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/
## 2011 UOW Dates

<table>
<thead>
<tr>
<th>Session Dates 2010</th>
<th>First (Autumn)</th>
<th>Second (Spring)</th>
<th>Summer 2011/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Week</td>
<td>21–25 February</td>
<td>18–22 July</td>
<td>Not applicable</td>
</tr>
<tr>
<td>First Day of Session</td>
<td>28 February</td>
<td>25 July</td>
<td>28 Nov 2011</td>
</tr>
<tr>
<td>End of Session</td>
<td>23 June</td>
<td>17 November</td>
<td>3 Feb 2011</td>
</tr>
<tr>
<td><strong>Enrolment</strong></td>
<td><strong>First (Autumn)</strong></td>
<td><strong>Second (Spring)</strong></td>
<td><strong>Summer 2011/2012</strong></td>
</tr>
<tr>
<td>Last day for re-enrolment without late fee</td>
<td>31 January</td>
<td>17 July</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Enrolment of new undergraduates (Wollongong campus)</td>
<td>24–28 January</td>
<td>18 July</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Last day for late re-enrolment</td>
<td>13 March</td>
<td>7 August</td>
<td>4 Dec 2011</td>
</tr>
<tr>
<td>Last day to add subject via the Web</td>
<td>13 March</td>
<td>7 August</td>
<td>4 Dec 2011</td>
</tr>
<tr>
<td>Last day to add subject with approval of Academic Adviser and Head of Department</td>
<td>20 March</td>
<td>14 August</td>
<td>11 Dec 2011</td>
</tr>
<tr>
<td><strong>Withdrawal</strong></td>
<td><strong>First (Autumn)</strong></td>
<td><strong>Second (Spring)</strong></td>
<td><strong>Summer 2011/2012</strong></td>
</tr>
<tr>
<td>Last day to withdraw without financial penalty (CSS fees refunded/International Student Fees credited if withdrawn by)</td>
<td>31 March</td>
<td>31 August</td>
<td>12 Dec 2011</td>
</tr>
<tr>
<td>Last day to withdraw without academic penalty – subject deleted from record. (Fail grade recorded if subject withdrawn after this date.)</td>
<td>8 May</td>
<td>25 September</td>
<td>18 Dec 2011</td>
</tr>
<tr>
<td><strong>Examinations</strong></td>
<td><strong>First (Autumn)</strong></td>
<td><strong>Second (Spring)</strong></td>
<td><strong>Summer 2011/2012</strong></td>
</tr>
<tr>
<td>Release of results</td>
<td>5 July</td>
<td>29 November</td>
<td>10 Feb 2011</td>
</tr>
<tr>
<td><strong>Charges</strong></td>
<td><strong>First (Autumn)</strong></td>
<td><strong>Second (Spring)</strong></td>
<td><strong>Summer 2011/2012</strong></td>
</tr>
<tr>
<td>Last date to nominate full upfront payment of HECS–HELP Upfront</td>
<td>31 March</td>
<td>31 August</td>
<td>12 Dec 2011</td>
</tr>
<tr>
<td>Due date for payment of International Student Tuition Fees</td>
<td>31 March</td>
<td>31 August</td>
<td>12 Dec 2011</td>
</tr>
</tbody>
</table>
2011 Commerce Dates

<table>
<thead>
<tr>
<th>Orientation Week</th>
<th>Autumn Session</th>
<th>Spring Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commerce Student Orientation Session</td>
<td>Thursday 24 February @ 9.30am on the Jugglers lawn</td>
<td>TBA</td>
</tr>
<tr>
<td>All-year round ORIENTATION</td>
<td><a href="http://www.uow.edu.au/commerce/orientation">www.uow.edu.au/commerce/orientation</a></td>
<td></td>
</tr>
</tbody>
</table>

Registering for Tutorials and Other Classes

SMP – Online Tutorial System

Once you have enrolled in your subjects, you can register for your tutorials, workshops and computer laboratories via the SOLS (Student Online Services) webpage. To access SOLS, go to:

www.uow.edu.au/student

Details of specific opening times for registration are available on SOLS. Information on how to register in tutorials, workshops and computer laboratories is also available on SOLS.

Students registering for tutorials, workshops and computer laboratories at campuses other than the Wollongong campus should check with the relevant campus for information on tutorial registration.

Timetable Issues

If you have a question regarding opening times for groups or if there are no tutorial groups currently set up, please contact the School concerned (see contacts below). If you require system support to enrol in a tutorial group that is currently set up on the SMP OnLine Tutorial System, please email SMP Support on smp@uow.edu.au or contact SMP Support on 4221 5983 or 4221 5423.

Contacts

School of Accounting and Finance: tina@uow.edu.au
Ph. 4221 3609

School of Economics lsimes@uow.edu.au
Ph. 4221 5314, 4221 4199

School of Management and Marketing smm-enquiries@uow.edu.au
Ph. 4221 5304
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:

- Sub Dean’s Unit
- International Unit
- Student Service Team

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

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

DURING SESSION:
Monday–Thursday
8.30 AM–6 PM
Friday 8.30 AM–5 PM

SESSION BREAK:
Monday–Friday
9 AM–5 PM

Location: Building 40, Level 1
Email: commerce-enquiries@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-enquiries@uow.edu.au
Web: www.uow.edu.au/commerce

International Unit
Location: Commerce Central
Phone: 02 4221 4681
Email: ciu@uow.edu.au
Web: www.uow.edu.au/commerce/ciu

Commerce Student Computer Laboratories
Location: Room 234, 2nd Floor
Phone: 02 4221 4033
Web: www.uow.edu.au/commerce

Student Support Advisors (SSA)
Location: Room 133, 1st Floor
Phone: 02 4221 4714
Also: Room G06, Ground Floor
Phone: 02 4221 5776
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/
Building 40 Layout

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

Northern Entrance

Commerce Research Wing

Main Stairs

Hope Theatre Entrance

1st Floor: Hope Theatre
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
- credit transfer
- changing a major
- cross institutional study
- taking a leave of absence
- applying for academic 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 credit transfer for international students.
Student Support Advisors

(Previously known as SEDLOs)

Student Support Advisers are members of the Student Support and Peer Learning Team. They are based at Wollongong campus but are happy to help students at other campuses and education centres.

Things that a Student Support Adviser might help you with include:

- Helping out with non-academic issues that are affecting your studies.
- Advising you about who the best person or department is to help you resolve an issue.
- Knowing who to contact about a problem in the Faculty.
- Assisting you to deal with any international student issues such as adjusting to life in Wollongong, visa compliance and dealing with the Department of Immigration and Citizenship (DIAC).
- Understanding how things work in Australia eg health, insurance, legal matters, renting houses, etc.
- Ensuring that your disability, illness or injury is taken into account whilst you study.
- Information about scholarships and financial support including Centrelink.
- Support during any grievances and appeals
- Giving you information about UOW policies and procedures including what they mean and how to negotiate them.

Student Support Advisers work with all students but are especially helpful for international students, students with a disability, equity and indigenous students for support in the Faculty. Student Support Advisers assist any students who may need additional support to stay and complete their studies at university.

Your Student Support Advisers in Commerce are:

Ann-Maree Smith  
Building 40, Room 133  
Ph: 4221 4714  
Email: ams@uow.edu.au

Dan Morgan  
Building 40, Room G06  
Ph: 4221 5776  
Email: dan@uow.edu.au
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 academic advisor regularly during the session, and particularly after receiving marked assignments. Your tutor, subject coordinator and academic advisor 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.

What is SOLS?

SOLS is the University of Wollongong Student Online Services. It allows you to self manage your enrolment and personal information online and gives you access to SOLS mail, enrolment record, timetables, elearning, and more.

SOLS mail is used by the University to communicate important information to you. You should access SOLS mail at least once a week.

For help with SOLS, go to the following webpage:

www.uow.edu.au/solshelp/

SMP – Online Tutorial System

SMP is the University’s online system for enrolling and registering for tutorials and other classes. To access it, logon to SOLS and click on Tutorial Enrolment (which appears as a link under MAIN MENU).

For more information, go here:

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: ACCY111 is a 100 level or first year subject, ECON208 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 online via SOLS.

Credit Transfer

Students who have completed subjects at pass grade or better at another Tertiary institution may request credit transfer 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.

Credit transfer 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 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) 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 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, an academic 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/student/examinations/UOW008304.html

Students’ Rights and Responsibilities

The Students Rights & Responsibilities website is a useful summary of relevant rules and policies.

www.uow.edu.au/student/rights/

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/

Of particular relevance are the following:

Code of Practice – Teaching and Assessment

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:


The Faculty of Commerce has introduced an online e-learning module designed to prevent plagiarism, Commerce Academic Integrity Online (CAIO). 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:


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/current/

Email Account

All students of the University are provided with a UOW email account. This UOWmail Live@edu service also provides advanced online communications, calendar and collaboration for students of the University. All services under Live@edu are “on-net” and do not impact your internet quota. The student mailbox has a large storage capacity of 10 Gigabytes.

