic management,

operations management and quality management. It aims to develop a theoretical and practical understanding of the complexities of management; as well as skills in decision making, conflict resolution, administration and communication.

MARKETING

Bachelor of Commerce (Marketing)

A Marketing major provides graduates with the skills to generate products and services for which there is a defined customer need, and to position those products or services in the market with effective branding, promotion, pricing and distribution strategies. This major is geared towards problem-solving and management decision-making.

Through subjects including market research, internet marketing, and international marketing, students learn how to analyse, plan, organise, motivate and control the marketing process; as well as the communication skills and creative thinking that are essential to successful marketing.

PUBLIC RELATIONS

Bachelor of Commerce (Public Relations)

The Public Relations major produces graduates with the knowledge and skills to communicate with and build relationships between people, businesses, communities and social networks. On completion of this major graduates will be equipped to pursue a public relations career in business, government or the community sector.

In addition to management and marketing subjects, the major includes subjects in corporate branding, public relations concepts, strategies and campaigns.

SUPPLY CHAIN MANAGEMENT

Bachelor of Commerce (Supply Chain Management)

Supply Chain Management (SCM) is a critical area of competitive advantage for organisations. SCM involves managing the flow of products, services and information from the suppliers, through value adding intermediaries, to the customer's customer. It includes managing technical processes such as procurement, manufacturing and marketing within the firm; and relationships between organisations such as manufacturers, distributors, wholesalers and retailers. An understanding of people and relationships are essential skills in managing these relationships.

The Supply Chain Management major is designed to enable students to gain an overall understanding of supply chain structure and related interfaces. It provides the opportunity for students to specialise in a number of areas such as logistics, operations, systems thinking, quality and supply chain strategies.

Bachelor of Commerce (Honours)

An Honours degree is awarded for one additional year of study following the successful completion of a three-year degree with superior performance throughout the degree.

To qualify for the award of Bachelor degree with honours, a candidate who completes satisfactorily the subjects prescribed in the relevant course structure in the undergraduate handbook at the standard of achievement prescribed in Rule 8.35 (see www.uow.edu.au/handbook/generalcourserules/UOW028639.html) shall receive the corresponding honours degree with the class of honours as specified in those rules.

The Head/s of the relevant discipline and the Head of School must approve admission to this degree.

Bachelor of Commerce (Honours) is available in the following areas:

- Accountancy
- Business Innovation
- Economics
- Finance
- Human Resource Management
- International Business
- Management
- Marketing
- Public Relations
- Supply Chain Management

(Double majors are also permitted)

Further information regarding the Bachelor of Commerce (Honours) can be viewed at—
www.uow.edu.au/commerce/cc/.

Bachelor of Business Administration and Dean's Scholar*—Bachelor of Business Administration

Course Requirements

1. To qualify for the award of the Bachelor of Business Administration or Dean's Scholar—Bachelor of Business Administration a candidate shall accrue an aggregate of 144 credit points by satisfactory completion of subjects listed in the program of study including electives.
2. Of the 144 credit points not more than 72 credit points shall be for 100-level subjects.
3. Students should note that a Pass Conceded, Pass Terminating or Pass Restricted grade at 300-level in any required subject within the program of study for the Bachelor of Business Administration does not satisfy degree requirements.
4. *Candidates for the Dean's Scholar—Bachelor of Business Administration degree will be required to maintain a Weighted Average Mark (WAM) of at least 75 each year to continue in the program, and may be permitted to take accelerated programs after their first session.

Course Program

Code	Subject	Session	CP
ACCY100	Accounting IA	Autumn	6
ACCY102	Accounting IB	Spring	6
COMM110	Introduction to Business Information Systems	Autumn	6
COMM121	Quantitative Methods I	Spring	6
ECON101	Macroeconomic Essentials for Business	Autumn	6
ECON111	Introductory Microeconomics	Spring	6
LAW101	Law, Business and Society	Autumn	6
MGMT102	Business Communications	Autumn	6
MGMT110	Introduction to Management	Autumn	6
MARK101	Marketing Principles	Spring	6
ACCY211	Management Accounting II	Autumn	6
FIN221	Introductory Business Finance	Autumn/Spring	6
MARK217	Consumer Behaviour	Autumn	6
MARK270	Services Marketing	Spring	6
MARK344	Marketing Strategy	Spring	6
MGMT314	Strategic Management	Autumn/Spring	6

Plus one of each of the following pairs of subjects (Note that in some locations only one subject from each pair may be offered)

BUSS211	Requirements Determination and Systems Analysis	n/o 2009	6
ECON230	Quantitative Analysis for Decision Making	Spring	6
FIN226	Financial Markets and Institutions	Spring	6
FIN223	Investment Analysis	Spring	6
MGMT201	Organisational Behaviour	Autumn	6
MGMT206	Managing Human Resources	Autumn/Spring	6
BUSS308	Information Systems Management	n/o 2009	6
ECON309	Environmental Economics	Spring	6
MGMT316	Operations Management	Spring	6
MGMT389	International Business Management	Autumn	6

Plus 18 credit points of electives of which only 12 credit points may be from 100-level subjects.

Bachelor of Business Administration (Event Management)

Course Requirements

1. To qualify for the award of Bachelor of Business Administration (Event Management) a candidate shall accrue an aggregate of at least 144 credit points by satisfactory completion of subjects listed in the program of study.
2. Of the 144 credit points not more than 72 credit points shall be for 100-level subjects.
3. Students should note that a Pass Conceded, Pass Terminating or Pass Restricted grade at 300-level in any required subject within the program of study for the Bachelor of Business Administration (Event Management) does not satisfy the degree requirements.

Cross articulation may occur between the TAFE Diploma in Event Management and the University of Wollongong Bachelor of Business Administration (Event Management) provided these courses are completed concurrently. Should the Diploma in Event Management be completed prior to enrolling in the BBA the standard articulation agreement will apply.

Course Program

Code	Subject	Session	CP
ACCY100	Accounting IA	Autumn	6
ACCY102	Accounting IB	Spring	6
COMM121	Quantitative Methods I	Spring	6
ECON101	Macroeconomic Essentials for Business	Autumn	6
ECON111	Introductory Microeconomics	Spring	6
ACCY211	Management Accounting II	Autumn	6
FIN221	Introductory Business Finance	Autumn/Spring	6
MARK217	Consumer Behaviour	Autumn	6
MARK270	Services Marketing	Spring	6
MARK344	Marketing Strategy	Spring	6
MGMT314	Strategic Management	Autumn/Spring	6
Plus one of each of the following pairs of subjects (Note that in some locations only one subject from each pair may be offered)			
BUSS211	Requirements Determination and Systems Analysis	n/o 2009	6
ECON230	Quantitative Analysis for Decision Making	Spring	6
FIN226	Financial Markets and Institutions	Spring	6
FIN223	Investment Analysis	Spring	6
BUSS308	Information Systems Management	n/o 2009	6
ECON309	Environmental Economics	Spring	6
MGMT316	Operations Management	Spring	6
MGMT389	International Business Management	Autumn	6

Plus those subjects for which credit is granted for the TAFE Diploma in Event Management.

Bachelor of Business Administration (Hospitality)

Course Requirements

1. To qualify for the award of Bachelor of Business Administration (Hospitality) a candidate shall accrue an aggregate of at least 144 credit points by satisfactory completion of subjects listed in the program of study.
2. Of the 144 credit points not more than 72 credit points shall be for 100-level subjects.
3. Students should note that a Pass Conceded, Pass Terminating or Pass Restricted grade at 300-level in any required subject within the program of study for the Bachelor of Business Administration (Hospitality) does not satisfy the degree requirements.

Cross articulation may occur between the TAFE Diploma in Hospitality Management and the University Of Wollongong Bachelor Of Business Administration (Hospitality) provided these courses are completed concurrently. Should the Diploma in Hospitality Management be completed prior to enrolling in the BBA the standard articulation agreement will apply.

Course Program

Code	Subject	Session	CP
ACCY100	Accounting IA	Autumn	6
ACCY102	Accounting IB	Spring	6
COMM121	Quantitative Methods I	Spring	6
ECON101	Macroeconomic Essentials for Business	Autumn	6
ECON111	Introductory Microeconomics	Spring	6
ACCY211	Management Accounting II	Autumn	6
FIN221	Introductory Business Finance	Autumn/Spring	6
MARK217	Consumer Behaviour	Autumn	6
MARK270	Services Marketing	Spring	6
MARK344	Marketing Strategy	Spring	6
MGMT314	Strategic Management	Autumn/Spring	6
Plus one of each of the following pairs of subjects (Note that in some locations only one subject from each pair may be offered)			
BUSS211	Requirements Determination and Systems Analysis	n/o 2009	6
ECON230	Quantitative Analysis for Decision Making	Spring	6
FIN226	Financial Markets and Institutions	Spring	6
FIN223	Investment Analysis	Spring	6
BUSS308	Information Systems Management	n/o 2009	6
ECON309	Environmental Economics	Spring	6
MGMT316	Operations Management	Spring	6
MGMT389	International Business Management	Autumn	6

Plus those subjects for which credit is granted for the TAFE Diploma in Hospitality Management.

Bachelor of Business Administration (Tourism Management)

Course Requirements

1. To qualify for the award of Bachelor of Business Administration (Tourism Management) a candidate shall accrue an aggregate of at least 144 credit points by satisfactory completion of subjects listed in the program of study.
2. Of the 144 credit points not more than 72 credit points shall be for 100-level subjects.
3. Students should note that a Pass Conceded, Pass Terminating or Pass Restricted grade at 300-level in any required subject within the program of study for the Bachelor of Business Administration (Tourism Management) does not satisfy the degree requirements.

Cross articulation may occur between the TAFE Diploma in Tourism Management and the University of Wollongong.

Bachelor of Business Administration (Tourism Management) provided these courses are completed concurrently. Should the Diploma in Tourism Management be completed prior to enrolling in the BBA the standard articulation agreement will apply.

Course Program

Code	Subject	Session	CP
ACCY100	Accounting IA	Autumn	6
ACCY102	Accounting IB	Spring	6
COMM121	Quantitative Methods I	Spring	6
ECON101	Macroeconomic Essentials for Business	Autumn	6
ECON111	Introductory Microeconomics	Spring	6
ACCY211	Management Accounting II	Autumn	6
FIN221	Introductory Business Finance	Autumn/Spring	6
MARK217	Consumer Behaviour	Autumn	6
MARK270	Services Marketing	Spring	6
MARK344	Marketing Strategy	Spring	6
MGMT314	Strategic Management	Autumn/Spring	6

Plus one of each of the following pairs of subjects (Note that in some locations only one subject from each pair may be offered)

BUSS211	Requirements Determination and Systems Analysis	n/o 2009	6
ECON230	Quantitative Analysis for Decision Making	Spring	6
FIN226	Financial Markets and Institutions	Spring	6
FIN223	Investment Analysis	Spring	6
BUSS308	Information Systems Management	n/o 2009	6
ECON309	Environmental Economics	Spring	6
MGMT316	Operations Management	Spring	6
MGMT389	International Business Management	Autumn	6

Plus those subjects for which credit is granted for the TAFE Diploma in Tourism Management.

Bachelor of Commerce and Dean's Scholar*—Bachelor of Commerce

Course Requirements

1. To qualify for award of the degree of Bachelor of Commerce a candidate shall accrue an aggregate of at least 144 credit points, including a major study, by satisfactory completion of subjects listed in the General Schedule.
2. Students must complete and pass all core subjects plus one of the approved BCom degree majors, double majors or a major and a minor and elective subjects.
3. Of the 144 credit points not more than 72 credit points shall be for 100 level subjects.
4. *Candidates for the degree of Dean's Scholar—Bachelor of Commerce will be required to maintain a Weighted Average Mark (WAM) of at least 75 each year to continue in the program. They may also be permitted to take accelerated programs after their first session.
5. Students should note that a Pass Conceded, Pass Terminating or Pass Restricted grade at 300-level in any required subject for the selected major area does not satisfy degree requirements. A student wishing to graduate with a double major must obtain clear passes in both majors at 300-level to satisfy requirements.
6. Each major in the BCom requires 48 credit points and each minor requires 24 credit points as specified in the relevant schedules. The following rules apply:
 - a. Students must complete at least one major but may complete more if they wish. A single subject may count towards two different majors. However, such double counting can apply to only one, 6 credit point subject. Thus completing a second major will require completion of an additional 42 to 48 specified credit points. Where two or more subjects are common to two majors, the relevant Head of School will designate a replacement subject(s).
 - b. Students may complete one or more of the designated minors but the completion of a minor is not a degree requirement. A minor cannot be completed in the same discipline as the major, for example an Accountancy Major with an Accountancy Minor. A single subject may not count towards a major and minor or towards two minors; double counting is not permitted when completing a minor. Thus completing each minor will require an additional 24 specified credit points. Where one (or more) subject(s) is common to a major and a minor or to different minors, the relevant Associate Head of School will designate a replacement subject(s).