For more information about using UOWmail, visit:

http://uow.edu.au/its/uowmail/

To log into UOWmail, visit:

http://uowmail.edu.au/

Internet Quota

Note: the current quota as outlined below is under review as this publication goes to print.
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.

The IT services website allows you to:

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

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

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 Commerce
- Bachelor of Commerce (Dean’s Scholar)
- Bachelor of Commerce (Event Management)
- Bachelor of Commerce (Hospitality Management)
- Bachelor of Commerce (Tourism Management)
- Bachelor of Commerce Honours
- Bachelor of Mathematics and Finance (See Faculty of Informatics)

Double Degrees
- Double Degrees with Commerce

Double Degrees belonging to the Faculty of Arts
- Bachelor of Arts – Bachelor of Commerce
- Bachelor of Communication and Media Studies – Bachelor of Commerce
- Bachelor of International Studies – Bachelor of Commerce

Double Degrees belonging to the Faculty of Creative Arts
- Bachelor of Creative Arts – Bachelor of Commerce
- Bachelor of Journalism – Bachelor of Commerce

Double Degree belonging to the Faculty of Engineering
- Bachelor of Engineering – Bachelor of Commerce

Double Degrees belonging to the Faculty of Health and Behavioural Sciences
- Bachelor of Arts – Bachelor of Commerce
- Bachelor of Psychology – Bachelor of Commerce
- Bachelor of Science – Bachelor of Commerce

Double Degree belonging to the Faculty of Informatics
- Bachelor of Engineering – Bachelor of Commerce

Double Degree belonging to the Faculty of Law
- Bachelor of Commerce – Bachelor of Laws

Double Degree belonging to the Faculty of Science
- Bachelor of Science – Bachelor of Commerce

For tuition fee information please see the following:
Choosing the Right Program for You

The Bachelor of Commerce degree is a new kind of business degree—the only degree in Australia focused on ‘socially innovative commerce’. At its core is respect for people and the planet, refusing economies of greed, and a belief that profitable commerce can drive positive change.

You will receive a broad education in the core disciplines of accounting, economics, finance, management and marketing; then choose elective subjects to create a custom course of study matching your interests. Your teachers will often have industry experience that enriches your learning, and you will graduate well positioned to start a career here or overseas.

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 Major/Minor Information Sessions bi-annually, where students can discuss their study options with relevant academic advisors.

Bachelor of Commerce

This degree is designed for students who would like to undertake a degree in the principle areas of business and commerce. It is 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 compulsory core subjects including a capstone subject and may be undertaken with or without a major. The aim is to provide a foundation for the understanding of the business and commercial environment.

Bachelor of Commerce (Dean’s Scholar)

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, extended library borrowing rights, mentoring, leadership development and possible access to work experience.

Bachelor of Commerce (Event Management)

The Bachelor of Commerce (Event Management) is delivered jointly by the University of Wollongong and the Institute of TAFE. Upon completion, students receive a Bachelor of Commerce degree from the University of Wollongong and a Diploma in Event Management from TAFE. The program offers broad and comprehensive preparation for students wishing to pursue a career in event management.
Bachelor of Commerce (Hospitality Management)

The Bachelor of Commerce (Hospitality Management) is delivered jointly by the University of Wollongong and the Institute of TAFE. Upon completion, students receive a Bachelor of Commerce degree from the University of Wollongong and a Diploma in Hospitality from TAFE. The program offers broad and comprehensive preparation for students wishing to pursue a management career in the hospitality industry.

Bachelor of Commerce (Tourism Management)

The Bachelor of Commerce (Tourism Management) is delivered jointly by the University of Wollongong and the Institute of TAFE. Upon completion, students receive a Bachelor of Commerce degree from the University of Wollongong and an Advanced Diploma in Tourism Management from TAFE. The program offers broad and comprehensive preparation for students wishing to pursue a management career in the tourism industry.

Majors: Bachelor of Commerce

Once students decide on a Major, they are required to submit the information via SOLS online.

ACCOUNTANCY

Bachelor of Commerce (Accountancy)

Whether they work in a large multinational corporation, a government agency or a small company, accountants play a pivotal role in advising senior management on the financial direction of the enterprise.

Professional Recognition

On completion of a Bachelor of Commerce (Accountancy) degree you will have gained the necessary skills and qualifications to work as an accountant. To be eligible for membership of the two Australian accounting professional bodies, CPA Australia and the Institute of Chartered Accountants in Australia (ICAA), students must complete subjects in addition to those specified for the Bachelor of Commerce degree. These subjects are noted below. Graduates are also eligible to apply for membership of the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

BUSINESS INNOVATION

Bachelor of Commerce (Business Innovation)

Business innovation is a crucial source of competitive advantage and the prime mover of economic growth. The motto for the new economy firm is ‘innovate or
evaporate’ and the guiding rule for government is ‘innovate or abdicate’. The Business Innovation major is designed to enable students to thrive in an ever-changing business environment. To this end, the major combines conceptual frameworks from management and economics in a non-technical and accessible manner. These frameworks provide students with a tools and knowledge base to successfully create and adopt innovations.

**BUSINESS LAW**

**Bachelor of Commerce (Business Law)**

The Business Law major provides graduates with the skills and knowledge base that are critical to successfully understanding the context, application and impact of law on the structures and transactions of business. After completing the foundation law subject, students are able to choose from a large range of specialist subjects. The Business Law major may be taken separately or in conjunction with any other major in the Commerce Schedule and complements other discipline studies, providing a legal framework perspective on the institutions and structures of those disciplines.

Students considering transferring to the double degree Bachelor of Commerce-Bachelor of Law should seek academic advice before enrolling in any subject in this major.

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

**ECONOMICS**

**Bachelor of Commerce (Economics)**

Economics is the study of the economy at the micro and macro levels. Areas of interest to economists include the behaviour of consumers and business firms, the labour market, health care, the environment, technology and innovation, economic growth and development, monetary and fiscal policy, international trade and finance, and the global economy.

Students taking an Economics major will study the theory, policies, practices and institutions of national economies and the international economy. They will learn tools of analysis that can be applied to a wide range of economic issues.

**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. Finance majors are undertaken by students for three main reasons. One reason is to
pursue a career in finance. This can be rewarding for individuals who are interested in analysing and solving financial problems. Another reason is where a student is majoring in another field, but is interested in understanding the firm as a whole. Since finance underlies all business functions, a better understanding of financial decision-making is essential for business success. A final reason is that a student is interested in learning about finance for personal reasons. All individuals can benefit from an understanding of how finance affects their lives and with this knowledge making better financial decisions.

**Professional Recognition**

The Finance major is recognised by the Financial Services Institute of Australasia (FINSIA).

**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 and objectives, given the clients financial resources and risk profile. Its broad approach is to fulfil the clients total needs and to incorporate within it, the areas of investment planning, taxation and social services planning, retirement planning, risk planning and estate planning. This major builds the skill set needed for recognition by the Australian Securities and Investments Commission and the Financial Planning Association, allowing finance graduates who choose this major to work as a financial planner in banks, life insurance companies or credit unions, fund management, employed by corporate entities or self employed.

**Professional Recognition**

On completion of a Bachelor of Commerce (Financial Planning), you will have gained the necessary skills and qualifications to work as a financial planner offering services to a broad clientele. This degree meets the training requirements of the Australian Securities and Investments Commission (ASIC) and is accredited as meeting all the skill and knowledge components of ASIC Regulatory Statement 146 (RG146) Tier 1 and is listed on the ASIC Training Register. The degree is also recognised by the Financial Services Institute of Australasia (FINSIA) and is accredited with the Financial Planning Association (FPA) for entry into the FPA CFP Education Program.

**HUMAN RESOURCE MANAGEMENT**

**Bachelor of Commerce (Human Resource Management)**

Increasingly, business firms and the public sector 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 people side of organisations. It 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.

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

**Professional Recognition**

The HRM major has accreditation from the Australian Human Resources Institute. Students are eligible for membership of the Institute.

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**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 the world is becoming ‘smaller’ with regards to advances in technology, employers are seeking graduates with international business skills. It offers a career in any trans-national corporation or large NGOs (non-government organisations) in Australia and overseas across most industries.

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**INTERNATIONAL ECONOMICS**

**Bachelor of Commerce (International Economics)**

The International Economics major will assist students in developing a sound understanding of the economic, social and global forces that are shaping the world economy. It will cover core knowledge areas such as macro and micro economics, analyse environmental and international trade issues and provide an analysis of major economic transformations that have occurred in the Chinese economy.
MANAGEMENT

Bachelor of Commerce (Management)

Management is the art and science of planning, coordinating and leading group efforts and involves the effective mobilisation of human and material resources to achieve organisational goals. The management major combines many subject areas to develop theoretical and practical understanding of the complexities involved in management, and develops student skills in working with human, organisational and technical systems within an organisation.