Distribution of Credit Points

	Single Major	Major & Minor	Two Majors	Major & Two Minors
Core	48	48	48	48
Integrating subject	6	6	6	6
Major or Majors	48	48	96	48
Minor or Minors		24		48
Electives	42	18		
Total Credit Points	144	144	150*	150

* May be reduced to 144 if a subject is common to both majors

COURSE PROGRAM—COMMON CORE

Code	Subject	Session	Credit Points
ACCY100	Accounting IA	Autumn	6
ACCY102	Accounting IB	Spring	6
COMM110	Introduction to Business Information Systems	Autumn/Spring	6
COMM121	Quantitative Methods I	Autumn/Spring	6
ECON101	Macroeconomic Essentials for Business	Autumn/Spring	6
ECON111	Introductory Microeconomics	Autumn/Spring	6
MARK101	Marketing Principles	Autumn/Spring	6
MGMT110	Introduction to Management	Autumn/Spring	6

Plus at least one Integrating subject select from:

COMM303	Development of Modern Business	n/o 2009	6
COMM351	Business Ethics and Governance	Spring	6
COMM327	Business Innovation, Technology & Policy	Autumn/Spring	6
COMM328	Study Tour: Malaysia	Autumn	6

Total Credit Points in Core = 54

Accountancy students may substitute STAT131 Understanding Variation and Uncertainty for COMM121 Qualitative Methods 1

Note: entry to this subject depends on HSC or equivalent performance (see General Schedule, Faculty of Informatics, School of Mathematics and Applied Statistics, for details)

Major Study areas:

Students taking a major in a degree offered by a Faculty other than the Faculty of Commerce are not required to complete the core subjects in the Bachelor of Commerce except where those subjects are prerequisites to subjects in the major. All students must satisfy subject prerequisites except where waivers have been granted.

Subjects Required for Major Studies in Commerce

ACCOUNTANCY

Code	Subject	Session	Credit Points
ACCY200	Financial Accounting IIA	Autumn	6
ACCY201	Financial Accounting IIB	Spring	6
ACCY211	Management Accounting II	Autumn	6
ACCY231	Information Systems in Accounting	Spring	6
FIN221	Introductory Business Finance	Autumn/Spring	6
ACCY305	Financial Accounting III	Autumn	6
ACCY312	Management Accounting III	Spring	6
ACCY342	Auditing and Assurance Services	Autumn	6

Additional specified subjects (18 credit points) required for professional accreditation: LAW101, LAW302 and LAW315. Students wishing to have a minor in Business Law will also be required to undertake an additional LAW subject.

FINANCIAL PLANNING

Code	Subject	Session	Credit Points
LAW101	Law, Business and Society	Autumn	6
FIN251	Introduction to Financial Planning	Autumn	6
ACCY228	Tax Planning	Spring	6
FIN223	Investment Analysis	Spring	6
FIN328	Retirement and Estate Planning	Autumn	6
FIN323	Portfolio Management	Autumn	6
FIN320	Risk and Insurance	Spring	6
FIN329	Advanced Financial Planning	Spring	6

Note: Students undertaking a double major with Finance are required to substitute an additional 300-level FIN subject for FIN323 in their Finance major.

BUSINESS INNOVATION

Code	Subject	Session	Credit Points
ECON219	Economic Essentials for Business Innovation	Spring	6
ECON320	Economics of Small and Medium Enterprises	Autumn	6
MGMT209	Managing Knowledge in Organisations	Autumn	6
MGMT300	Managing Innovation	Spring	6

Plus 12 credit points, 6 of which must be from 300-level Economics subjects and the other 6 from 200-level or 300-level Economics subjects

Plus 12 credit points drawn from

MGMT215	Small Business Management	Autumn	6
MGMT218	Competitive Analysis	Spring	6
MGMT311	Management of Change	Spring	6
MGMT332	Enterprise and Innovation	Spring	6
MARK356	Creating and Marketing New Products	Autumn	6

6 credit points must be from 300-level subjects and another 6 credit points from 200-level or 300-level Management/Marketing subjects listed above.

BUSINESS LAW

Code	Subject	Session	Credit Points
LAW101	Law, Business and Society	Autumn	6
Plus 42 credit points selected from:			
LAW302	Law of Business Organisations	Autumn	6
LAW308	Administrative Law	Autumn	6
LAW315	Taxation Law	Spring	6
LAW316	Occupational Health and Safety	Autumn	6
LAW317	E-Commerce Law	Spring	6
LAW321	Banking Law	Autumn	6
LAW330	Law of Employment	Autumn	6
LAW331	Intellectual Property Law	Autumn	6
LAW332	Labour Relations Law	Spring	6
LAW334	Environmental Law	Spring	6
LAW335	Anti-Discrimination Law	Spring	6
LAW343	International Law	Autumn	6
LAW348	Media Law	Spring	6
LAW352	Advanced Taxation Law	n/o 2009	6
LAW359	Corporate Governance	n/o 2009	6
LAW360	Foreign Investment Law in the People's Republic of China	n/o 2009	6
LAW365	International and Comparative Intellectual Property Law	Spring	6

ECONOMICS

Code	Subject	Session	CP
ECON205	Macroeconomic Theory and Policy	Autumn/Spring	6
ECON215	Microeconomic Theory and Policy	Autumn/Spring	6
ECON222	Quantitative Methods II	Autumn/Spring	6
ECON305	Economic Policy	Autumn/Spring	6
And one of:			
ECON304	The Historical Foundations of the Modern Australian Economy	Spring	6
ECON316	History of Economic Thought	Autumn	6

Plus 18 credit points, 12 of which must be from 300-level Economics subjects and the other 6 from 200-level or 300-level Economics subjects.

FINANCE

Code	Subject	Session	CP
ACCY200	Financial Accounting IIA	Autumn	6
FIN221	Introductory Business Finance	Autumn/Spring	6
FIN226	Financial Markets and Institutions	Autumn/Spring	6
FIN223	Investment Analysis	Spring	6
ECON240	Financial Modelling	Spring	6
FIN322	Advanced Business Finance	Spring	6
FIN323	Portfolio Management	Autumn	6

Plus at least one of the following:

FIN324	Financial Statement Analysis	Autumn	6
FIN325	Bank Management	Autumn	6
FIN327	Entrepreneurial Finance	Autumn	6
FIN320	Risk and Insurance	Spring	6
FIN351	International Finance	Spring	6
ECON331	Financial Economics	Spring	6

Note: Students undertaking a double major with Financial Planning are required to substitute an additional 300-level FIN subject for FIN323 in their Financial Planning major. With permission of Head of Finance discipline, students may include FIN359 Selected Issues in Finance in the 300-level electives.

HUMAN RESOURCE MANAGEMENT

Code	Subject	Session	Credit Points
MGMT201	Organisational Behaviour	Autumn	6
MGMT205	Recruitment and Selection	Spring	6
MGMT206	Managing Human Resources	Autumn/Spring	6
MGMT220	Organisational Analysis	Spring	6
MGMT311	Management of Change	Spring	6
MGMT314	Strategic Management	Autumn/Spring	6
MGMT321	Occupational Health & Safety	Spring	6
MGMT322	Training and Development	Autumn	6

INTERNATIONAL BUSINESS

Code	Subject	Session	CP
ECON216	International Trade Theory and Policy	Spring	6
ECON251	Industry and Trade in East Asia	Spring	6
FIN241	International Financial Management	Autumn	6
MGMT301	Managing Across Cultures	Autumn	6
MGMT314	Strategic Management	Autumn/Spring	6
MGMT341	International and Comparative Human Resource Management	Spring	6
MARK343	International Marketing	Autumn	6
MGMT389	International Business Management	Autumn	6

MANAGEMENT

Code	Subject	Session	CP
MGMT102	Business Communications	Autumn	6
MGMT201	Organisational Behaviour	Autumn	6
MGMT206	Managing Human Resources	Autumn/Spring	6
MGMT220	Organisational Analysis	Spring	6
MGMT311	Management of Change	Spring	6
MGMT314	Strategic Management	Autumn/Spring	6
MGMT316	Operations Management	Spring	6
MGMT350	Quality Management	Spring	6

MARKETING

Code	Subject	Session	CP
MARK201	Applied Marketing Research A	Autumn	6
MARK202	Applied Marketing Research B	Spring	6
MARK217	Consumer Behaviour	Autumn	6
MARK270	Services Marketing	Spring	6
MARK301	Internet Applications for Marketing	Spring	6
MARK333	Marketing Communications	Autumn	6
MARK343	International Marketing	Autumn	6
MARK344	Marketing Strategy	Spring	6

PUBLIC RELATIONS

Code	Subject	Session	CP
MGMT102	Business Communications	Autumn	6
PRMM201	Public Relations Concepts	Autumn	6
PRMM202	Public Relations Strategy	Spring	6
PRMM301	Public Relations Campaigns	Autumn	6
PRMM303	Corporate Identity and Branding	Spring	6
MGMT301	Managing Across Cultures	Autumn	6
MARK320	Social Marketing	Spring	6
MARK333	Marketing Communications & Advertising	Autumn	6

SUPPLY CHAIN MANAGEMENT

Code	Subject	Session	CP
MGMT200	Management and Electronic Business	Autumn	6
MGMT256	Systems Thinking & Simulation	Spring	6
MGMT257	Principles of Supply Chain Management	Autumn	6
MGMT309	Supply Chain Strategies	Spring	6
MGMT314	Strategic Management	Autumn/Spring	6
MGMT316	Operations Management	Spring	6
MGMT328	Logistics Management	Autumn	6
MGMT350	Quality Management	Spring	6

Minor Study Areas:

Accountancy

24 credit points selected from 200-level and 300-level ACCY subjects.

Business Information Systems

Code	Subject	Session	Credit Points
ISIT111	Programming Concepts	Spring	6
ISIT100	Systems Analysis	Autumn	6
Plus 12 credits points selected from:			
ISIT201	Information and Communication Security	Spring	6
ISIT204	e-Business Applications	Autumn	6
ISIT218	Systems design and Human Computer Interaction	Spring	6

Business Innovation

Code	Subject	Session	Credit Points
ECON219	Economic Essentials for Business Innovation	Spring	6
MGMT300	Managing Innovation	Spring	6
Plus 6 credit points from 200-level or 300-level Economics subjects			
Plus 6 credit points selected from the following subjects			
MGMT209	Managing Knowledge in Organisations	Autumn	6
MGMT215	Small Business Management	Autumn	6
MGMT218	Competitive Analysis	Spring	6
MGMT311	Management of Change	Spring	6
MGMT332	Enterprise and Innovation	Spring	6
MARK356	Creating and Marketing New Products	Autumn	6

Business Law

Code	Subject	Session	Credit Points
LAW101	Law, Business and Society	Autumn	6
Plus 18 credit points selected from:			
LAW302	Law of Business Organisations	Autumn	6
LAW302	Administrative Law	Autumn	6
LAW315	Taxation Law	Spring	6
LAW316	Occupational Health and Safety Law	Autumn	6
LAW317	E-Commerce Law	Spring	6
LAW321	Banking Law	Autumn	6
LAW330	Law of Employment	Autumn	6
LAW331	Intellectual Property Law	Autumn	6
LAW332	Labour Relations Law	Spring	6
LAW330	Law of Employment	Autumn	6
LAW331	Intellectual Property Law	Autumn	6
LAW332	Labour Relations Law	Spring	6
LAW334	Environmental Law	Spring	6
LAW335	Anti-Discrimination Law	Spring	6
LAW348	Media Law	Autumn	6
LAW352	Advanced Taxation Law	n/o 2009	6
LAW359	Corporate Governance	n/o 2009	6
LAW360	Foreign Investment Law in the People's Republic of China	n/o 2009	6
LAW365	International and Comparative Intellectual Property Law	Spring	6

Economics

Code	Subject	Session	CP
ECON205	Macroeconomic Theory and Policy	Autumn/Spring	6
Or			
ECON215	Microeconomic Theory and Policy	Autumn/Spring	6

Plus 18 credit points, 12 credit points of which must be from 300-level Economics subjects and the other 6 credit points from one 200-level or 300-level Economics subject.

Electronic Commerce

24 credit points selected from:

Code	Subject	Session	CP
ECON319	Electronic Commerce and Economics of Business	Spring	6
MARK301	Internet Applications for Marketing	Spring	6
MGMT200	Management and Electronic Business	Autumn	6
MGMT300	Innovation and E-commerce	Spring	6

Finance

Code	Subject	Session	CP
FIN221	Introductory Business Finance	Autumn/Spring	6

Plus 18 credit points selected from 200-level and 300-level FIN subjects

Human Resource Management

24 credit points selected from:

Code	Subject	Session	CP
MGMT201	Organisational Behaviour	Autumn	6
MGMT205	Recruitment and Selection	Spring	6
MGMT206	Managing Human Resources	Autumn/Spring	6
MGMT220	Organisational Analysis	Spring	6
MGMT311	Management of Change	Spring	6
MGMT314	Strategic Management	Autumn/Spring	6
MGMT321	Occupational Health & Safety Management	Spring	6
MGMT322	Training and Development	Autumn	6

International Business

Code	Subject	Session	CP
ECON216	International Trade Theory and Policy	Spring	6
FIN241	International Financial Management	Autumn	6
MGMT341	International and Comparative Human Resource Management	Spring	6
Or			
MGMT343	International Marketing	Autumn	6
Plus			
MGMT389	International Business Management	Autumn	6

Management

Code	Subject	Session	CP
MGMT102	Business Communications	Autumn	6

Plus 18 credit points selected from 200-level and 300-level MGMT subjects

Marketing

24 credit points from 200-level and 300-level MARK subjects.

Public Relations

Code	Subject	Session	CP
PRMM201	Public Relations Concepts	Autumn	6
PRMM202	Public Relations Strategy	Spring	6
PRMM303	Corporate Identity and Branding	n/o 2009	6
PRMM301	Public Relations Campaigns	n/o 2009	6

Supply Chain Management

Code	Subject	Session	CP
MGMT256	Systems Thinking & Simulation	Spring	6
MGMT257	Principles of Supply Chain Management	Autumn	6
MGMT309	Supply Chain Strategies	Spring	6
MGMT328	Logistics Management	Autumn	6

Bachelor of Commerce (Honours)

An Honours degree is awarded for one additional year of study following the successful completion of a three-year degree with superior performance throughout the degree. To qualify for the award of Bachelor of Commerce (Honours) a candidate must satisfy the Honours rules under Section 8 of the General Course Rules. The Head/s of the relevant discipline and the Head of School must approve admission to this degree.

Bachelor of Commerce (Honours) is available in the following areas:

- Accountancy
- Economics
- Finance
- Human Resource Management
- International Business
- Management
- Marketing
- Supply Chain Management

Honours in Accountancy:

Code	Subject	CP
ACCY401	Honours Research in Accounting	24

Plus four (4) 6 credit point 400-level or 900-level subjects from the Commerce calendar with a minimum of 12 credit points from the Accountancy calendar as advised by the research supervisors and approved by the Associate Head of School (Accounting).

Further information for students interested in pursuing Honours in Accountancy, please visit <http://www.uow.edu.au/commerce/accy/current/UOW049895.html>

Honours in Finance:

Code	Subject	CP
FIN 401	Honours Research in Finance	24

Plus four (4) 6 credit point 400-level or 900-level subjects from the Commerce calendar with a minimum of 12 credit points from the Finance calendar as advised by the research supervisors and approved by the Associate Head of School (Finance).

Further information for students interested in pursuing Honours in Finance, please visit <http://www.uow.edu.au/commerce/accy/current/UOW049895.html>

Honours in Economics:

Code	Subject	CP
ECON401	Honours Research in Economics	24
ECON402	Economics Honours Coursework	24

For students interested in pursuing Honours in Economics, please contact

Dr Frank Neri (School of Economics)
Telephone: (02) 4221 4671 or email: fneri@uow.edu.au

Honours in Management:

Code	Subject	CP
MGMT401	Honours Research in Management	24

Plus COMM980 Business Research Methods

Plus three (3) 6 credit point 400-level or 900-level subjects from the Commerce calendar with a minimum of 12 credit points from the Management calendar as advised by the research supervisors and approved by the Associate Head of School (Management).

For students interested in pursuing Honours in Management, please contact

Dr Matthew Pepper (School of Management & Marketing)
Telephone: (02) 4221 5419 or email: matthew_pepper@uow.edu.au

Honours in Marketing:

Code	Subject	CP
MARK401	Honours Research in Marketing	24

Plus COMM980 Business Research Methods

Plus three (3) 6 credit point 400-level or 900-level subjects from the Commerce calendar with a minimum of 12 credit points from the Marketing calendar as advised by the research supervisors and approved by the Associate Head of School (Marketing).

For students interested in pursuing Honours in Marketing, please contact

Dr Jennifer Algie (School of Management & Marketing)
Telephone: (02) 4221 4292 or email: jennifer_algie@uow.edu.au

Other Degrees

Bachelor of Mathematics and Finance, Bachelor of Mathematics and Economics

Refer to the Faculty of Informatics.

Double degrees with Bachelor of Commerce

Students may combine their Commerce studies with studies in a number of other Faculties and qualify for the award of two degrees. Double degrees aim to broaden a student's knowledge and skill base and improve career options in competitive, increasingly interactive fields. Students must seek advice and approval from both Faculties before enrolment.

For further information refer to the Policy Guidelines for Double Degrees at—www.uow.edu.au/handbook/courserules/double_degree.html.

Students must seek advice and approval from both Faculties before enrolment.

Course Requirements

Candidates must satisfy the entry requirements of both the degree programs. Double degrees, where both degrees are normally of three years duration will be a minimum of 216 credit points and take a minimum of four years to complete. Double degrees, where one of the degrees is normally of four years duration will be a minimum of 264 credit points and take a minimum of five years to complete. Students may be given exemptions where equivalences exist between subjects.

For all double degrees, candidates are required to complete subjects from the Commerce Schedule, including core subjects and subjects to satisfy the

requirements of one of the Commerce majors or a major/major, or major/minor combination. In addition to the Commerce requirements, candidates will need to complete one of the following:

Bachelor of Arts—Bachelor of Commerce

Students must:

- 1) complete at least 72 credit points, including a major study, for subjects listed in the Arts schedule, and including at least 36 credit points for subjects offered by member Units of the Faculty of Arts;
- 2) not more than 96 credit points for 100-level subjects may be undertaken for both degrees;
- 3) the Arts major study and the Commerce major are to be chosen from two different disciplines.

Bachelor of Communication and Media Studies—Bachelor of Commerce

Students must:

- 1) complete all the compulsory (core) subjects in the Bachelor of Communication and Media Studies and the required subjects of one of the major studies in that degree;
- 2) complete subjects from the Commerce Schedule, including core subjects, and subjects to satisfy the requirements of one of the Commerce majors.
- 3) complete not more than 90 credit points at 100-level;
- 4) where necessary, undertake elective subjects from the Course Structures of the Bachelor of Commerce, the Bachelor of Communication and Media Studies, or the General Schedule to

ensure that at least 216 credit points have been completed.

Note: Students undertaking this double degree program may not complete both the Marketing major in the Bachelor of Commerce and the Advertising and Marketing major in the Bachelor of Communication and Media Studies.

Bachelor of Creative Arts—Bachelor of Commerce

Students must:

- 1) complete a major study for the Bachelor of Creative Arts comprising 108 credit points of compulsory subjects as listed in the Creative Arts Schedule.
- 2) complete the core Commerce subjects and the subjects required to satisfy at least one of the Commerce majors.
- 3) undertake, where necessary, elective subjects to ensure a total of 216 credit points have been completed.

Bachelor of Engineering—Bachelor of Commerce

Students must complete a minimum of 264 credit points as follows:

- 1) a total of at least 174 credit points of engineering subjects made up of the Engineering core or compulsory subjects and one of the engineering majors. The minimum of 174 credit points will be exceeded by some engineering program requirements;
- 2) where required, at least 12 weeks of approved professional engineering experience during the course. Exemptions may be given to part-time candidates who are in approved full-time engineering employment.

Bachelor of Commerce—Bachelor of Laws

Students must complete, satisfactorily and independently, each of (1), (2) and (3) as follows:

- 1) all compulsory Law subjects;
- 2) elective subjects to the value of 56 credit points from the LLB Schedule; to be eligible for the award of Honours, candidates must complete either LLB313 or LLB314;
- 3) subjects selected from the General Schedule, including the satisfactory completion of:
 - a) compulsory subjects;
 - b) an approved Commerce major except for a Business Law major; and
 - c) subjects with a value of at least 102 credit points, consisting of (a) and (b) and excluding subjects listed in (1) and (2), except, where the subjects in (a) and (b) have the prefix LAW, the equivalent LLB subjects must be substituted.

Bachelor of Science (Faculty of Science)—Bachelor of Commerce

Students must complete 90 credit points of subjects from the Science Schedule, including a Science major study. Any extra credit points required to achieve a double degree total of 216 credit points, additional to the Commerce and Science Requirements specified above, may be selected from the Commerce, Science or General Schedule.

Bachelor of Science (Faculty of Health and Behavioural Sciences)—Bachelor of Commerce

Students will be required to complete subjects from the Health and Behavioural Sciences Schedule approved by the Faculty of Health and Behavioural Sciences. Any additional subjects needed to complete a minimum of 216 credit points should be selected from the Health and Behavioural Sciences Schedule, the Commerce Schedule or the Science Schedule.

Bachelor of Psychology—Bachelor of Commerce

Students must complete a total of 264 credit points. This double degree fulfils the requirements needed to become a registered psychologist.

For the Bachelor of Psychology, students will be required to complete:

- 1) the 150 credit points of psychology subject requirements for the Bachelor of Psychology.
- 2) any additional subjects needed to complete the required 264 credit points selected from either the Health and Behavioural Sciences Schedule or the Commerce Schedule.

Bachelor of Journalism—Bachelor of Commerce

Students must:

- 1) Complete a major study for the Bachelor of Journalism comprising 108 credit points of compulsory subjects as listed in the Journalism Schedule.
- 2) Complete a major study for the Bachelor of Commerce comprising the compulsory core subjects and an approved Commerce major to a total value of at least 102 credit.
- 3) Undertake where necessary elective subjects to ensure a total of 216 credit points have been completed.

Bachelor of Medical Science—Bachelor of Commerce

Students must:

- 1) Complete a minimum of 118 credit points of Medical Science subjects as listed in the Medical Science Schedule
- 2) Complete a major study for the Bachelor of Commerce comprising the compulsory core subjects and an approved Commerce major to the value of at least 96 credit points
- 3) Undertake where necessary elective subjects to ensure a total of 216 credit points have been completed.

Subject Descriptions

ACCY100 Accounting IA

Autumn	Batemans Bay	On Campus
Autumn	Bega	On Campus
Autumn	Loftus	On Campus
Autumn	Moss Vale	On Campus
Autumn	Shoalhaven	On Campus
Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject is an introduction to the processes of accounting and financial management and is concerned with money, records of money, calculations of income and wealth; financial decision making; the information that can be provided by an accounting system as a basis for decision making and the techniques of processing such information.

ACCY102 Accounting IB

Spring	Batemans Bay	On Campus
Spring	Bega	On Campus
Spring	Loftus	On Campus
Spring	Moss Vale	On Campus
Spring	Shoalhaven	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: ACCY100 Accounting IA

Subject Description: Accounting 1B builds on the understanding of accounting developed in Accounting 1A. It examines financial measures of business activities and the systems that enable the measures to be recorded and then reported and communicated to the various stakeholders of entities, such as owners (including partners and shareholders), providers of credit (lenders and creditors), management as well as other interested parties.

ACCY200 Financial Accounting IIA

Autumn	Batemans Bay	On Campus
Autumn	Bega	On Campus
Autumn	Moss Vale	On Campus
Autumn	Shoalhaven	On Campus
Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: ACCY101, ACCY190, or ACCY100 and ACCY102

Exclusions: Not To Count with ACCY202 and ACCY292

Subject Description: ACCY200 builds on the knowledge and skills students have acquired in both ACCY100 and ACCY102 (or their

equivalent subjects). The subject contains several distinct but inter-related strands, and begins with an exploration of concepts necessary to understand the framework established in Australia for financial reporting. A technical strand of knowledge needed to prepare financial reports under the Australian Corporations Act and Australian International Financial Reporting Standards is explored. This subject also covers a contextual strand of knowledge, highlighting the environment in which financial reporting takes place, and introduces a theoretical strand of knowledge and skills necessary to critique, at an introductory level, current financial reporting practices and developments.

ACCY201 Financial Accounting IIB

Spring	Batemans Bay	On Campus
Spring	Bega	On Campus
Spring	Moss Vale	On Campus
Spring	Shoalhaven	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: ACCY202 or ACCY200

Subject Description: ACCY201 builds on the knowledge and skills students have acquired in ACCY200. As with ACCY200, the subject contains a number of distinct but inter-related strands. Firstly, there is a technical strand incorporating the application of specific accounting standards and regulatory provisions to the preparation of financial reports, with particular emphasis on consolidated accounts. Secondly, there is a contextual strand highlighting the national and international environment in which financial reporting takes place by reference to media sources and selected documentaries. Thirdly, there is a theoretical strand, wherein students will be given the opportunity to further develop critique and reflective skills acquired in ACCY200. The theoretical strand will specifically link the technical and contextual strands by considering accounting as both socially constructed and socially constructing.

ACCY211 Management Accounting II

Autumn	Batemans Bay	On Campus
Autumn	Bega	On Campus
Autumn	Loftus	On Campus
Autumn	Moss Vale	On Campus
Autumn	Shoalhaven	On Campus
Autumn	Wollongong	On Campus

Credit Points: 6

Pre-requisites: ACCY101, ACCY190 or ACCY100 and ACCY102

Exclusions: ACCY212

Subject Description: This subject deals with the design, production and use of accounting and other quantitative information in the planning and control of organisations, including the management of the production function, decentralised organisations, derivation of cost relationships and statistical control of costs.

ACCY228 Tax Planning

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: FIN251

Subject Description: This subject provides an overview of the procedures and theory of planning for the optimum level of taxation for an individual at different stages in life and/or a business at different stages of development. Optimal tax planning changes are considered ranging from the intense early years where income is rising and investments are made, through to retirement where income is minimal and investments start to be realised.

ACCY231 Information Systems in Accounting

Spring Batemans Bay On Campus

Spring Bega On Campus

Spring Moss Vale On Campus

Spring Shoalhaven On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY100 and ACCY102

Subject Description: This subject introduces management information systems, including data collection and processing, internal control and internal reporting. System design and computer applications are also covered.

ACCY303 Selected Issues in Accounting A

Not on offer in 2009

Credit Points: 6

Pre-requisites: ACCY201 or ACCY202 and ACCY211

Subject Description: This subject covers selected issues in external reporting, including issues in international accounting and comparative accounting standards.

ACCY304 Social and Environmental Accounting

Autumn Batemans Bay On Campus

Autumn Bega On Campus

Autumn Moss Vale On Campus

Autumn Shoalhaven On Campus

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: 72 cp from BCom degree

Subject Description: This subject provides a detailed introduction to social and environmental accounting. The issues are placed in a global context, allowing an examination of the philosophical, technical and regulatory development of social and environmental accounting. Topics will include: Accountability frameworks, corporate social and environmental responsibility, financial and management accounting responses to social and environmental issues, analysis of environment, social and environmental audit, and ethical investment.