MARKETING

Bachelor of Commerce (Marketing)

A marketing major provides the skills to generate products and services for which there is a defined customer need and to establish a competitive advantage by effective positioning in the market with reference to product, promotion, pricing and distribution strategies. The marketing major is geared toward problem-solving and decision-making. Sound analytical and communication skills, as well as creative thinking are essential to successful marketing.

In addition to the more established commercial marketing, there is an opportunity to pursue an interest in specialist marketing applications including social marketing and not-for-profit marketing. Students are encouraged to become involved in on-campus groups such as the Marketing Society and gain knowledge of professional practice and establish valuable industry contacts as a student member of the Australian Marketing Institute.

PUBLIC RELATIONS

Bachelor of Commerce (Public Relations)

The public relations major is designed to enable graduates to manage organizational communication with multiple stakeholders. The unique contribution of this major is that it will emphasize social innovation and community engagement alongside commercial imperatives.

The public relations major focuses on communicating with internal and external constituencies and stakeholders, building strategic alliances, flexible networks, a market orientation and a sense of community. It covers a variety of subjects including business communication, public relations concepts, public relations strategies, corporate identity and branding, marketing communications and advertising and public relations campaigns.

It would add value as a double major with marketing, communications and media studies and journalism.
QUANTITATIVE ANALYSIS IN ECONOMICS

Bachelor of Commerce (Quantitative Analysis in Economics)

The Quantitative Analysis in Economics major focuses on providing students with a sound understanding of how a modern economy works at both the macro and micro levels, and on acquiring high-level computational and data analysis skills. This set of knowledge and skills will enable you to interpret and undertake advanced economic analysis for private sector firms and government agencies.

SUPPLY CHAIN MANAGEMENT

Bachelor of Commerce (Supply Chain Management)

Supply Chain Management (SCM) is a critical area of competitive advantage for organisations. Supply Chain Management involves managing the flow of products and services, financial and information from the suppliers through value adding intermediaries to the customer’s customer. It includes managing technical processes both within the firm between functions such as procurement, manufacturing and marketing, and between organisations such as manufacturers, distributors, wholesalers and retailers. Therefore, 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 specialize in a number of areas such as logistics, operations, systems thinking, quality and supply chain strategies. Since all management and marketing subjects interrelate to supply chain management this major provides a suitable linkage with marketing and management degrees as either a useful double major or attractive minor.
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 by satisfactory completion of the following core subjects.
2. At least 48 credit points of subjects chosen from the Commerce Schedule of which 18 credit points must be from 300 level Commerce subjects successfully completed at a pass grade or better.
3. No more than 72 credit points shall be for 100 level subjects.
4. No more than 24 credit points (ie 1/6) of subjects at Pass Conceded (PC) grade.

Course Program

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCY111</td>
<td>Accounting Fundamentals in Society</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>COMM101</td>
<td>Principles of Responsible Commerce</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>COMM121</td>
<td>Statistics for Business</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON101</td>
<td>Macroeconomic Essentials for Business</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>FIN111</td>
<td>Introductory Principles of Finance</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT110</td>
<td>Introduction to Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MARK101</td>
<td>Marketing Principles</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
</tbody>
</table>

Plus at least one subject from

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM113</td>
<td>Business Oriented Information Systems</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ACCY112</td>
<td>Accounting in Organisations</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON111</td>
<td>Introductory Microeconomics</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT102</td>
<td>Business Communications</td>
<td>Autumn</td>
<td>6</td>
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</table>

Plus one capstone subject from

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM331</td>
<td>Simulation of a Socially Innovative Enterprise</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>COMM332</td>
<td>Start up of a Socially Innovative Business</td>
<td>n/o 2011</td>
<td>6</td>
</tr>
<tr>
<td>COMM333</td>
<td>Applied Business Research for Social Innovation</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>COMM334</td>
<td>Intercultural Applications of Socially Innovative Commerce</td>
<td>n/o 2011</td>
<td>6</td>
</tr>
</tbody>
</table>

Note: Students majoring in Accountancy, Finance or Financial Planning must undertake ACCY112. Students majoring in Economics, Business Innovation or International Business must undertake ECON111. Students majoring in Public Relations must undertake MGMT102.

Bachelor of Commerce (Dean’s Scholar)

Entry Requirements

Entry will be by application form and interview for candidates with a minimum Australian Tertiary Admission Rank (ATAR) of 93 or equivalent. Current Commerce students can apply for a course transfer to this program after completion of a minimum of 48 credit points at the University of Wollongong.
Course Requirements

As for the Bachelor of Commerce (see above) with the addition that candidates for this degree will be required to maintain a Weighted Average Mark (WAM) of at least 75 each year to continue in the program.

Course Program

As for the Bachelor of Commerce (see above).

Bachelor of Commerce (Event Management)

Credit Transfer

The Faculty offers credit transfer to students who have successfully completed relevant courses at accredited universities and colleges. Refer to: www.uow.edu.au/handbook/generalcourserules/UOW028672.html.

Credit arrangements may occur between the TAFE Diploma in Event Management and the University of Wollongong Bachelor of Commerce (Event Management) provided these courses are completed concurrently. Should the Diploma in Event Management be completed prior to enrolling in the Bachelor of Commerce the standard credit transfer will apply.

Course Requirements

This course 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.

1. To qualify for the award of Bachelor of Commerce (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 Commerce (Event Management) does not satisfy the degree requirements.

All admission applications must be completed on an Undergraduate Course Application Form.

Course Program

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ACCY111</td>
<td>Accounting Fundamentals in Society</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>COMM101</td>
<td>Principles of Responsible Commerce</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON101</td>
<td>Macroeconomic Essentials for Business</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>COMM121</td>
<td>Statistics for Business</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>FIN111</td>
<td>Introductory Principles of Finance</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
</tbody>
</table>

At least one subject from the following

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
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</thead>
<tbody>
<tr>
<td>ACCY112</td>
<td>Accounting in Organisations</td>
<td>Spring</td>
<td>6</td>
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<tr>
<td>or</td>
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<tr>
<td>ECON111</td>
<td>Introductory Microeconomics</td>
<td>Autumn/Spring</td>
<td>6</td>
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Plus

MARK205 Introductory Marketing Research Autumn 6
MARK217 Consumer Behaviour Autumn 6
MARK270 Services Marketing Spring 6
MARK333 Marketing Communications & Advertising Autumn 6
MGMT314 Strategic Management Autumn/Spring 6

Plus either

MGMT316 Operations Management Spring 6

or

MGMT389 International Business Management Autumn 6

Plus either

ECON309 Environmental Economics Autumn 6

or

Any 200 or 300 level Commerce subject available 6

Plus

Any 200 or 300 level Commerce subject available 6

Plus one capstone subject from

COMM331 Simulation of a Socially Innovative Enterprise Autumn/Spring 6
COMM332 Start Up of a Socially Innovative Business n/o 2011 6
COMM333 Applied Business Research for Social Innovation Autumn/Spring 6
COMM334 Intercultural Applications of Socially Innovative Commerce n/o 2011 6

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

Bachelor of Commerce (Hospitality Management)

Credit Transfer

The Faculty offers credit transfer to students who have successfully completed relevant courses at accredited universities and colleges. Refer to: www.uow.edu.au/handbook/generalcourserules/UOW028672.html.

Credit arrangement pathways may be organised between the TAFE Diploma in Hospitality Management and the University of Wollongong Bachelor of Commerce (Hospitality Management) provided these courses are completed concurrently. Should the Diploma in Hospitality Management be completed prior to enrolling in the Bachelor of Commerce the standard credit transfer will apply.

Course Requirements

This course 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.
1. To qualify for the award of Bachelor of Commerce (Hospitality 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 Commerce (Hospitality Management) does not satisfy the degree requirements.

All admission applications must be completed on an Undergraduate Course Application Form.