ACCY305 Financial Accounting III

Autumn Batemans Bay On Campus

Autumn Bega On Campus

Autumn Moss Vale On Campus

Autumn Shoalhaven On Campus

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY201

Subject Description: This subject offers a critical evaluation of advanced aspects of financial accounting and external reporting with particular reference to developments in accounting theory, professional standards, and accounting practice including the critical evaluation and comparison of various financial accounting theories. This subject explores financial accounting in its organisational, social and political contexts.

ACCY312 Management Accounting III

Spring Batemans Bay On Campus

Spring Bega On Campus

Spring Moss Vale On Campus

Spring Shoalhaven On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY211

Subject Description: This subject provides an advanced treatment of management accounting theory and its relationship to decision theory, including model building and use, cost prediction, pricing decisions, and the behavioural dimensions of management accounting.

ACCY313 Selected Issues in Accounting B

Not on offer in 2009

Credit Points: 6

Pre-requisites: ACCY201 or ACCY202 and ACCY211

Subject Description: This subject covers selected issues in management accounting, including international management accounting.

ACCY328 International Taxation

Not on offer in 2009

Credit Points: 6

Pre-requisites: ACCY201

Subject Description: This subject covers cross border transactions with respect to the taxes the entity may incur as they trade and how these have an impact on the pricing of products. International taxation as it applies to the individual and a company are explored as well as its impact on their income and other trading activities. This subject also takes a comparative perspective of a number of issues confronting both companies and individuals who transact across national borders. Comparisons of taxation between countries such as Australia, UAE, UK and the USA will be examined.

ACCY342 Auditing and Assurance Services

Autumn Batemans Bay On Campus

Autumn Bega On Campus

Autumn Moss Vale On Campus

Autumn Shoalhaven On Campus

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY201

Subject Description: This subject examines the contemporary risk and assurance approach to auditing, the collection and evaluation of audit evidence and the audit reporting process. The subject also develops an understanding of the legal environment in which the auditor works and focuses on the requirements of financial statement audit under the Corporations Law. In addition to this, the program introduces the use of computer assisted audit techniques and considers issues related to computer information systems audit.

ACCY343 Forensic Examination and

Advanced Assurance Services

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY201, FIN221 and LAW210

Co-requisites: ACCY342

Subject Description: This subject provides an introduction to forensic examination and advanced assurance services for commercial and not-for-profit entities. The subject content will deal with the nature and extent of fraud in Australia, detection of fraud, error or organisational weakness through an examination of financial and non-financial data, as well as introductory laws of evidence and expert witness report preparation. Students will be introduced to the nature of forensics and its role in the regulatory framework as well

as within the legal and ethical framework of corporate governance.

ACCY368 Insolvencies

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY200 or ACCY202

Subject Description: This subject examines the accounting and legal aspects of corporate and non-corporate insolvencies including liquidations & receiverships, alteration of capital, reconstruction, amalgamation and takeovers, and the use of insolvency procedures as a management strategy.

ACCY380 Accounting for Information

Technology

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: IACT301, ITAC301

Exclusions: ACCY901, ACCY101, ACCY190 or ACCY100 and ACCY102

Subject Description: This subject is an introduction to accounting with special emphasis on the design, interpretation and utilisation of the major types of reports and analyses prepared by accountants for the decision making process.

ACCY401 Honours Research in Accountancy

Annual Wollongong On Campus

Credit Points: 24

Pre-requisites: None

Subject Description: This subject is for students doing honours in the Accounting discipline. The research topic must be approved by the Associate Head of School (Accounting) and the research supervisor.

ACCY403 Theoretical Foundations of

Accounting

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: The subject critically analyses the nature of theory, research and theory formation. It includes a study of the methods used in theory formation and attempts to formulate theories of accounting.

ACCY404 Financial Accounting

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ITAC301

Subject Description: This subject covers an in-depth study of the basis of external financial reporting, including asset valuation and periodic profit measurement. The subject also includes a study of the elements of financial accounting and their communication in accounting reports.

ACCY407 Empirical Research Methods

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: The subject provides an overview of the ways accounting and finance researchers identify, formulate and investigate empirical questions in accounting and finance. Subjects include the criteria adopted to select research projects, issues of experimental design, validity threats, measurement problems and statistical analysis. Selected published accounting and finance research will be used to illustrate established methods of empirical research.

ACCY413 Management Accounting

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject deals with the conceptual basis of management accounting and information systems including an examination of traditional and alternative theories and approaches shaping organisational and behavioural aspects of management accounting. Topics covered include the contingency approach, the agency approach, control system theories, activity based accounting and critical accounting approaches.

ACCY414 Management Planning and Control Systems

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject presents an in-depth analysis of selected aspects of the design and evaluation of management accounting, planning and control systems in both the private and public sectors.

ACCY418 Applied Management Accounting

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: ACCY418 examines traditional and innovative techniques used by management accountants to accumulate, analyse and use accounting and other

quantitative information to aid management in planning, control and decision-making within business organisations. A primary concern is the ability of, and need for, management accounting to adapt to the rapidly changing global business environment to ensure that management has the decision tools to be effective.

ACCY436 Management and Information Systems

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject deals with the effective use and control of information systems, particularly computer-based information systems, and the likely impact of developments in this area on management functions and how managers carry out those functions.

ACCY444 Issues in Auditing

Not on offer in 2009

Credit Points: 6

Pre-requisites: None

Subject Description: This subject provides an in-depth examination of contemporary topics in auditing with emphasis on controversial and theoretical issues, including social and ethical issues, the role of quantitative techniques in the audit function, the continuous auditing concept, uncertainty reporting, audit performance evaluation, as well as the extension of attest function and public sector auditing.

ACCY468 Insolvencies

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject deals with accounting and legal aspects of corporate and non-corporate insolvencies including bankruptcies, liquidations, receivership, alteration of capital, reconstruction, amalgamation and takeovers.

ACCY474 Accounting Regulation

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject presents an in-depth study of the regulation of accounting practice, external financial reporting and the accounting profession. This may include an examination of theories of regulation and the public interest, participants in the regulatory

process, the consequences of regulation, the internationalisation of accounting regulation, and an historical overview of accounting regulation.

ACCY485 Special Topic in Accounting-A

Not on offer in 2009

Credit Points: 6

Pre-requisites: None

Subject Description: This subject is a special topic to be selected from any area of financial accounting, management accounting, business finance, information systems or government accounting. The selection would be made by the Associate Head of School, taking into account the expertise of academic staff, including visiting staff, and the interest of students.

ACCY486 Special Topic in Accounting-B

Not on offer in 2009

Credit Points: 6

Pre-requisites: None

Subject Description: This subject is a special topic to be selected from any area of financial accounting, management accounting, business finance, information systems or government accounting. The selection would be made by the Associate Head of School, taking into account the expertise of academic staff, including visiting staff, and the interest of students.

ACCY493 Research Essay

Not on offer in 2009

Credit Points: 12

Pre-requisites: ITAC301

Subject Description: This subject is an individual program determined in consultation with the Associate Head of School (Accounting).

ACCY495 Research Essay

Not on offer in 2009

Credit Points: 6

Pre-requisites: None

Subject Description: This subject is an individual program determined in consultation with the Associate Head of School (Accounting).

COMM110 Introduction to Business

Information Systems

Autumn	Batemans Bay	On Campus
Autumn	Bega	On Campus
Autumn	Loftus	On Campus
Autumn	Moss Vale	On Campus
Autumn	Shoalhaven	On Campus
Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with CSC1101 or BUSS110

Subject Description: This subject examines the roles of information systems in a modern organisation. Topics covered include: information systems and their role in modern organisations; functions and purposes of various information systems and their components; system design and development process; information systems administration and management; social implications of information systems, hands-on experience in the use of productivity software. The practical component includes using the internet, word processing, spreadsheets and database systems.

COMM121 Quantitative Methods I

Autumn	Wollongong	On Campus
Spring	Batemans Bay	On Campus
Spring	Bega	On Campus
Spring	Loftus	On Campus
Spring	Moss Vale	On Campus
Spring	Shoalhaven	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: An introduction to quantitative techniques and their application to business economics. Emphasis will be on statistics and topics will include descriptive statistics, probability, sampling, confidence intervals and hypothesis testing, elementary correlation and regression analysis and the use of computer programs for estimation and analysis.

COMM290 Applied Learning

Not on offer in 2009

Credit Points: 6

Pre-requisites: 48 Credit Points of Commerce Subjects and approval by the Head of School

Subject Description: This subject will enable Commerce students to earn 6 credit points for participation in one of a variety of workplace learning programs offered by the University, or by an outside organisation/ professional association. The program may be a Team based business skills competition or an individual placement which is coordinated via an external agency or that the student organises themselves. Students must satisfy all requirements of their placement or business skills program, and prepare reports as specified by the co-ordinating body. It is the responsibility of the student to find a workplace learning program and present the proposal to the relevant Head of School or delegated staff member for approval. Approval will only be

given providing a suitable supervisor within the relevant School is available.

COMM303 Development of Modern Business

Not on offer in 2009

Credit Points: 6

Pre-requisites: 72 credit points including all Commerce core subjects

Subject Description: The subject traces the evolution of modern business enterprises, particularly in the twentieth century. Emphasis is placed on a comparison of the dynamics of capitalist corporate development in Australia, the United States, Japan and the United Kingdom. Major topics include the effects of external institutional and technological environments on corporate change; changing forms of firm organisation; the role of corporations in an evolving international economy; developing corporate strategy; inter-organisational relationships; and the role of corporations in modern society.

COMM327 Business Innovation, Technology, and Policy

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: Any 72 credit points of subjects

Exclusions: Not to count with ECON227 and ECON229

Subject Description: This integrating subject provides conceptual frameworks in which to think systematically about business innovation, technology and related policy issues. The purpose is to gain a better understanding of the role of innovation-related issues in the context of a creative society such as the mechanics of a creative economy, collateral effects of innovative activities, commercialization of innovations, the importance of price competition and competition through innovation, technological competition, the difference between ideas and human capital, the use of innovation-based classifications of economic sectors, the importance of innovation policies, etc. The subject incorporates elements from a variety of disciplines, including economics, management, marketing and law.

COMM328 Study Tour: Malaysia

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: 72 cp including all Commerce core subjects and approval by the Faculty of Commerce

Subject Description: The aim of this integrating subject is to look at a contemporary issue in

the business world from a multi-disciplinary perspective. The specific issue explored may vary from year to year. The subject encourages students who have majored in a variety of majors to analyse an issue of relevance to the modern business environment.

COMM351 Business Ethics and Governance

Spring Batemans Bay On Campus

Spring Bega On Campus

Spring Loftus On Campus

Spring Moss Vale On Campus

Spring Shoalhaven On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: 72 cp

Subject Description: An examination of the central issues in business ethics, covering topics such as the concept of social responsibility, individual and corporate values, models for making ethical decisions, ethics for the employee, the customer, the environment, the community, the government and the multinational context. Class consists primarily of student-centred discussion and experiential activities. Semester is arranged to take students through a reflective, unlearning process.

COMM390 Commerce Internship

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: 48 Credit Points

Subject Description: This subject provides an opportunity for students to integrate an apply their knowledge learned at university in an industry context. The core purpose of the internship is work experiential learning.

COMM399 Independent Study

Not on offer in 2009

Credit Points: 6

Pre-requisites: Students must have completed 48 credit points

Subject Description: This subject will allow students to carry out study in a practical or applied manner into a selected issue in business. This may include, but is not limited to an individual case study, business project, industry or corporate analysis. Students will have the opportunity to look at a contemporary practical issue in a business environment. The specific issues explored will vary from year to year and discipline to discipline. This subject will encourage students to undertake study and analyse on issues of relevance to a business environment. The subject will need to be successfully completed by students undertaking an undergraduate degree offered by the Faculty

of Commerce in Dubai. This subject will only be delivered at the Dubai Campus.

ECON101 Macroeconomic Essentials for Business

Autumn	Batemans Bay	On Campus
Autumn	Bega	On Campus
Autumn	Loftus	On Campus
Autumn	Moss Vale	On Campus
Autumn	Shoalhaven	On Campus
Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject analyses relevant macroeconomic concepts and principles in an integrated macroeconomic environment. Simple macroeconomic models will be developed to characterise the interdependencies of the more important components parts of a macro economy. This will allow students to analyse some real world problems and to start identifying and formulating appropriate macroeconomic policies.

ECON111 Introductory Microeconomics

Autumn	Wollongong	On Campus
Spring	Batemans Bay	On Campus
Spring	Bega	On Campus
Spring	Loftus	On Campus
Spring	Moss Vale	On Campus
Spring	Shoalhaven	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: An introduction to microeconomics and its application to contemporary social and economic problems. Elementary economic theory and the necessary institutional framework will be developed.

ECON205 Macroeconomic Theory and Policy

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: ECON101

Subject Description: This subject analyses the major factors which determine economic behaviour in the aggregate and evaluate how alternative macroeconomic policies may improve economic performance. In doing so the course examines the major determinants of aggregate demand equilibrium, namely consumption and investment demands, international factors, money and interest. Monetary and fiscal policies are examined using this analytic structure to determine the effectiveness of these policies for an open

economy. Aggregate supply equilibrium is analysed in terms of wages, prices and employment. The problems of inflation and employment are also considered along with possible wages policies. Longer term growth explanations of economic behaviour and associated policy prescriptions are also considered.

ECON208 Gender, Work and the Family

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: None

Subject Description: This subject analyses the roles women and men play in the workforce and within the family. Topics will include: analysis of factors affecting recent trends in female and male labour force participation; gender differences in occupational patterns and earnings; the economics of discrimination; the role of the family in providing education, health care and other goods and services for its members; and the economic determinants of marriage and fertility.

ECON215 Microeconomic Theory and Policy

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: ECON111

Subject Description: This subject provides the theoretical foundation of modern microeconomic analysis by building upon the basic concepts covered in introductory microeconomics. Topics include the free market system and its operation under market regulation, and the imposition of excise taxes and subsidies. The theory of consumer behaviour is developed and applied to household choice problems, the index number problem, methods of taxation, and intertemporal choice. The theory of production and its costs is discussed, and used to develop models of optimal choice by producers in the long run and short run, including optimal output expansion, optimal input substitution, responses to technological change, and economies and diseconomies of scale. Models of market organization are studied with emphasis on monopoly power, oligopoly (including models of Nash, Cournot, Bertrand, and Stackelburg equilibria) and monopolistic competition. Welfare effects of market behaviour and regulation are analysed. Game theory is introduced and applied to simple problems of strategic choice in duopoly markets. The nature and consequences of asymmetric information are studied (including adverse selection, moral hazard, the principal agent problem, and signalling).

ECON216 International Trade Theory & Policy

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON111

Subject Description: This subject is designed to provide an introduction to international trade theory and international trade policy. It will examine the theory, policies, practices and institutions of relevance to a country's trade with other nations. The following broad questions will be addressed: Why do nations trade with each other? What are the gains and losses from free trade to the nations involved? What determines the pattern of international trade and production? What are the effects of various commercial policies on the nations involved and on the welfare of various groups within those nations? How does the foreign exchange market work and in what ways does it facilitate or impede international trade? What are the possible effects of exchange-rate policies on a country's production, employment and price level? How is a country's trade performance linked to its external debt and economic growth? How can trade affect the local and global environment?

ECON219 Economic Essentials for Business Innovation

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: The subject is designed to impart an understanding of business innovation from an economic perspective. To this end, the subject provides a non-mathematical explanation of the nomenclature, principles and conceptual frameworks useful in the real world of innovation. Major topics include: an overview of economics with particular regard to the role of innovation in the context of the invisible hand vision; market failure and government failure; a description of the Neoclassical, Schumpeterian and evolutionary approaches.

ECON221 Econometrics

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON121 or COMM121 or STAT131 or STAT231

Subject Description: This subject is designed so that students learn basic econometric methods and use data to solve real-world problems by estimating economic parameters (such as elasticities, marginal values etc). Students acquire expertise in applying econometric methods, including regression

analysis and its extensions, to various types of data. Students also, learn how to use econometrics to test economic theory, analyse economic behaviour and assist in policy formation. The subject is application orientated and practical work is performed using Windows-based statistical software.

ECON222 Quantitative Methods II

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject provides an introduction to mathematical techniques useful in business and economics. The main topics include marginal values, average values, elasticities, constrained and unconstrained optimisation, game theory, and the mathematics of finance. The mathematical techniques will be systematically presented and clearly illustrated in representative business and economic models.

ECON230 Quantitative Analysis For Decision Making

Spring Batemans Bay On Campus

Spring Bega On Campus

Spring Loftus On Campus

Spring Moss Vale On Campus

Spring Shoalhaven On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON121 or COMM121 or STAT131 or STAT231

Subject Description: This subject details the role of quantitative analysis in the decision-making process. Problem-solving techniques will be studied with emphasis on their practical application. Topics may include: linear programming; integer programming; goal programming; network analysis; systems simulation; decision theory; and inventory and queuing models.

ECON231 Business Statistics and Forecasting

Not on offer in 2009

Credit Points: 6

Pre-requisites: ECON121 or COMM121 or STAT131 or STAT231

Subject Description: This subject introduces students to the applications of multi-variate statistical analysis to problems in business and economics. These techniques will include multiple regression, discriminant analysis, factor analysis and cluster analysis. The subject also deals with the application of forecasting techniques, including smoothing methods, time

series decomposition, and the Box Jenkins approach to problems. The emphasis will be on the use of various relevant computer packages.

ECON240 Financial Modelling

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: COMM121 or STAT131 or STAT151 or STAT252 or MATH141

Exclusions: ECON231 and ECON221

Subject Description: This subject deals with the application of statistical techniques to financial decision-making. Students will use econometric methods and data to solve real-world problems by estimating and interpreting financial and business relationships. The subject covers a brief introduction to the mathematics of finance, regression analysis, hypothesis testing and the assumptions underpinning the classical regression model. It then provides a thorough treatment of model diagnostics, univariate time series modelling and forecasting, as well as applied multivariate cointegration techniques and the estimation of financial market volatility.

ECON251 Industry and Trade in East Asia

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject studies the neo-classical, structuralist and culturalists views on industrialisation in Asia using country specific examples. It examines trade and industry policy, investment flows, economic integration and the international monetary system. The causes of Asian growth and meltdown are analysed. The strategies to overcome the main economic problems and the recent developments in the Asia-Pacific region are emphasised.

ECON301 Monetary Economics

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON101

Subject Description: This subject focuses on the monetary aspects of the macro-economy. It comprises two parts. The first focuses on a comparison of the monetary transmission mechanism and policy implications arising from the Classical, Keynesian, Monetarist and New Classical theories. The second section analyses the money supply and its control, the conduct of monetary policy, money in the open economy, inflation, and the Australian financial system.

ECON302 Transition Economics

Not on offer in 2009

Credit Points: 6

Pre-requisites: ECON101 and ECON111

Subject Description: Emphasis will be placed upon transition issues arising from: the formerly centrally planned economies of Europe and Asia as they have moved towards market oriented economies; developed market economies in Europe as existing and prospective members of the European Union move towards a more advanced stage of trade, investment, and financial integration; developing market economies in East Asia as they attempt to achieve a higher level of economic development.

ECON303 Economic Development Issues

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: Both ECON101 and ECON111 or any 72 credit points of subjects

Subject Description: Nation states have attempted to accelerate the rate and influence the pattern of economic growth and development with mixed results. Consequences of economic development have been enormous. Economic Development issues addressed are: the relationship between economic growth and development; the role of the market and the state; savings, investments and technical change; infrastructure and public goods; as well as the role of agriculture, industrialisation, international trade and economic co-operation, and population and human resource development.

ECON304 The Historical Foundations of the Modern Australian Economy

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: 72 credit points of study including ECON101 and ECON111

Subject Description: This subject focuses on the development of the Australian economy over the last century and a half from both a domestic and international comparative perspective. It seeks to enhance our knowledge about, and understanding of, the modern Australian economy and its international standing by reference to a longer term process of development stretching back close to early British settlement. Following an overview of Australian experience, the subject will be presented thematically drawing upon key microeconomic and macroeconomic questions. Principal topics will include: growth trajectories and economic fluctuations; structural change

and development; capital markets and financial institutions; population and immigration; human capital and labour supply; living standards and welfare; manufacturing and international business; market power; the development of a corporate economy; economic policy especially tariffs and competition; economic debates; regional engagement in Asia and globalisation. There will be an opportunity to analyse and discuss original historical documents and to write a research essay.

ECON305 Economic Policy

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON205 and ECON215

Exclusions: Not to count with ECON207

Subject Description: This subject introduces students to some of the important macroeconomic and microeconomic policy issues facing governments in Australia and overseas. Government policy makers face questions such as how to best stimulate economic growth, how to best respond to various forms of market failure and how to best promote a competitive national economic environment. This subject introduces students to some of these issues in details and sets out some of the current economic thinking with regard to these questions. Students will be required to analyse applied research from the economics literature and draw on material from related areas such as political science.

ECON306 The Chinese Economy

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: 72 credit points including ECON101 and ECON111

Subject Description: The subject is designed to impart an understanding of the pre and post-1978 Chinese economy. An analysis of the turbulent swings in economic policy during the period of the 1950s–70s is conducted, and factors contributing to the implementation of economic reform from 1979 identified. The post-1978 period focuses upon key reforms and their implementation, macroeconomic outcomes and growth, the re-emergence of markets and the contribution of township and village enterprises and private enterprises, and the country's integration into the global economy through foreign investment, trade and WTO membership. The roots of the present business and economic system are explored throughout, as well as contemporary issues and controversies.

ECON307 International Monetary Economics

Not on offer in 2009

Credit Points: 6

Pre-requisites: ECON101

Subject Description: This subject is a study of monetary aspects of international economics. It comprises two parts. In the first we examine theoretical approaches to the balance of payment and exchange-rate determination. In the second, the subject analyses selected issues in international monetary economics of topical interest.

ECON308 Labour Economics

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON111

Subject Description: This subject studies labour supply, labour demand and wage rate determination in a market-orientated economy. The emphasis is on the development and application of economic theory rather than on an institutional approach. Several areas of application are drawn from the following list and analysed in some detail: the effects of welfare programs on labour-market participation and hours of work, the effects of imposing a minimum wage in both competitive and non-competitive labour markets, the theory of human capital and its use in explaining observed earnings differentials, an explanation for occupational wage differentials, discrimination in the labour market, the rationale for labour unions, the economic impact of labour unions, causes of unemployment. Examples relate mostly to the Australian and US labour markets but some comparisons are drawn with labour markets in other countries.

ECON309 Environmental Economics

Spring Batemans Bay On Campus

Spring Bega On Campus

Spring Loftus On Campus

Spring Moss Vale On Campus

Spring Shoalhaven On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON111

Subject Description: This subject will provide a comprehensive analysis of environmental issues using both the traditional theory of economic externalities and the newer analysis of ecologically sustainable development. Both approaches will be used to explain the economic aspects of and evaluate environmental policy in Australia and developing countries.

ECON310 Cost Benefit Analysis

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON215

Subject Description: This subject investigates the theoretical foundations and practical techniques of social cost benefit analysis (CBA). Topics include: the name and scope of CBA, the welfare foundations of CBA including Pareto optimality and social welfare functions, identification of costs and benefits, methods of valuation of costs and benefits in market and non-market situations, the theory and use of shadow prices, CBA decision criteria, time preference and the social discount rate, and CBA sensitivity methods. The limitations of CBA methods and ethical considerations are discussed. Students will develop and practice appropriate spreadsheet skills that facilitate the economic evaluation of complex projects in situations where benefits and costs occur over extended periods of time.

ECON311 Natural Resource Economics

Not on offer in 2009

Credit Points: 6

Pre-requisites: ECON111

Subject Description: The main objective of the subject is to develop skills in the economic analysis of natural resource problems. The subject consists of two broad sections, namely: the generalisation of theoretical frameworks for the utilisation of natural resources; and the application of these theoretical frameworks to the management of specific natural resources and to the formulation of appropriate policies. The topics covered include: optimisation frameworks for renewable and non-renewable resources; models for optimal resource use over time; energy resources; mineral resources; water resources; forestry resources; natural environments; and issues concerning pollution.

ECON312 Industrial Economics

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON111

Subject Description: This subject provides the theoretical basis for analysis of firm structure, conduct and performance. It particularly focuses on issues related to the implementation of competitive policy from both a national and international perspective.

ECON315 Applied Microeconomics

Not on offer in 2009

Credit Points: 6

Pre-requisites: ECON111

Subject Description: Microeconomics applied to a variety of topics and social problems. The areas of application studied vary from year to year but include such topics as the economics of health care, education, working women, migration, the arts and crime.

ECON316 History of Economic Thought

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON205 and ECON215

Subject Description: This subject provides a review of the evaluation of economic ideas through the development of differing schools of thought in economics. The subject focuses on issues which provide a basis for discussion of the criticism and alternatives suggested by the classical, neoclassical, behavioural, Austrian, modern institutionalists and post Keynesian schools.

ECON317 Economics of Health Care

Autumn Wollongong On Campus

Credit Points: 8

Pre-requisites: None

Subject Description: This subject surveys economic aspects of the Australian health-care system. Topics covered will include the supply and demand for health services, health-care delivery systems, health insurance, program evaluation and medical decision-making. Government policies influencing all aspects of health care will be analysed and evaluated.

ECON318 Economics of Health Care - A

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject surveys economic aspects of the Australian health-care system. Topics covered will include the supply and demand for health services, health-care delivery systems, health insurance, program evaluation and medical decision-making. Government policies influencing all aspects of health care will be analysed and evaluated.

ECON319 Electronic Commerce and the Economics of Information

Spring Wollongong On Campus
Credit Points: 6

Pre-requisites: None

Subject Description: This subject analyses the impact of electronic commerce on the markets for consumer goods and services and factors of production. Reasons for the dramatic increase in the use of electronic commerce and its effects on consumers, business firms and the wider community will be explored. Special attention will be given to the implications for small and medium-sized firms and the impact of electronic commerce on the globalisation of markets. The subject analyses electronic commerce in the context of the economics of information, technology and transaction costs and investigates the role and value of information in decision making.

ECON320 Economics of Small and Medium Enterprises

Autumn Wollongong On Campus
Credit Points: 6

Pre-requisites: ECON111

Subject Description: The subject analyses the impact of entrepreneurs/small medium-sized enterprises (SMEs) on important areas of the economy such as innovation, employment creation, trade and investment. The formulation of appropriate public policies with respect to SMEs will also be examined. Recent developments in the economic theory of business enterprises, backed up by case studies of individual firms, industries and countries, will form the basis of the subject. Topics covered will represent a blend of the theory and practice of small business and enterprise development, and will include examining the links between firm size and performance, the distinct roles of different sized firms, and the relationship between firm size and innovation.