### Course Program

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<td>6</td>
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<tr>
<td>FIN111</td>
<td>Introductory Principles of Finance</td>
<td>Autumn/Spring</td>
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</table>

At least one subject from the following:

- ACCY112 Accounting in Organisations, Spring 6
- or ECON111 Introductory Microeconomics, Autumn/Spring 6

Plus

- MARK205 Introductory Marketing Research, Autumn 6
- MARK217 Consumer Behaviour, Autumn 6
- MARK270 Services Marketing, Spring 6
- MARK333 Marketing Communications & Advertising, Autumn 6
- MGMT314 Strategic Management, Autumn/Spring 6

Plus either

- MGMT316 Operations Management, Spring 6
- or MGMT389 International Business Management, Autumn 6

Plus either

- ECON309 Environmental Economics, Autumn 6
- or Any 200 or 300 level Commerce subject available, 6

Plus

Any 200 or 300 level Commerce subject available, 6

Plus one capstone subject from

- COMM331 Simulation of a Socially Innovative Enterprise, Autumn/Spring 6
- COMM332 Start Up of a Socially Innovative Business, n/o 2011 6
- COMM333 Applied Business Research for Social Innovation, Autumn/Spring 6

www.uow.edu.au/commerce 27
Bachelor of Commerce (Tourism Management)

Credit Transfer

The Faculty offers credit transfer to students who have successfully completed relevant courses at accredited universities and colleges. Refer to: www.uow.edu.au/handbook/generalcourserule/UOW028672.html.

Credit arrangements may occur between the TAFE Advanced Diploma in Tourism Management and the University of Wollongong Bachelor of Commerce (Tourism Management) provided these courses are completed concurrently. Should the Advanced Diploma in Tourism Management be completed prior to enrolling in the Bachelor of Commerce the standard credit transfer will apply.

Course Requirements

This course is offered in conjunction and concurrently with the TAFE Advanced Diploma in Tourism Management. The Tourism Management component will be delivered by TAFE and result in the award of an Advanced Diploma in Tourism Management.

1. To qualify for the award of Bachelor of Commerce (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 Commerce (Tourism Management) does not satisfy the degree requirements.

All admission applications must be completed on an Undergraduate Course Application Form.

Course Program

<table>
<thead>
<tr>
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<td>COMM101</td>
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<tr>
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<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>COMM121</td>
<td>Statistics for Business</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>FIN111</td>
<td>Introductory Principles of Finance</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
</tbody>
</table>

At least one subject from the following:

- ACCY112 Accounting in Organisations
- ECON111 Introductory Microeconomics

Plus

- MARK205 Introductory Marketing Research
- MARK217 Consumer Behaviour
Subject Requirements for Major Studies in Commerce

1. To satisfy the requirements of a major study a student shall complete the Bachelor of Commerce core subjects as listed in the course requirement, plus one capstone subject and 48 credit points listed for the major.

2. A single core first year subject may count towards a major where approved.

3. 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 the completion of an additional 42 to 48 credit specified credit points. Where two or more subjects are common to two majors, the relevant Associate Head of School will designate a replacement subject.

4. Students should note that a Pass Conceded grade at 300 level in a subject required for a major does not satisfy degree requirements.

ACCOUNTANCY

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
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<tbody>
<tr>
<td>ACCY200</td>
<td>Financial Accounting IIA</td>
<td>Autumn/Spring</td>
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<td>ACCY201</td>
<td>Financial Accounting IIB</td>
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<tr>
<td>ACCY211</td>
<td>Management Accounting II</td>
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<tr>
<td>ACCY231</td>
<td>Information Systems in Accounting</td>
<td>Spring</td>
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<tr>
<td>FIN222</td>
<td>Corporate Finance</td>
<td>Autumn/Spring</td>
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<tr>
<td>ACCY305</td>
<td>Financial Accounting III</td>
<td>Autumn</td>
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<tr>
<td>ACCY312</td>
<td>Management Accounting III</td>
<td>Spring</td>
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</tr>
<tr>
<td>ACCY342</td>
<td>Auditing and Assurance Services</td>
<td>Autumn</td>
<td>6</td>
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</table>
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.

**BUSINESS INNOVATION**

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
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<tbody>
<tr>
<td>ECON219</td>
<td>Economic Essentials for Business Innovation</td>
<td>Spring</td>
<td>6</td>
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<tr>
<td>ECON320</td>
<td>Economics of Small and Medium Enterprises</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT209</td>
<td>Managing Knowledge in Organisations</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT300</td>
<td>Managing Innovation</td>
<td>Spring</td>
<td>6</td>
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</tbody>
</table>

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 below. At least 6 credit points must be from 300 level subjects and the other 6 from 200 or 300 level Management/Marketing subjects.

<table>
<thead>
<tr>
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<th>Subject</th>
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<tbody>
<tr>
<td>MGMT200</td>
<td>Management and Electronic Commerce</td>
<td>Autumn</td>
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<tr>
<td>MGMT215</td>
<td>Small Business Management</td>
<td>Autumn</td>
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<tr>
<td>MGMT218</td>
<td>Competitive Analysis</td>
<td>Spring</td>
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<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT332</td>
<td>Enterprise and Innovation</td>
<td>Spring</td>
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<tr>
<td>MARK301</td>
<td>Internet Applications for Marketing</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MARK356</td>
<td>Creating and Marketing New Products</td>
<td>Autumn</td>
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</tbody>
</table>

**BUSINESS LAW**

<table>
<thead>
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<th>Code</th>
<th>Subject</th>
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<tbody>
<tr>
<td>LAW101</td>
<td>Law, Business and Society</td>
<td>Autumn</td>
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</table>

Plus 42 credit points selected from:

<table>
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<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
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<tbody>
<tr>
<td>LAW302</td>
<td>Law of Business Organisations</td>
<td>Autumn</td>
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</tr>
<tr>
<td>LAW308</td>
<td>Administrative Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW315</td>
<td>Taxation Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW316</td>
<td>Occupational Health and Safety</td>
<td>Autumn</td>
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<tr>
<td>LAW317</td>
<td>E-Commerce Law</td>
<td>Spring</td>
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<tr>
<td>LAW321</td>
<td>Banking Law</td>
<td>n/o 2011</td>
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</tr>
<tr>
<td>LAW330</td>
<td>Law of Employment</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW331</td>
<td>Intellectual Property Law</td>
<td>Spring</td>
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</tr>
<tr>
<td>LAW332</td>
<td>Labour Regulation</td>
<td>Spring</td>
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<tr>
<td>LAW334</td>
<td>Environmental Law</td>
<td>Spring</td>
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<td>LAW335</td>
<td>Anti-Discrimination Law</td>
<td>Spring</td>
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<tr>
<td>LAW343</td>
<td>International Law</td>
<td>Autumn</td>
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<tr>
<td>LAW348</td>
<td>Media Law</td>
<td>Autumn</td>
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<tr>
<td>LAW352</td>
<td>Advanced Taxation Law</td>
<td>n/o 2011</td>
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<tr>
<td>LAW359</td>
<td>Corporate Governance</td>
<td>Spring</td>
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<td>LAW365</td>
<td>International and Comparative Intellectual Property Law</td>
<td>n/o 2011</td>
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**ECONOMICS**

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<tbody>
<tr>
<td>ECON205</td>
<td>Macroeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
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<tr>
<td>ECON215</td>
<td>Microeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
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<tr>
<td>ECON305</td>
<td>Economic Policy</td>
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<tr>
<td></td>
<td>Plus one of:</td>
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<tr>
<td>ECON221</td>
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<td>ECON222</td>
<td>Mathematics for Business</td>
<td>Autumn/Spring</td>
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<td>ECON240</td>
<td>Financial Modelling</td>
<td>Spring</td>
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<tr>
<td></td>
<td>Plus one of:</td>
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<tr>
<td>ECON316</td>
<td>History of Economic Thought</td>
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<tr>
<td>ECON304</td>
<td>The Historical Foundations of the Modern</td>
<td>Spring</td>
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</tr>
<tr>
<td></td>
<td>Australian Economy</td>
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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**

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<td>Corporate Finance</td>
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<tr>
<td>FIN223</td>
<td>Investment Analysis</td>
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<tr>
<td>FIN226</td>
<td>Financial Markets and Institutions</td>
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</tr>
<tr>
<td>FIN322</td>
<td>Advanced Business Finance</td>
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<tr>
<td>FIN323</td>
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<td>Plus at least one of the following:</td>
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<tr>
<td>FIN320</td>
<td>Risk and Insurance</td>
<td>Spring</td>
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<tr>
<td>FIN324</td>
<td>Financial Statement Analysis</td>
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<tr>
<td>FIN351</td>
<td>International Finance</td>
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<tr>
<td>ECON331</td>
<td>Financial Economics</td>
<td>Autumn</td>
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</tbody>
</table>

**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.

**FINANCIAL PLANNING**

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<td>ACCY228</td>
<td>Tax Planning</td>
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<td>FIN223</td>
<td>Investment Analysis</td>
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<td>FIN252</td>
<td>Personal Finance</td>
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<tr>
<td>FIN320</td>
<td>Risk and Insurance</td>
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<td>FIN323</td>
<td>Portfolio Analysis</td>
<td>Autumn</td>
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<tr>
<td>FIN328</td>
<td>Retirement and Estate Planning</td>
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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.

HUMAN RESOURCE MANAGEMENT

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<th>Code</th>
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<td>MGMT205</td>
<td>Recruitment and Selection</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT206</td>
<td>Managing Human Resources</td>
<td>Autumn/Spring</td>
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</tr>
<tr>
<td>MGMT220</td>
<td>Organisational Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
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<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
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<td>MGMT321</td>
<td>Occupational Health &amp; Safety Management</td>
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<td>MGMT322</td>
<td>Training and Development</td>
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INTERNATIONAL BUSINESS

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<th>Subject</th>
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<td>International Trade Theory and Policy</td>
<td>Spring</td>
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<td>ECON251</td>
<td>Industry and Trade in East Asia</td>
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<td>FIN241</td>
<td>International Financial Management</td>
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<td>MGMT301</td>
<td>Managing Across Cultures</td>
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<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
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<tr>
<td>MGMT341</td>
<td>International and Comparative Human Resource Management</td>
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<tr>
<td>MARK343</td>
<td>International Marketing</td>
<td>Autumn</td>
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<td>MGMT389</td>
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INTERNATIONAL ECONOMICS

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<tbody>
<tr>
<td>ECON205</td>
<td>Macroeconomic Theory &amp; Policy</td>
<td>Autumn/Spring</td>
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<td>ECON216</td>
<td>International Trade Theory &amp; Policy</td>
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<tr>
<td>ECON303</td>
<td>Economic Development Issues</td>
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Plus 30 credit points from

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<thead>
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<th>Subject</th>
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<tbody>
<tr>
<td>ECON215</td>
<td>Microeconomic Theory &amp; Policy</td>
<td>Autumn/Spring</td>
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<td>ECON251</td>
<td>Industry and Trade in East Asia</td>
<td>Spring</td>
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<tr>
<td>ECON304</td>
<td>The Historical Foundations of the Modern Australian Economy</td>
<td>Spring</td>
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<tr>
<td>ECON306</td>
<td>The Chinese Economy</td>
<td>Spring</td>
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<tr>
<td>ECON307</td>
<td>International Monetary Economics</td>
<td>n/o 2011</td>
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<td>ECON309</td>
<td>Environmental Economics</td>
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<td>ECON311</td>
<td>Natural Resource Economics</td>
<td>Spring</td>
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<tr>
<td>ECON334</td>
<td>Global Economics</td>
<td>n/o 2011</td>
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## MANAGEMENT

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<td>MGMT201</td>
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<td>MGMT206</td>
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<td>Autumn/Spring</td>
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<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
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<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
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<td>MGMT316</td>
<td>Operations Management</td>
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<td>MGMT351</td>
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Plus 12 credit points from the following

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<td>MGMT215</td>
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<td>MGMT301</td>
<td>Managing Across Cultures</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT332</td>
<td>Enterprise and Innovation</td>
<td>Spring</td>
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<td>MGMT350</td>
<td>Continuous Quality Improvement</td>
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<td>MGMT370</td>
<td>Project Management</td>
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## MARKETING

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<td>MARK205</td>
<td>Introductory Marketing Research</td>
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<tr>
<td>MARK217</td>
<td>Consumer Behaviour</td>
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<td>MARK270</td>
<td>Services Marketing</td>
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<td>MARK333</td>
<td>Marketing Communications &amp; Advertising</td>
<td>Autumn</td>
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<tr>
<td>MARK344</td>
<td>Marketing Strategy</td>
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Plus 18 credit points from the following

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<tbody>
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<td>Advertising Practice and Creative Strategies</td>
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<tr>
<td>MARK301</td>
<td>Internet Applications for Marketing</td>
<td>Autumn</td>
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<tr>
<td>MARK305</td>
<td>Advanced Marketing Research</td>
<td>Spring</td>
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<tr>
<td>MARK317</td>
<td>Business to Business Marketing</td>
<td>Spring</td>
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<tr>
<td>MARK320</td>
<td>Social Marketing</td>
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<td>MARK343</td>
<td>International Marketing</td>
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<td>MARK356</td>
<td>Creating and Marketing New Products</td>
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<td>MARK395</td>
<td>Tourism Marketing</td>
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## PUBLIC RELATIONS

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<td>PRMM201</td>
<td>Public Relations Concepts</td>
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<td>PRMM202</td>
<td>Public Relations Strategy</td>
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<td>PRMM301</td>
<td>Public Relations Campaigns</td>
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<td>PRMM303</td>
<td>Corporate Identity and Branding</td>
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<td>6</td>
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<tr>
<td>MGMT301</td>
<td>Managing Across Cultures</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MARK320</td>
<td>Social Marketing</td>
<td>Spring</td>
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</tr>
<tr>
<td>MARK333</td>
<td>Marketing Communications &amp; Advertising</td>
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# QUANTITATIVE ANALYSIS IN ECONOMICS

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<tr>
<td>ECON327</td>
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Plus 30 credit points selected from the following:

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<th>Subject</th>
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<th>CP</th>
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<tbody>
<tr>
<td>ECON205</td>
<td>Macroeconomic Theory &amp; Policy</td>
<td>Autumn/Spring</td>
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<tr>
<td>ECON215</td>
<td>Microeconomic Theory &amp; Policy</td>
<td>Autumn/Spring</td>
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<td>ECON221</td>
<td>Introductory Econometrics</td>
<td>Autumn</td>
<td>6</td>
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<td>ECON222</td>
<td>Mathematics for Business</td>
<td>Autumn/Spring</td>
<td>6</td>
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<td>ECON230</td>
<td>Quantitative Analysis for Decision Making</td>
<td>Spring</td>
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<td>ECON240</td>
<td>Financial Modelling*</td>
<td>Spring</td>
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<tr>
<td>ECON310</td>
<td>Cost Benefit Analysis</td>
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<tr>
<td>ECON331</td>
<td>Financial Economics</td>
<td>Autumn</td>
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<tr>
<td>ECON333</td>
<td>Conflict &amp; Co-operation</td>
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Plus 6 credit points from any other Economics subject

* ECON240 not to count with ECON221

# SUPPLY CHAIN MANAGEMENT

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<td>Systems Thinking &amp; Simulation</td>
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<tr>
<td>MGMT257</td>
<td>Principles of Supply Chain Management</td>
<td>Autumn</td>
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</tr>
<tr>
<td>MGMT309</td>
<td>Supply Chain Strategies</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT316</td>
<td>Operations Management</td>
<td>Spring</td>
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<tr>
<td>MGMT328</td>
<td>Logistics Management</td>
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<tr>
<td>MGMT350</td>
<td>Continuous Quality Management</td>
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Plus 6 credit points from the following:

<table>
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<th>Subject</th>
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<tbody>
<tr>
<td>MGMT200</td>
<td>Management and Electronic Business</td>
<td>Autumn</td>
<td>6</td>
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<tr>
<td>MGMT215</td>
<td>Small Business Management</td>
<td>Autumn</td>
<td>6</td>
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</tbody>
</table>
Minor Study Areas

BCom Minor Study Areas (Accountancy; Business Information Systems; Business Innovation; Business Law; Economics; Economics of Environmental Sustainability; Economies of Asia; Finance; Human Resource Management; International Business; Management; Marketing; Public Relations; Quantitative Analysis in Economics; Supply Chain Management).

1. To satisfy the requirements of a minor study a student shall complete the listed subjects for the minor.

2. A single core first year subject may count towards a minor where approved.

3. 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 a 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 may require an additional 24 credit points if a single core subject is not included in the minor. 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).

Accountancy

<table>
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Plus 18 credit points selected from 200-level and 300-level ACCY subjects.

Business Information Systems

<table>
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<td>ISIT111</td>
<td>Programming Concepts</td>
<td>Autumn/Spring</td>
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<td>ISIT100</td>
<td>Systems Analysis</td>
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Plus 12 credits points selected from:

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<th>Subject</th>
<th>Session</th>
<th>CP</th>
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<td>ISIT204</td>
<td>Principles of eBusiness</td>
<td>Autumn</td>
<td>6</td>
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<tr>
<td>ISIT218</td>
<td>Systems Design and Human Computer Interaction</td>
<td>Autumn</td>
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Business Innovation

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<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON219</td>
<td>Economic Essentials for Business Innovation</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT300</td>
<td>Managing Innovation</td>
<td>Spring</td>
<td>6</td>
</tr>
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</table>

Plus 6 credit points from 200-level or 300-level Economics subjects

Plus 6 credit points selected from the following subjects

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT200</td>
<td>Management and Electronic Business</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT209</td>
<td>Managing Knowledge in Organisations</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT215</td>
<td>Small Business Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT218</td>
<td>Competitive Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
</tr>
</tbody>
</table>
Business Law

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAW101</td>
<td>Law, Business and Society</td>
<td>Autumn</td>
<td>6</td>
</tr>
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</table>