ECON322 Mathematical Economics

Spring Wollongong On Campus
Credit Points: 6

Pre-requisites: ECON122 or ECON222

Subject Description: This subject is a study of mathematical aspects of microeconomics and macroeconomics. The topics include consumer demand theory, compensated demand functions, production theory, cost functions, market demand and supply functions, models of market structure and macroeconomics of open economy. Mathematical techniques

include linear algebra, optimisation, differential and integral calculus. Particular attention will be given to economic policy analysis using mathematical models.

ECON327 Advanced Econometrics

Spring Wollongong On Campus
Credit Points: 6

Pre-requisites: ECON221 or ECON231 or ECON240 or MARK239

Subject Description: The subject consists of two parts. The first part focuses on the basic concepts in understanding and modelling the behaviour of time-series data (time-series analysis) in economics or related fields and the major linear time-series models usually used. The second part deals with the foundation and applications for more realistic or policy-oriented situations using the method of many-sector econometric models (1) using these data, and (2) consisting of sets of many regression equations, or (3) consisting of sets of many jointly dependent or simultaneous equations.

ECON331 Financial Economics

Autumn Wollongong On Campus
Credit Points: 6

Pre-requisites: ECON111 and either ECON121 or COMM121

Subject Description: This subject deals with investment in production capacity, portfolio analysis, debt accumulation, insolvency and liquidation. Optimal control methods are used for analysing the efficient trajectories of capital investment and borrowing. Portfolio choice and producers' choices of activity sets are analysed within a mean-variance expected utility maximisation framework incorporating the concepts of risk aversion, costs of risk bearing and diversification.

ECON332 Managerial Economics and Operations Research

Not on offer in 2009

Credit Points: 6

Pre-requisites: ECON121 or COMM121

Subject Description: This subject develops and applies a variety of quantitative techniques to economic and managerial decision-making. It is an extension of ECON 228/230 and covers a wide range of quantitative analyses such as forecasting techniques, Markov process models, PERT, CPM and specialised network algorithms, risk preference analysis, transportation and assignment models and quadratic and nonlinear programming.

ECON333 Conflict and Co-Operation

Not on offer in 2009

Credit Points: 6

Pre-requisites: ECON122 or ECON222

Subject Description: The subject will introduce students to the study of game theory as a tool for analysing a wide range of situations, particularly in the social sciences. The subject will focus on the application of basic game-theoretic concepts to analyse these situations, and will cover both non-cooperative and cooperative games. The latter will include the examination of issues in communitarian economics (such as the economics of organisations like the WTO, the IMF, World Bank, and other NGOs). Students will participate in simple game-playing exercises designed to reinforce and further their understanding of the concepts.

ECON334 Global Economics

Not on offer in 2009

Credit Points: 6

Pre-requisites: ECON101 and ECON111

Subject Description: This subject introduces students to major contemporary global economic issues such as global economic growth and per-capita income: the external debt crisis; integrated international capital-markets; European monetary unification and its potential; free-trade negotiations and the formation of free-trade zones; the transition of centrally planned economies to market economies; and the economic implications of global environmental and resource degradation and the need for international co-ordination and co-operation.

ECON341 Special Topics in Economics-A

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 8

Pre-requisites: None

Subject Description: Topics for this subject may be drawn from any area of economics which the Head of School considers to be suitable preparation for an undergraduate degree and appropriate to the special interests of students.

ECON342 Special Topics in Economics-B

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 8

Pre-requisites: None

Subject Description: Topics for this subject may be drawn from any area of economics which the Head of School considers to be suitable preparation for an undergraduate

degree and appropriate to the special interests of students.

ECON401 Honours Research in Economics

Spring Wollongong On Campus

Credit Points: 24

Pre-requisites: Entry to honours

Subject Description: The subject is appropriate for students doing honours in a single discipline in the Faculty of Commerce to enrol in the same subject. The research topic must be approved by the relevant Head of School. Students enrolled in this subject will also do ECON402.

ECON402 Economics Honours Coursework

Autumn Wollongong On Campus

Credit Points: 24

Pre-requisites: None

Subject Description: The subject will enable all students doing honours in a single discipline in the Faculty of Commerce to enrol in the same subject. The advanced topics the student studies will depend on their discipline. Students enrolled in this subject will also do ECON401.

ECON421 Honours Economics

Not on offer in 2009

Credit Points: 48

Pre-requisites: None

Subject Description: The coursework comprises: advanced macroeconomic theory; advanced micro-economic theory; and the history of economic thought and methodology. The thesis must be a piece of original research and is evaluated by internal and external examiners.

ECON423 Honours Econometrics

Not on offer in 2009

Credit Points: 48

Pre-requisites: ECON221 ECON327

Subject Description: The course work comprises: advanced macroeconomic theory; advanced micro-economic theory; methodology; and econometric theory. The thesis must be a piece of original research on theoretical or applied econometrics and is evaluated by internal and external examiners.

ECON451 Joint Honours Economics

Not on offer in 2009

Credit Points: 24

Pre-requisites: ECON221 ECON327

Subject Description: The course work consists of components chosen by the Head of the Economics Department from those required of

students in ECON421 Honours Economics to the value of 24 credit points. The other 24 credit points in another discipline must be in 400-level subjects approved by the relevant Head of Department.

FIN 221 Introductory Business Finance

Autumn	Batemans Bay	On Campus
Autumn	Bega	On Campus
Autumn	Loftus	On Campus
Autumn	Moss Vale	On Campus
Autumn	Shoalhaven	On Campus
Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: ACCY102 and ECON111

Exclusions: Not to count with ACCY221 and ACCY241 or FIN241

Subject Description: This subject provides an introduction to business finance. The subject covers major financial theories, practical tools and analysis used in financial decision-makings, namely investment decision, financing decision and dividend decision, in a corporation. Core topics include financial mathematics, capital budgeting techniques, the relation between risk and return, stock and debt markets, share and bond valuations, cost of capital, capital structure and dividend policy.

FIN 223 Investment Analysis

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: ACCY221 or FIN221 or FIN251 or FIN241

Exclusions: Not to count with ACCY223

Subject Description: This subject deals with security analysis and portfolio management. The subject is both descriptive, dealing with a range of securities and the market they operate in, and theoretical, considering theories of the market and the equilibrium prices of securities. Topics covered include portfolio theory and the capital asset pricing model, portfolio management, company, industry and market analysis, investment strategies and the evaluation of portfolio performance.

FIN 226 Financial Markets & Institutions

Autumn	Wollongong	On Campus
Spring	Batemans Bay	On Campus
Spring	Bega	On Campus
Spring	Loftus	On Campus
Spring	Moss Vale	On Campus
Spring	Shoalhaven	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: ACCY102 and ECON111

Exclusions: Not to count with ACCY226

Subject Description: This subject examines the history and development of financial institutions and financial markets in Australia and elsewhere. Topics covered include: the role of the financial system; functions of financial markets; money markets and capital markets; the banking and payments system; financial systems regulation; the operations of the stock exchange; corporate and government debt markets; the euromarket; and, derivative markets.

FIN 241 International Financial

Management

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: ACCY102 and ECON111

Exclusions: Not to count with ACCY241 and ACCY221 or FIN221

Subject Description: This subject introduces students to the use of financial tools in an international context. The subject covers the basic techniques of finance and these are then related to international financial markets, institutions and practice. Students learn to evaluate the relationship between risk and expected return from international investments and develop an understanding of short and long-term international debt and equity capital markets.

FIN 251 Introduction to Financial Planning

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: ACCY102 and ECON111

Subject Description: This subject introduces students to the role of the financial planner. The material covered includes an overview of the financial products available to clients, methods to assess client needs and risk profiles. Financial planning in Australia is subject to particular codes of conduct. These industry standards and the regulatory environment that governs the operation of such advisory services are also presented.

FIN 320 Risk and Insurance

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: 12 credit points in finance subjects

Exclusions: Not to count with ACCY327

Subject Description: This subject deals with the concepts and technical analysis of risk, risk attitudes and insurance. The focus is on providing protection against the portfolio, financial and corporate risks that are common to

any number of basic and advanced investment decisions. Topics covered include risk insurance in relation to the share portfolio, hedging against currency exchange rate movements and protection for the loan portfolio from interest rate movements.

FIN 322 Advanced Business Finance

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: 12 credit points in finance subjects

Exclusions: Not to count with ACCY322

Subject Description: This subject examines advanced aspects of the financial management of corporate resources with an emphasis on issues in financial planning and strategy. Topics include firm governance and the role of shareholders and stakeholders, the management of corporate debt and equity, mergers and acquisitions, financial distress and restructuring, and financial architecture and strategies. Special attention is given to the increasing complexity of the business environment and departure from the assumptions of an ideal capital markets.

FIN 323 Portfolio Analysis

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY223 or FIN223

Exclusions: Not to count with ACCY323

Subject Description: This subject undertakes the advanced analysis of investment theory with an emphasis on the integration of derivative use and strategies with other portfolio management skills. Individual topics include: binomial decision theory; trading strategies using complex derivative structures; interest rate futures and swaps; the 'Greeks'; futures options; value at risk; credit derivatives; and weather, energy, and insurance derivatives.

FIN 324 Financial Statement Analysis

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: 12 credit points in Finance subjects and ACCY200 Financial Accounting IIA

Exclusions: Not to count with ACCY324

Subject Description: This subject introduces the language, concepts and principles of corporate financial information analysis, and critically evaluates financial statements as data sources for business analysis and valuation. A four step business evaluation framework guides extraction of decision useful information from publicly available accounting information sources within the context of business

strategies. Analytical principles and techniques are applied to four commonly met areas of business decisions about corporate financial performance and evaluation.

FIN 325 Bank Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: 12 credit points in Finance subjects

Exclusions: Not to count with ACCY325

Subject Description: This subject examines and deals with information on the bank management practices and operation of banks. The subject involves in depth discussions and analysis of bank management issues such as bank lending, banking interest rate models, off-balance sheet activities, operating costs and technology, foreign exchange, sovereign, liability and liquidity risks management and capital adequacy within both the Australian and international banking framework.

FIN 327 Entrepreneurial Finance For Business

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: 12 credit points in Finance subjects

Exclusions: Not to count with ACCY227 or FIN227

Subject Description: This subject deals with financial management in small and medium organisations from a largely practical perspective by applying adapted versions of traditional financial analysis to small business enterprises. The subject takes a life-cycle approach moving through the stages of starting, building and finally harvesting a successful business. Issues addressed in this subject include: valuation; performance measurement; obtaining and organising finance; financial planning; and cost of financial capital and exit strategies.

FIN 328 Retirement and Estate Planning

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: FIN251

Exclusions: Not to count with ACCY328

Subject Description: This subject provides an overview of the procedures and theory of retirement and estate planning. It discusses the goals and objectives of retirement planning with a view to maximisation of the benefits accruing to the retiree. The subject matter also includes a comprehensive overview of superannuation and the implications of the various superannuation strategies.

FIN 329 Advanced Financial Planning

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: FIN251

Exclusions: Not to count with ACCY329

Subject Description: This subject is a final subject in the financial planning major and brings together prior learning in the degree course. The preparation of a detailed statement of advise (SOA) incorporating all advanced aspects of financial advice covering strategies for wealth accumulation, retirement planning, estate planning, taxation consequences, risk considerations will be covered in the subject. The material covered includes a detailed analysis of the financial products available to clients in addition to detailed analysis of client needs and risk profiles and development of specific investment portfolios. The subject will also cover codes of conduct in the industry and present industry standards in addition to the regulatory environment that governs the provision of advisory services in Australia.

FIN 351 International Finance

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: 12 credit points in Finance subjects

Exclusions: Not to count with ACCY351

Subject Description: This subject analyses financial markets in the international sphere, concentrating on the Australasian region. It explores the concepts and relationships linking international financial markets within the region and the operation of Australian firms in those markets. It covers such issues as the de-regulation of Australian banking and the Eurofinance market, the pricing of foreign exchange, the international financing decision, foreign exchange and interest rate risk management.

FIN 353 Global Electronic Commerce

Not on offer in 2009

Credit Points: 6

Pre-requisites: ACCY221 or FIN221

Exclusions: Not to count with ACCY353

Subject Description: This subject will provide a hands-on practical training and development of some of the theoretical and professional issues of Internet based technologies that enable and support global electronic commerce. The focus will be on the application of leading edge Internet-based (client-server) technologies in the design and implementation processes of Electronic Trading applications. Some of the leading implementations of Electronic

Trading Systems, such as: the Australian Stock Exchange (ASX) and the New York Stock Exchange (NYSE) will be examined. The legal, control and security aspects of global electronic commerce will be examined as well.

FIN 359 Selected Issues in Finance

Not on offer in 2009

Credit Points: 6

Pre-requisites: ACCY221 or FIN221

Exclusions: Not to count with ACCY359

Subject Description: This subject examines selected topics in the area of finance. Subjects examined are topical issues and problem areas in the discipline and naturally change from year to year.

FIN 401 Honours Research in Finance

Annual Wollongong On Campus

Credit Points: 24

Pre-requisites: None

Subject Description: This subject is for students doing honours in the Finance discipline. The research topic must be approved by the Associate Head of School (Finance) and the research supervisor.

FIN 422 Investment Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with ACCY422

Subject Description: This subject is about the tools and logical frameworks with which decision makers choose their investments in a world characterised by uncertainty (risk). Emphasis is on investment in financial assets such as shares, bonds and futures rather than on real assets. Particular subjects covered include portfolio choice, allocations of investments between risky and riskless assets, the term structure of interest rates, asset pricing models, options pricing and hedging with derivatives.

FIN 423 Portfolio Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with ACCY423

Subject Description: This subject examines advanced topics in the modern theory of optimal investment decision-making, portfolio theory, capital and derivative markets. Topics examined include market efficiency models in valuing portfolios and securities, bond analysis, portfolio management and performance evaluation. The subject also provides a theoretical framework

within which all derivative securities can be valued and hedged and also examines the way derivatives are traded.

FIN 424 Financial Statement Analysis For Business

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with ACCY424

Subject Description: This subject examines the framework for financial statement analysis with discussion of the role of accounting information and intermediaries. Emphasis is on the appraisal and prediction of corporate financial performance from publicly available information such as accounting numbers, industry and economic statistics as well as other stock market data. Cases and problems are gradually introduced, provoking an analytical and creative thinking process ending with the evaluation and preparation of appropriate business strategies.

FIN 425 Banking Theory and Practice

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with ACCY425

Subject Description: This subject examines bank management theory as applied to the practice of bank operations within the banking sector. It entails comprehensive discussion on issues that are commonly involved within the banking environment such as the regulatory structure, risk management, commercial and consumer lending, capital adequacy analysis, banking financial futures and forwards, the cheque clearing system and the latest information technology within the banking world.

FIN 426 Advanced Managerial Finance

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with ACCY426

Subject Description: This subject examines advanced aspects of financial controllership and corporate finance within the contemporary business environment. The subject first analyses the impact of less-than-ideal capital markets, information asymmetries and principal-agent conflicts on practical decision-making in the firm. It then investigates several specialised areas receiving increased scrutiny from corporate stakeholders including financial distress and restructuring, corporate

governance, organisational architecture and risk management, debt and equity strategies, and mergers and acquisitions.

FIN 427 Entrepreneurial Finance

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with ACCY427

Subject Description: This subject deals with the financial management tools and techniques appropriate for small and medium-sized business enterprises. It includes study of potential investors and their mindset at various stages in the firm's life cycle, thus covering sources, uses and management of funds from pre-purchase to public listing. A case study approach is employed. Issues addressed include valuation, performance measurement, obtaining and organising finance, financial planning, and cost of financial capital and exit strategies.

FIN 428 Multinational Financial Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with ACCY428

Subject Description: This subject examines international finance and investment from the perspective of the multinational corporation. Topics studied include various aspects of the international monetary system, the Euromarkets, foreign exchange markets, internal and external exposure management techniques, currency futures and options, swaps, financing multinational corporation investment, multinational corporation investment decision making, political risk analysis and international taxation.

FIN 487 Special Topic in Finance

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with ACCY487

Subject Description: This subject provides an opportunity for students to study a topic of interest within the theory and application of finance. The program of study comprises a combination of coursework and/or research with subject objectives and assessment approved by the Associate Head of School(Finance).

MARK101 Marketing Principles

Autumn	Wollongong	On Campus
Spring	Batemans Bay	On Campus
Spring	Bega	On Campus
Spring	Loftus	On Campus
Spring	Moss Vale	On Campus
Spring	Shoalhaven	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with MARK213, MARK293 or MGMT213

Subject Description: The subject examines basic marketing concepts to build up a sound understanding. The material assists those who want to be specialist marketers and those interested in undertaking other business or professional studies. What you learn in this subject will be of value to you for the rest of your life as a consumer and as a member of the business community.

MARK201 Applied Marketing Research A

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: MARK101 or MARK213

Exclusions: Not to count with MARK319

Subject Description: In an increasingly dynamic environment, failure to engage in marketing research activity leads to disadvantages in the strong competitive market place. Mastering marketing research is necessary for successful marketing. This subject will focus on the practice of marketing research by integrating theory and application. Applied Marketing Research A includes the research process from the problem definition to the fieldwork design. The remaining components are covered in Applied Marketing Research B.

MARK202 Applied Marketing Research B

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: MARK101 or MARK213, and MARK201 or MARK319

Exclusions: Not to count with MARK239

Subject Description: In an increasingly dynamic environment failure to engage in marketing research activity leads to disadvantages in the strong competitive market place. Mastering marketing research is necessary for successful marketing. This subject will focus on the practice of marketing research by integrating theory and application. Applied Marketing Research B (MARK202) continues where Applied Marketing Research A (MARK201) ends and encompasses the entire

marketing research process starting with the fieldwork phase: organising, supervising and conducting fieldwork, entering data, analysing data, drawing conclusions and reporting the findings.

MARK213 Marketing Principles

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with MARK101

Subject Description: The subject examines marketing's role in the economy and the nature of marketing systems. After considering the role of the marketing function in the organisation, the marketing decision process is examined. The identification of market opportunities, the selection of target markets from market segmentation, and buyer behaviour is covered. Marketing mix decisions are dealt with in the context of the marketing program.

MARK217 Consumer Behaviour

Autumn	Batemans Bay	On Campus
Autumn	Bega	On Campus
Autumn	Loftus	On Campus
Autumn	Moss Vale	On Campus
Autumn	Shoalhaven	On Campus
Autumn	Wollongong	On Campus

Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: Consumer Behaviour involves gaining a greater understanding of the consumers as individuals by studying perception, learning and memory, motivation and values, personality, lifestyles, attitudes and attitude change. Additionally the content of this subject focuses upon consumers as decision makers, involving an examination of the entire purchase process. Other areas of interest include household and organisational decision making, and the influence of culture on consumption.

MARK250 Advertising Practice and Creative Strategies

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: None

Subject Description: The focus of this subject is on practical aspects of advertising. It will provide students with an introductory understanding of the strategic and planning issues related to advertising. Media strategy and media planning will also be addressed. Students

will learn creative advertising techniques and use graphic design software in order to develop creative advertising material.

MARK270 Services Marketing

Spring	Batemans Bay	On Campus
Spring	Bega	On Campus
Spring	Loftus	On Campus
Spring	Moss Vale	On Campus
Spring	Shoalhaven	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: This subject covers the practice of marketing of services. Significantly, this incorporates both conceptual and practical issues not always evident in the existing marketing literature covering the marketing of products. As well, the global growth of the service sector has focused attention on the marketing function for organisations serving this sector. This subject is designed to equip practitioners to function effectively in the expanding world of services marketing.

MARK301 Internet Applications for Marketing

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: (MARK101) or (MARK213)

Subject Description: This subject deals with the issues facing internet users to establish the distinctly different environment in which people operate online. This grounding is then used as a basis to build an understanding of the internet to key applications in marketing such as research, adding value in the areas of product, distribution, pricing and promotion. It is a consumer focussed perspective that most students will be able to relate to from their own experience and therefore suitable for a 2nd or 3rd year undergraduate subject.

MARK317 Business to Business Marketing

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: This subject will give students an appreciation of the differences between organisational and consumer customers. Organisation buying practices are different from the processes of consumers and as a result marketing strategy and operations have distinctly different imperatives. With a much higher level of rationality in decision

making, there is a far greater focus on product management and innovation as a source of competitive advantage. There is also a greater focus on logistics and distribution functions as reliability of supply is a key need of customers, particularly when product delivery has to interface directly with customer operations. The central role of personal selling in the promotional mix is also dealt with in depth as it is critically important in generating sales and maintaining relationships with customers.

MARK320 Social Marketing

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: (MARK101) or (MARK213)

Subject Description: Social marketing seeks to change strongly ingrained behaviour or firmly held beliefs in a manner that benefits individuals and society at large. Examples of social marketing include campaigns to reduce or prevent smoking, alcohol consumption, drug use, domestic violence and unsafe driving. This subject examines how to design a step-by-step program that will move the target audience from indifference to action and ultimately maintenance. This is achieved by applying marketing techniques and concepts to the solution of various social problems. This subject will use a case-study approach to teaching the key concepts and skills of social marketing, drawing on current and historic Australian and international campaigns.

MARK333 Marketing Communications & Advertising

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: Marketing communications (marcoms) come in many forms. Examples include, but are far from limited to, mass media advertising, promotions, celebrity endorsements, and after-sales support. This subject aims to develop students' appreciation of the role that marcoms play in the company's marketing efforts as well as how prospective customers process and are influenced by marcoms. The subject has a managerial perspective and by the end of the subject students will be able to both manage and critically evaluate marcoms campaigns.

MARK343 International Marketing

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: The principal aim of the subject is to analyse the global marketing environment and develop appropriate international marketing strategies. The content will include: socio-economic, legal, political, financial and cultural factors affecting international marketing operations; analysing the profiles of selected regional markets and strategic options for entry and expansion in those markets; international marketing research methods and data analysis techniques; international marketing mix decisions; and contemporary issues in multinational marketing.

MARK344 Marketing Strategy

Spring Batemans Bay On Campus

Spring Bega On Campus

Spring Loftus On Campus

Spring Moss Vale On Campus

Spring Shoalhaven On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MARK101 or MARK213 PLUS 12 credit points from 200 level MARK subjects

Subject Description: This is the 'capstone' unit in the marketing major. As such it is designed to integrate skills and knowledge in a number of other business disciplines. It will draw heavily on the areas of not only marketing theory and market research methods but also economics, finance, managerial accounting and management theory. It is designed to develop analytical skills and diagnostic ability for the proposal, implementation and control of alternative marketing strategies and plans.

MARK356 Creating & Marketing New

Products

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: New Product Marketing covers issues related to the development and marketing of new products. Topics include: the role of new products in the success of organisations; the new product development process; marketing mix; issues concerned with new products organisation and management of new product development processes; diffusion of new products; new service development functions of product managers.

MARK359 Sales Management

Not on offer in 2009

Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: The subject covers key areas of sales management including: relationship to wider context of marketing practice, conceptual and behavioural issues, organisational context, motivation, selection & training, motivation, compensation and incentives, approaches to evaluation and control.

MARK393 Special Topic in Marketing

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: Selected issues in marketing. Enrolment is subject to approval of the Head of Discipline for Marketing

MARK394 Special Topic in Marketing B

Not on offer in 2009

Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: A selected issue in Marketing, involving an individual case analysis or business project. Enrolment is subject to the approval of the Head of the Marketing Discipline. The subject is taken only under special circumstances as a substitute for an approved subject under the Marketing major or double major schedule.

MARK395 Tourism Marketing

Spring Batemans Bay On Campus

Spring Bega On Campus

Spring Loftus On Campus

Spring Moss Vale On Campus

Spring Shoalhaven On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MARK101

Subject Description: This subject introduces, discusses and analyses issues unique to the marketing of tourism products. The focus of this subject is the application of marketing principles and theory in the development of strategic marketing plans for tourism products. The application of strategic tourism marketing planning to the destination, accommodation and tour operator sectors of the tourism industry at the regional, national and international level are analysed. In addition, the subject identifies

and discusses contemporary issues in tourism marketing including the impact of e-commerce, database marketing and environmental based tourism.

MARK397 Retail Marketing Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: (MARK101) or (MARK213) or (MARK293)

Subject Description: Retail Marketing Management will include a background to retailing, the scope of retailing, retailing strategies, merchandise and store management. Additionally topics such as location, non-store retailing, human resource management, logistics, promotion, pricing, customer service and store layout are also studied. Particular emphasis will be placed on case analysis in order to bring as much of the 'real world' as possible into the classroom.

MARK401 Honours Research in Marketing

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: Entry to Honours

Subject Description: This subject is appropriate for students doing honours in the discipline of management in the Faculty of Commerce. The research topic must be approved by the relevant Head of School. Students should also enrol in COMM980 plus 3 x 900 level subjects as advised by the research supervisors and approved by the Associate Head of School, Management.

MGMT102 Business Communications

Autumn Batemans Bay On Campus

Autumn Bega On Campus

Autumn Loftus On Campus

Autumn Moss Vale On Campus

Autumn Shoalhaven On Campus

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject introduces the theory and practice of communication in business and in workplaces. It offers knowledge and information on how students can become more effective, culturally sensitive and humane communicators personally and professionally. It examines and discusses the cultural, organisational and personal contexts and processes of communication in groups, meetings, interviews, public speaking, presentations and writing. Other

issues discussed include interpersonal skills, understanding non-verbal messages, listening and building relationships in business and workplaces.

MGMT110 Introduction to Management

Autumn Batemans Bay On Campus

Autumn Bega On Campus

Autumn Loftus On Campus

Autumn Moss Vale On Campus

Autumn Shoalhaven On Campus

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject introduces students to key management theories and concepts including organisational culture, social responsibility, ethics, managing groups, motivating employees, planning, managing human resources and employee relations, strategic management, decision-making, managing operations, leadership and management control systems. The subject is designed to provide an opportunity for students to acquire understanding through a series of lectures supported by student participation in simulation activities. The subject is presented from the point of view of managers, but students will learn how the different interests between organisational stakeholders affect various management processes.

MGMT200 Management and Electronic Business

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: Must have successfully completed a minimum of 12 credit points of subjects from the Commerce, Information Technology or Engineering schedules.

Subject Description: This subject identifies key management issues arising from the use of e-commerce in organisations and across organisations and in different industry sectors. It examines how e-commerce affects areas such as information and knowledge management, decision making, teamwork, communication, internal processes and culture, and relationships with supply chains, customers, government and society. It considers the managerial choices and strategies arising from technological and organisational change related to electronic business.

MGMT201 Organisational Behaviour

Autumn	Batemans Bay	On Campus
Autumn	Bega	On Campus
Autumn	Loftus	On Campus
Autumn	Moss Vale	On Campus
Autumn	Shoalhaven	On Campus
Autumn	Wollongong	On Campus

Credit Points: 6

Pre-requisites: MGMT110

Subject Description: The subject examines aspects of the social and behavioural sciences that are relevant to understanding human behaviour in work organisations. The focus of the subject ranges from the behaviour and activities of individuals and groups in organisational settings, to understanding complex organisations as a whole.