**Plus 18 credit points selected from:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAW302</td>
<td>Law of Business Organisations</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW308</td>
<td>Administrative Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW315</td>
<td>Taxation Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW316</td>
<td>Occupational Health and Safety Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW317</td>
<td>E-Commerce Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW321</td>
<td>Banking Law</td>
<td>n/o 2011</td>
<td>6</td>
</tr>
<tr>
<td>LAW330</td>
<td>Law of Employment</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW331</td>
<td>Intellectual Property Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW332</td>
<td>Labour Regulation</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW334</td>
<td>Environmental Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW335</td>
<td>Anti-Discrimination Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW343</td>
<td>International Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW348</td>
<td>Media Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW352</td>
<td>Advanced Taxation Law</td>
<td>n/o 2011</td>
<td>6</td>
</tr>
<tr>
<td>LAW359</td>
<td>Corporate Governance</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW365</td>
<td>International and Comparative Intellectual Property Law</td>
<td>n/o 2011</td>
<td>6</td>
</tr>
</tbody>
</table>

Economics

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON111</td>
<td>Introductory Microeconomics</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
</tbody>
</table>

**Plus 18 credit points from any 200- or 300-level Economics subjects.**

Economics of Environmental Sustainability

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON111</td>
<td>Introductory Microeconomics</td>
<td>Autumn/Spring</td>
<td>6</td>
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</tbody>
</table>

**Plus 18 credit points, at least 12 of which must be Economics subjects from the subjects below:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON215</td>
<td>Microeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON309</td>
<td>Environmental Economics</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>ECON310</td>
<td>Cost Benefit Analysis</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>ECON311</td>
<td>Natural Resource Economics</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ACCY304</td>
<td>Social and Environmental Accounting</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>PHILL256</td>
<td>Ethics and the Environment A</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW334</td>
<td>Environmental Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>EESC208</td>
<td>Environmental Impact of Societies</td>
<td>Spring</td>
<td>6</td>
</tr>
</tbody>
</table>
### Economies of Asia

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>24 credit points selected from</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON111</td>
<td>Introductory Microeconomics</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON251</td>
<td>Industry &amp; Trade in East Asia</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON303</td>
<td>Economic Development Issues</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON306</td>
<td>The Chinese Economy</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON320</td>
<td>Economics of Small and Medium Enterprises</td>
<td>Autumn</td>
<td>6</td>
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</tbody>
</table>

### Finance

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN222</td>
<td>Corporate Finance</td>
<td>Autumn/Spring</td>
<td>6</td>
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</table>

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

### Human Resource Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>24 credit points selected from:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGMT201</td>
<td>Organisational Behaviour</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT205</td>
<td>Recruitment and Selection</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT206</td>
<td>Managing Human Resources</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT220</td>
<td>Organisational Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT321</td>
<td>Occupational Health &amp; Safety Management</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT322</td>
<td>Training and Development</td>
<td>Autumn</td>
<td>6</td>
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### International Business

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
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</thead>
<tbody>
<tr>
<td>ECON216</td>
<td>International Trade Theory and Policy</td>
<td>Spring</td>
<td>6</td>
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<tr>
<td>FIN241</td>
<td>International Financial Management</td>
<td>Autumn</td>
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<tr>
<td>MGMT341</td>
<td>International and Comparative Human Resource Management</td>
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Plus **6 credit points from the following:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
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<tbody>
<tr>
<td>MGMT389</td>
<td>International Business Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MARK343</td>
<td>International Marketing</td>
<td>Autumn</td>
<td>6</td>
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</tbody>
</table>
### Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
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</thead>
<tbody>
<tr>
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<td><strong>12 credit points selected from the following:</strong></td>
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</tr>
<tr>
<td>MGMT201</td>
<td>Organisational Behaviour</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT206</td>
<td>Managing Human Resources</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT316</td>
<td>Operations Management</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT351</td>
<td>Responsible Leadership</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Plus 12 credit points from the following:</strong></td>
<td></td>
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</tr>
<tr>
<td>MGMT209</td>
<td>Managing Knowledge in Organisations</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT215</td>
<td>Small Business Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT220</td>
<td>Organisational Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT301</td>
<td>Managing Across Cultures</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT332</td>
<td>Entrepreneurship</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT350</td>
<td>Continuous Quality Improvement</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT370</td>
<td>Project Management</td>
<td>n/o 2011</td>
<td>6</td>
</tr>
<tr>
<td>MGMT389</td>
<td>International Business Management</td>
<td>Autumn</td>
<td>6</td>
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</tbody>
</table>

### Marketing

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
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</thead>
<tbody>
<tr>
<td>MARK205</td>
<td>Introductory Marketing Research</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MARK217</td>
<td>Consumer Behaviour</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MARK270</td>
<td>Services Marketing</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MARK333</td>
<td>Marketing Communications and Advertising</td>
<td>Autumn</td>
<td>6</td>
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</tbody>
</table>

### Public Relations

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
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</thead>
<tbody>
<tr>
<td>PRMM201</td>
<td>Public Relations Concepts</td>
<td>Autumn</td>
<td>6</td>
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<tr>
<td>PRMM202</td>
<td>Public Relations Strategy</td>
<td>Spring</td>
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<tr>
<td>PRMM301</td>
<td>Public Relations Campaigns</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>PRMM303</td>
<td>Corporate Identity and Branding</td>
<td>Spring</td>
<td>6</td>
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</table>

### Quantitative Analysis in Economics

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>24 credit points including:</strong></td>
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</tr>
<tr>
<td>ECON205</td>
<td>Macroeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON215</td>
<td>Microeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Plus either</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON221</td>
<td>Introductory Econometrics</td>
<td>Autumn</td>
<td>6</td>
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<tr>
<td>or</td>
<td></td>
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</tr>
<tr>
<td>ECON240</td>
<td>Financial Modelling</td>
<td>Spring</td>
<td>6</td>
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</tbody>
</table>
Plus at least 6 credit points from the following:

- ECON222  Mathematics for Business  Autumn/Spring  6
- ECON230  Quantitative Analysis for Decision Making  Spring  6
- ECON310  Cost Benefit Analysis  Autumn  6
- ECON322  Mathematical Economics  Autumn  6
- ECON327  Advanced Econometrics  Spring  6
- ECON331  Financial Economics  Autumn  6

### Supply Chain Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT256</td>
<td>Systems Thinking &amp; Simulation</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT257</td>
<td>Principles of Supply Chain Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT309</td>
<td>Supply Chain Strategies</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT328</td>
<td>Logistics Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
</tbody>
</table>

### Minor Studies from Other Faculties

Minor Studies from other Faculties are available to all Bachelor degree students. To have a minor study recorded, you must apply using the “Application to Declare or Change Intended Major/Minor” form, which is available from Student Central.

Students should check that there is room within their degree structure to accommodate a minor study and still meet their degree requirements. If in doubt, students should seek academic advice before undertaking a minor study.

Students should also note that some subjects listed for minor studies may require other subjects as pre/co-requisites and that due to demand or space limitations, some subjects may have quotas. Students are advised to check for specific subject information in the online subject database before selecting subjects.
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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCY401</td>
<td>Honours Research in Accounting</td>
<td>24</td>
</tr>
</tbody>
</table>

Plus four (4) 6 credit point 400-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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 401</td>
<td>Honours Research in Finance</td>
<td>24</td>
</tr>
</tbody>
</table>

Plus four (4) 6 credit point 400-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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON401</td>
<td>Honours Research in Economics</td>
<td>24</td>
</tr>
<tr>
<td>ECON402</td>
<td>Economics Honours Coursework</td>
<td>18</td>
</tr>
<tr>
<td>COMM480</td>
<td>Honours Research Proposal</td>
<td>6</td>
</tr>
</tbody>
</table>

For students interested in pursuing Honours in Economics, please contact

Dr Cassey Lee (School of Economics)
Telephone: (02) 4221 4026 or email: cassey_lee@uow.edu.au

Honours in Management:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT401</td>
<td>Honours Research in Management</td>
<td>24</td>
</tr>
<tr>
<td>MGMT402</td>
<td>Honours Coursework in Management A</td>
<td>12</td>
</tr>
<tr>
<td>MGMT403</td>
<td>Honours Coursework in Management B</td>
<td>6</td>
</tr>
<tr>
<td>COMM480</td>
<td>Honours Research Proposal</td>
<td>6</td>
</tr>
</tbody>
</table>

For students interested in pursuing Honours in Management, please contact

Ms Julie Francis (School of Management & Marketing)
Telephone: (02) 4221 5437 or email: julie_francis@uow.edu.au

Honours in Marketing:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK401</td>
<td>Honours Research in Marketing</td>
<td>24</td>
</tr>
<tr>
<td>MARK402</td>
<td>Honours Coursework in Marketing A</td>
<td>12</td>
</tr>
<tr>
<td>MARK403</td>
<td>Honours Coursework in Marketing B</td>
<td>6</td>
</tr>
<tr>
<td>COMM480</td>
<td>Honours Research Proposal</td>
<td>6</td>
</tr>
</tbody>
</table>

For students interested in pursuing Honours in Marketing, please contact

Ms Julie Francis (School of Management & Marketing)
Telephone: (02) 4221 5437 or email: julie_francis@uow.edu.au
Other Degrees

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/yr2010/ug/informatics/H08006874.html.