MGMT205 Recruitment & Selection

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: MGMT110 and MGMT206 or MGMT398

Subject Description: This subject examines the environment and process of recruitment and selection. Recruitment strategies are described and assessed from the perspective of the organisation and the individual. In particular, a range of personnel selection techniques are examined in relation to reliability, validity, fairness and applicability. Also a range of practical skills in designing personnel selection techniques are developed.

MGMT206 Managing Human Resources

Autumn	Wollongong	On Campus
Spring	Batemans Bay	On Campus
Spring	Bega	On Campus
Spring	Loftus	On Campus
Spring	Moss Vale	On Campus
Spring	Shoalhaven	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: MGMT110

Exclusions: MGMT398

Subject Description: This subject is concerned with the concepts, techniques and activities involved in managing the flow of people through work organisations. Emphasis is placed on understanding the techniques of contemporary HRM that can be applied in organisations to facilitate the acquisition and development of staff, to influence positively their job performance, and to manage the processes of staff turnover and retention.

MGMT208 Introduction to Management for Professionals A

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: None

Exclusions: Not to count with MGMT308

Subject Description: This subject provides an introduction to the environment of the business enterprise, and explores key managerial functions, concepts and techniques. Topics covered include: analysis of the business environment; competitive strategy; managerial decision-making; work behaviour; business planning, financial management of businesses and projects; markets and marketing; technology management; operations management, and basic project management techniques.

MGMT209 Managing knowledge in Organisations

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: MGMT110

Subject Description: This subject is an introduction to knowledge management (KM). KM is becoming increasingly important as organisations switch their focus on managing tangible assets (e.g. plant) to intangible assets, such as knowledge, in search of competitive advantage in the knowledge economy. The aim will be to provide students with the skills to manage intangible knowledge resources. Topics include knowledge definition; the processes of creation, transfer, and usage; as well as human resource management strategies for knowledge workers; measurement of knowledge value; international context; and communities of practice.

MGMT215 Small Business Management

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: ACCY101 or ACCY100 & ACCY102

Subject Description: Smaller enterprises are becoming increasingly important to the economic well being of many nations. This subject gives students an opportunity to develop an awareness of the role of the small enterprise in the economy and society, and the key factors involved in their management. The subject is oriented at the study of smaller enterprise rather than training the student to start and manage a small firm itself.

MGMT218 Competitive Analysis

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON111

Subject Description: This subject develops models and techniques for measuring and understanding the complexity of competition. Case studies and empirical analysis are used to show how firms can analyse the industry in which a firm is located, understand its competitors and its own position, and grasp how this might influence its business strategy. Topics include: Structural analysis of industries; competitor analysis; competitive strategies; development of generic strategies; buyers/suppliers strategy; strategy in different industrial environments; strategy formulation in a multinational competitive environment.

MGMT220 Organisational Analysis

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110

Subject Description: This subject examines different perspectives from which organisations can be analysed. Students are provided with an understanding of the main theoretical frameworks used to explain how organisational members are affected by organisational structures, environments, political processes and cultural aspects of organisations.

MGMT256 Systems Thinking and Simulation

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 and ECON121 or COMM121 and STAT131

Subject Description: This subject will focus on the essentials of systems dynamics and strategic systems thinking. Applied systems dynamics modelling will be introduced through continuous simulation of business and management processes. Discrete event simulation will also be introduced to illustrate how systems modelling techniques can be applied to manufacturing and service enterprises, and to the attendant supply chains.

MGMT257 Principles of Supply Chain Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 and ECON121 or COMM121 or STAT131

Subject Description: This subject introduces students to the principles and techniques of supply chain management. Students are

provided with an overview of the main functions associated with managing supply chains, such as purchasing, operations, logistics and relational integration. Core topics and concepts covered include: the bullwhip effect, supplier relationships, forecasting and demand management, enterprise resource planning and transportation's role in the supply chain and in customer relationship management. The subject also provides the student with an understanding of the challenges of measuring supply chain performance.

MGMT300 Managing Innovation

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: 12 credit points of subjects from Commerce, Information Technology or Engineering schedules

Exclusions: Not to count with COMM300

Subject Description: Electronic Commerce and the information technology and communications systems it employs can be seen as 'transforming technology' that is changing the way that all firms do business. The subject aims to show the relationship between the management of innovation and the wide-reaching influence of the internet on organisational structures and business strategies. Theoretical and professional issues associated with the management of product and process innovation are addressed. Emphasis will be placed on the strategic implications of innovation as a source of competitive advantage for both firms and industries.

MGMT301 Managing Across Cultures

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 plus 12 cps from 200 or 300 level Faculty of Commerce subjects

Subject Description: This subject explores the influence of culture on management from an international business perspective. It discusses major theories of culture and their practical application to management issues such as communication, negotiation, decision-making, human resource management, ethics, expatriation and diversity. The subject fosters an understanding of how to manage successfully across cultural boundaries in an international business context.

MGMT309 Supply Chain Strategies

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110, MGMT257 and ECON121 or COMM121 or STAT131

Subject Description: This subject focuses on supply chain strategies that are customer focused and market driven. It distinguishes between operational or supply-based approaches and strategic approaches to supply chain management, exploring the latter in depth. This subject highlights and provides solutions to the main challenges facing organisations wanting to select design and implement successful supply chain strategies in an increasingly global and competitive environment.

MGMT311 Management of Change

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110

Subject Description: This subject deals with management of change in organisations. Topics include: sources of change; resistance to change; coping with change; organisational values; creation of organisational visions and missions; leading organisational change; models of organisational change; creation and change of organisational cultures. Emphasis is placed on the application of theory to case study examples.

MGMT314 Strategic Management

Autumn Batemans Bay On Campus

Autumn Bega On Campus

Autumn Loftus On Campus

Autumn Moss Vale On Campus

Autumn Shoalhaven On Campus

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 plus MARK213 or MARK101 or MGMT218 or MGMT220

Subject Description: The subject deals with the strategic management process and planning functions in the business enterprise. Emphasis will be placed on the process by which opportunities and threats to the business enterprise are recognised and evaluated, and on the strategies required to meet these challenges. Topics include: business mission; customer and competitor analysis; industry analysis; environmental analysis; strategy and organisation; alternative business strategies.

MGMT316 Operations Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON121 or COMM121 or STAT131 and ECON111

Subject Description: The purpose of this subject is to provide the student with a broad

understanding of the key issues in modern operations management in both manufacturing and service organisations, and to allow the student to develop some basic skills in the methodologies of operations management. It is an introductory subject designed for undergraduate students with no previous study in operations management. The subject content and assessment components reflect quantitative procedures associated with operations management and also qualitatively explore the relevant strategic, managerial and ethical issues associated with operations management.

MGMT321 Occupational Health and Safety Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 and MGMT398 or MGMT206

Subject Description: This subject aims to give students a critical introduction to the broad subject of Occupational Health and Safety Management (OHSM) and to examine in detail some of the specific theoretical and practical issues related to the topic. Under the broad rubric of OHSM, there are a number of competing perspectives, views and voices. This subject will not privilege one model over another. Rather, it will present some of these competing views in a manner that will require individual students to exercise their critical faculties and develop their own, theoretically informed approach to the practical management of OH&S.

MGMT322 Training & Development

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 and MGMT398 or MGMT206

Subject Description: This subject provides students with an understanding of key concepts and practical approaches to the development of people in organisations. Topics include: theories and models of learning; job analysis; identification of training needs; training delivery forms and their selection; skills development and training; multi-skilling and flexibility; management development; succession planning; national and international frameworks of training; organisational learning and the learning organisation; organisational development; evaluation of training and development.

MGMT328 Logistics Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 and ECON121 or COMM121 or STAT131

Subject Description: This subject provides an overview of logistics and inventory management approaches, exploring their role in overall supply chain strategy formulation. Students will develop understanding of procurement and inventory management models, the role of enabling technologies within the supply chain, and performance measurements techniques. Building on these principles, students will gain an understanding of the synergy between all aspects of logistics within the context of total supply chain management.

MGMT332 Enterprise and Innovation

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY101 or ACCY100 & ACCY102 plus MARK213 or MARK101

Subject Description: Innovation is an important issue for economic development. This subject investigates and studies the concept of innovation and people who make it happen - the entrepreneurs. The enterprise focus covers both new venture creation within an SME context and intrapreneurship in a larger firm context. This subject allows students to undertake the action learning process of sourcing a possible innovative business idea and then test it using a business plan that they will develop and present.

MGMT341 International and Comparative Human Resource Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 plus 12 cps from Faculty of Commerce 200 or 300 level subjects

Exclusions: Not to Count for credit with ECON340 and COMM341

Subject Description: This subject focuses on the management of people in multinational firms. Main topics include: differences between domestic and international human resource management (HRM) and firm-level adjustments as firms go international; managing and supporting staff on international assignments (recruitment and selection, training and development, compensation and re-entry and career issues); global HRM issues, including industrial relations, performance management, and future issues; the HRM and industrial environment in a selection of countries.

MGMT350 Quality Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 plus ECON121 or COMM121 or STAT131

Subject Description: The purpose of this subject is to provide the student with an introduction to the principles and tools associated with the management philosophy and technique called 'Quality Management'. It is an introductory subject designed for undergraduate students with no previous study in this field. The subject engages both qualitative and quantitative approaches to help students to identify, analyse and understand the impacts of quality management systems in any organisation.

MGMT370 Project Management

Not on offer in 2009

Credit Points: 6

Pre-requisites: MGMT110 plus 6 cp from 200 MGMT subject

Subject Description: This subject provides an overview of the major elements of project management: conception and planning, scheduling, budgeting, risk management, managing the project team and implementation. Other topics include projects and strategy, dealing with contractors and clients and managing international projects.

MGMT389 International Business Management

Autumn Batemans Bay On Campus

Autumn Bega On Campus

Autumn Loftus On Campus

Autumn Moss Vale On Campus

Autumn Shoalhaven On Campus

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110 AND MARK213 or MARK101 AND MGMT218

Subject Description: This subject deals with the international business environment and the key issues involved in operating in international and global markets. The international and global business environment, entry modes, global strategies, functional strategies and the management and control of international/global operations are covered. On completion of this subject, students will have an understanding of international business and be able to apply key concepts in analysing and developing international business strategies.

MGMT392 Case Study

Annual Wollongong On Campus

Credit Points: 12

Pre-requisites: MGMT398 & MGMT218

Subject Description: This subject entails in depth analysis of a management problem arising from the experience of an organisation. Enrolment is subject to the approval of the Head of Management.

MGMT393 Special Topics A

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: 12 cp from 100/200 level MGMT subjects

Subject Description: This subject examines selected issues in general management and in the various functional areas of management. Enrolment is subject to the approval of the Head of Management.

MGMT398 Human Resource Management

Autumn Wollongong On Campus

Spring Batemans Bay On Campus

Spring Bega On Campus

Spring Moss Vale On Campus

Spring Shoalhaven On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: MGMT110

Exclusions: MGMT206

Subject Description: This subject is concerned with concepts, techniques and activities involved in the managing the flow of human resources through organisations. Emphasis is placed on understanding the techniques of contemporary HRM that can be applied in organisations to facilitate the acquisition and development of staff, to influence positively their job performance, and to manage the processes of staff turnover and retention. The theoretical foundations and practical application of these techniques are emphasised.

MGMT401 Honours Research in Management

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: Entry to Honours

Subject Description: This subject is appropriate for students doing honours in the discipline of management in the Faculty of Commerce. The research topic must be approved by the relevant Head of School. Students should also enrol in COMM980 plus 3 x 900 level subjects as advised by the research supervisors and approved by the Associate

Head of School, Management.

PRMM201 Public Relations Concepts

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject provides students with an introduction to the relational and communication concepts that underpin public relations. The aim is to provide students with the concepts to compare, debate, and evaluate different approaches to public relations theory. Key concepts studied include rhetorical, critical and discourse theories and communication models. A social innovation orientation will be adopted to emphasize the dynamics of change, power and ethics. Public relations concepts will be applied to relevant contemporary issues and case studies in order to analyse the implications for practice.

PRMM202 Public Relations Strategy

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject will cover the fundamental concepts of strategy and relationship management. The course content is thematically organised by key publics: for example, government relations; media relations; employee relations; community relations; investor relations; and consumer relations. Students will develop strategic responses, effective media relations plans, and how to integrate new technologies. Tutorials will develop the applied communication skills needed to produce public relations materials and emphasize the ethical dimensions of public relations strategies.

PRMM301 Public Relations Campaigns

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: PRMM202

Subject Description: This subject provides the opportunity to develop a campaign plan for an organization. Students will be provided with a brief from an organization and work in teams to develop a campaign to address public relations issues. Key topics covered in the subject include campaign research, planning, implementation and evaluation, issue and crisis management, sponsorship or donor programmes, and events management.

PRMM303 Corporate Identity and Branding

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Subject Description: This subject addresses three significant issues: how is brand equity created, how is brand equity measured, and how can brand equity be used to expand business opportunities? Students will be able to describe the role of brands, the concept of brand equity and the advantages of creating strong brands. They will understand how brands create value for shareholders and how to evaluate brand equity. In addition, they will learn how to develop alternative branding strategies, devise brand hierarchies, assess brand personality, leverage brands and sponsorship, develop co-branding opportunities.