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

For further information refer to the Standard on Courses:

www.uow.edu.au/about/policy/alphabetizing/ssLINK/uow081835

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 credit where equivalences exist between subjects.

For all double degrees, candidates are required to complete for the Commerce component of their degree:

54 credit points of core subjects (including the capstone subject),

plus either

a 48-credit point major

or

an additional 48 credit points chosen from the Commerce schedule. Of this 48, at least 18 credit points must be from 300 level Commerce subjects.

Double Degrees belonging to the Faculty of Arts

Bachelor of Arts – Bachelor of Commerce
Bachelor of Communication and Media Studies – Bachelor of Commerce
Bachelor of International Studies – Bachelor of Commerce
Double Degrees belonging to the Faculty of Creative Arts
  Bachelor of Creative Arts – Bachelor of Commerce
  Bachelor of Journalism – Bachelor of Commerce

Double Degree belonging to the Faculty of Engineering
  Bachelor of Engineering – Bachelor of Commerce

Double Degrees belonging to the Faculty of Health and Behavioural Sciences
  Bachelor of Arts – Bachelor of Commerce
  Bachelor of Psychology – Bachelor of Commerce
  Bachelor of Science – Bachelor of Commerce

Double Degree belonging to the Faculty of Informatics
  Bachelor of Engineering – Bachelor of Commerce

Double Degree belonging to the Faculty of Law
  Bachelor of Commerce – Bachelor of Laws

Double Degree belonging to the Faculty of Science
  Bachelor of Science – Bachelor of Commerce

Other information

Further information is available at
  http://coursefinder.uow.edu.au/
  or email: Commerce – commerce-enquiries@uow.edu.au
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<tbody>
<tr>
<td>ACCY111</td>
<td>Accounting Fundamentals In Society</td>
<td>Autumn</td>
<td>Batemans Bay</td>
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**Credit Points:** 6  
**Pre-requisites:** None  
**Co-requisites:** None  
**Subject Description:** This subject introduces the role of accounting information in society including its social and ethical aspects relating to both the individual and the organisation. The subject introduces basic accounting language, concepts and techniques to identify, classify, process, record and present accounting and financial information. The subject also considers accounting information that can be used for making decisions about past and future economic events in a variety of business and social settings.

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<td>ACCY112</td>
<td>Accounting In Organisations</td>
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**Credit Points:** 6  
**Pre-requisites:** ACCY111 or ACCY100  
**Co-requisites:** None  
**Subject Description:** The subject advances understanding of accounting in organisations. The subject introduces accounting for complex equity structures, and develops the theoretical and technical aspects of accounting for assets and the protection of assets through internal controls. Accounting for the past and future is examined through the introduction of cost structures and their application in solving fundamental business problems using cost-volume profit analysis. The application of budgets is explored.

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<td>Financial Accounting IIA</td>
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**Credit Points:** 6  
**Pre-requisites:** ACCY111 or ACCY100  
**Co-requisites:** None  
**Exclusions:** Not to count with ACCY202  
**Subject Description:** ACCY201 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.

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**Credit Points:** 6  
**Pre-requisites:** ACCY202 or ACCY200  
**Co-requisites:** None  
**Subject Description:** ACCY201 builds on the knowledge and skills students have acquired in ACCY200. As with ACCY201, 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: ACCY102 or ACCY112
Co-requisites: None
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 or FIN252
Co-requisites: None
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  Loftus  On Campus
Spring  Moss Vale  On Campus
Spring  Shoalhaven  On Campus
Spring  Wollongong  On Campus

Credit Points: 6
Pre-requisites: ACCY102 or ACCY112
Co-requisites: None
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 2011
Credit Points: 6
Pre-requisites: ACCY201 or ACCY202 and ACCY211
Co-requisites: None
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  Wollongong  On Campus

Credit Points: 6
Pre-requisites: 72 cp from BCom degree
Co-requisites: None
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  Loftus  On Campus
Autumn  Moss Vale  On Campus
Autumn  Shoalhaven  On Campus
Autumn  Wollongong  On Campus

Credit Points: 6
Pre-requisites: ACCY201
Co-requisites: None
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  Loftus  On Campus  
Spring  Moss Vale  On Campus  
Spring  Shoalhaven  On Campus  
Spring  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: ACCY211  
Co-requisites: None  
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 2011  
Credit Points: 6  
Pre-requisites: ACCY201 or ACCY202 and ACCY211  
Co-requisites: None  
Subject Description: This subject covers selected issues in management accounting, including international management accounting.  

ACCY328  International Taxation  
Not on offer in 2011  
Credit Points: 6  
Pre-requisites: ACCY201  
Co-requisites: None  
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  

ACCY343  Forensic Examination and Advanced Assurance Services  
Not on offer in 2011  
Credit Points: 6  
Pre-requisites: FIN221 or FIN222 and ACCY342  
Co-requisites: None  
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  
Co-requisites: None  
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.
ACCY401 Honours Research in Accounting
Annual  Wollongong  On Campus
Credit Points: 24
Pre-requisites: None
Co-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
Co-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
Co-requisites: None
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
Co-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
Co-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
Co-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
Co-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
Co-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 2011  
Credit Points: 6  
Pre-requisites: None  
Co-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  
Co-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  
Co-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 2011  
Credit Points: 6  
Pre-requisites: None  
Co-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 2011  
Credit Points: 6  
Pre-requisites: None  
Co-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 2011  
Credit Points: 12  
Pre-requisites: ITAC301  
Co-requisites: None  
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 2011  
Credit Points: 6  
Pre-requisites: None  
Co-requisites: None  
Subject Description: This subject is an individual program determined in consultation with the Associate Head of School (Accounting).
COMM101 Principles of Responsible Commerce

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**Credit Points:** 6

**Pre-requisites:** None

**Co-requisites:** None

**Subject Description:** The subject provides students with a conceptual tool kit for understanding and practising responsible and ethical Commerce. The topics covered will include the origins of contemporary systems of commerce, ethical and social responsibility in commerce and developments in ethical and responsible commerce. Areas addressed include the environment, globalization, technology, anti-corruption, labour and human rights. Students will examine these issues from a variety of theoretical and practical perspectives and apply them to contemporary commercial contexts.

COMM113 Business Oriented Information Systems

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**Credit Points:** 6

**Pre-requisites:** None

**Co-requisites:** None

**Exclusions:** Not to count with CSCI101 or BUSS110

**Subject Description:** Information systems (IS) form an integral part of modern organisations and are used to support all aspects of an organisation’s daily functions and activities. This subject introduces the fundamental information system concepts that facilitate business processes. It explores how organisations use information, IS and their respective applications to increase profitability, gain market share, improve customer service and manage daily operations whilst understanding the social implications of their decisions. Students will learn about the role of IS in the modern organisation and how IS supports all of the functional areas of an organisation - Accounting, Finance, Marketing, Human Resources and Production/Operations Management.

COMM121 Statistics for Business

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**Credit Points:** 6

**Pre-requisites:** None

**Co-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 2011*

**Credit Points:** 6

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

**Co-requisites:** None

**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 2011*

**Credit Points:** 6

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

**Co-requisites:** None
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
Co-requisites: None
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.

COMM331  Simulation of a Socially Innovative Enterprise

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

Credit Points: 6
Pre-requisites: 96 credit points including all Commerce core subjects

COMM328  Start up of a Socially Innovative Business

Not on offer in 2011
Credit Points: 6
Pre-requisites: 96 credit points including all Commerce core subjects
Co-requisites: None
Exclusions: COMM331, COMM333, COMM334

Subject Description: Start up of a Socially Innovative Business enables students to apply the principles of ethical, socially responsible, and sustainable commerce by involving students in the experience of starting and running a business. The subject is based on a series of lectures and an action based learning project which involves students working in multidisciplinary teams. Students will work as employees of the business, adopting specific roles and responsibilities associated with starting and running a socially innovative business. Students will be required to work individually and as teams making multidisciplinary, interactive decisions and will engage in hands on, sound, ethical, socially responsible and sustainable practice.

COMM333  Applied Business Research for Social Innovation

Autumn  Wollongong On Campus
Spring  Wollongong On Campus

Credit Points: 6
Pre-requisites: 96 credit points including all commerce core subjects
**Co-requisites:** None

**Subject Description:** This subject introduces students to higher level research skills. The subject is based on a series of lectures and an action based learning project. Students work in a multidisciplinary environment on a selected project about a contemporary commercial issue impacting on society. Students will gain transferable skills with research application including presentation, research process and team working skills. Students will produce submissions to relevant authorities, professional bodies and the wider academic community through a formal presentation.

**COMM334 Intercultural Applications of Socially Innovative Commerce**

*Not on offer in 2011*

**Credit Points:** 6

**Pre-requisites:** 96 credit points including all commerce core subjects

**Co-requisites:** None

**Subject Description:** Intercultural Applications of Socially Innovative Business enables students to apply the principles of ethical, socially responsible and sustainable commerce in an intercultural business environment. The subject is based on a series of lectures and an action based learning project. Students investigate socially innovative commercial problems which may include private, public and not for profit organisations for different communities. Students will engage in communities to develop a framework designed for sustainability and social innovation in a multidisciplinary business environment.

**COMM351 Business Ethics and Governance**

*Not on offer in 2011*

**Credit Points:** 6

**Pre-requisites:** Any 72 credit points

**Co-requisites:** None

**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

**Spring** Wollongong On Campus

**Credit Points:** 6

**Pre-requisites:** 48 credit points

**Co-requisites:** None

**Subject Description:** This subject provides an opportunity for students to integrate 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 2011*

**Credit Points:** 6

**Pre-requisites:** Students must have completed 48 credit points

**Co-requisites:** None

**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.

**COMM480 Honours Research Proposal**

**Autumn** Wollongong On Campus

**Spring** Wollongong On Campus

**Credit Points:** 6

**Pre-requisites:** None

**Co-requisites:** None

**Subject Description:** The subject provides Commerce students undertaking honours with a background to the methodology and practice of developing research proposals. It will provide honours students with an introduction to discipline-independent research skills. The topics may include critical elements of research process; theoretical; methodological and substantive aspects of research; literature searching; review and critique; bibliography organisation; methods of analysing; critiquing;
formulating arguments and writing and structuring dissertations.

**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

**Credit Points**: 6  
**Pre-requisites**: None  
**Co-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  
**Co-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  
**Co-requisites**: None  

**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

**Credit Points**: 6  
**Pre-requisites**: None  
**Co-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  
**Co-requisites**: None  

**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 Stackelberg 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  
**Co-requisites:** None  
**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  
**Co-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; the difference between static efficiency and dynamic efficiency; the role of competition through innovation in the modern economy; sustaining and disruptive innovations; measurement of innovative activities; economic classification of research and development activities; innovation externalities with particular regard to knowledge spillovers; models of business innovation. All in all, the subject stresses the relationship between business innovation, social innovation, economic growth and human development expansion.

**ECON221  Introductory Econometrics**  
Autumn Wollongong On Campus  
**Credit Points:** 6  
**Pre-requisites:** ECON121 or COMM121 or STAT131 or STAT231 or STAT151 or STAT252  
**Co-requisites:** None  
**Exclusions:** ECON240  
**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  Mathematics for Business**  
Autumn Wollongong On Campus  
Spring Wollongong On Campus  
**Credit Points:** 6  
**Pre-requisites:** None  
**Co-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  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** ECON121 or COMM121 or STAT131 or STAT231  
**Co-requisites:** None  
**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.

**ECON240  Financial Modelling**  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** COMM121 or STAT131 or STAT231 or STAT151 or STAT252 or ECON121  
**Co-requisites:** None  
**Exclusions:** 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  
**Co-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  
**Co-requisites:** None  
**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.

**ECON303  Economic Development Issues**  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** Both ECON101 and ECON111 or any 72 credit points of subjects  
**Co-requisites:** None  
**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

Co-requisites: None

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
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: ECON205 and ECON215
Co-requisites: None
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 these issues in detail and sets out the current economic thinking with regard to such questions. Students will be required to analyse applied research from the economics literature and draw on material from related areas from other subjects in their degree.

ECON306 The Chinese Economy
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: 72 credit points including ECON101 and ECON111
Co-requisites: None

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 2011
Credit Points: 6
Pre-requisites: ECON101
Co-requisites: None

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
Co-requisites: None

Subject Description: This subject covers labour demand, labour supply, wage rate determination and related topics in a market-orientated economy. The emphasis is on the development and application of economic theory rather than on an institutional approach. Several applications will be drawn from the following list and analysed in some detail: the effects of wage rates, non-labour income, welfare programs and various types of government policy on labour-market participation and hours of work of individuals, the relationship between minimum wages and employment in both competitive and
non-competitive labour markets, human capital and the returns to education, internal labour markets, personnel economics, discrimination in the labour market, information and job search, labour unions and collective bargaining, inequality and poverty. Most examples will relate to the Australian, North American and European labour markets.

ECON309 Environmental Economics

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: ECON111

Co-requisites: None

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

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON215

Co-requisites: None

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

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON111

Co-requisites: None

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 Competition Policy

Not on offer in 2011

Credit Points: 6

Pre-requisites: ECON111 and ECON222

Co-requisites: None

Subject Description: This subject provides a comprehensive introduction to the main issues in modern competition policy. It introduces students to the analytical tools from industrial organisations and game theory, which are then used to study such topics as price fixing agreements, mergers, vertical contracts, price discrimination and exclusionary practices. The subject emphasises close interaction between theory and practice by discussing relevant Australian and international case studies and policies used by authorities such as the Australian Competition and Consumer Commission to deal with cases of anti-competitive behaviour.

ECON315 Applied Microeconomics

Not on offer in 2011

Credit Points: 6

Pre-requisites: ECON111

Co-requisites: None

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
Co-requisites: None
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 and Health Care
Spring  Wollongong  On Campus
Credit Points: 8
Pre-requisites: None
Co-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 and Health Care - A
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-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
Co-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
Co-requisites: None
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
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: ECON122 or ECON222
Co-requisites: None
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 or 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  
**Co-requisites:** None  
**Subject Description:** This subject is designed to create proficiency in econometric theory and application of a number of advanced techniques that are frequently used to analyse economic, business and financial data. The emphasis will be on application but students will also be required to display an understanding of the assumptions, limitations and proper uses of econometric techniques for various types of problems and data. Students will learn how to formulate, estimate and interpret the results of (a) nonlinear regression models; (b) qualitative-response regression models; (c) panel-data regression models; and (d) multi-equation (system) models. An application-oriented approach is taken to teach new time series techniques such as unit roots and co-integration tests. The subject also develops a critical approach to model building and develops essential skills in conducting ex ante forecasting techniques. Students will learn to implement all these techniques in EViews, which is a professional econometrics modelling software package in widespread use in both academic and business work.

**ECON331 Financial Economics**  
Autumn  
Wollongong  
On Campus  
**Credit Points:** 6  
**Pre-requisites:** ECON111 and either ECON121 or COMM121 or STAT131 or STAT231 or STAT151 or STAT252  
**Co-requisites:** None  
**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 2011  
**Credit Points:** 6  
**Pre-requisites:** ECON121 or COMM121  
**Co-requisites:** None  
**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 2011  
**Credit Points:** 6  
**Pre-requisites:** ECON122 or ECON222  
**Co-requisites:** None  
**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 2011  
**Credit Points:** 6  
**Pre-requisites:** ECON101 and ECON111  
**Co-requisites:** None  
**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.

**ECON401 Honours Research in Economics**  
*Autumn  Wollongong  On Campus*  
**Credit Points:** 24  
**Pre-requisites:** Entry to honours  
**Co-requisites:** None  
**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:** 18  
**Pre-requisites:** None  
**Co-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 2011*  
**Credit Points:** 48  
**Pre-requisites:** None  
**Co-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 2011*  
**Credit Points:** 48  
**Pre-requisites:** ECON221 ECON327  
**Co-requisites:** None  
**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 2011*  
**Credit Points:** 24  
**Pre-requisites:** ECON221 ECON327  
**Co-requisites:** None  
**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 111 Introductory Principles of Finance**  
*Autumn  Batemans Bay  On Campus*  
*Autumn  Bega  On Campus*  
*Autumn  Loftus  On Campus*  
*Autumn  Moss Vale  On Campus*  
*Autumn  Shoalhaven  On Campus*  
*Spring  Wollongong  On Campus*  
**Credit Points:** 6  
**Pre-requisites:** None  
**Co-requisites:** None  
**Subject Description:** FIN111 introduces fundamental concepts of corporate and personal finance. In doing so, the inter-relationships between finance and financial planning are explored. A theoretical strand contextualises finance and financial planning within their respective regulatory frameworks. A technical strand equips students with fundamental skills to understand the concept of time value of money, as applied to solving cash flow valuation problems within the context of corporate and personal finance. This subject is innovative in its broad and synergistic overview of the financial services industry. In its exploration of ethical issues, this subject supports a socially responsible approach to commerce.

**FIN 222 Corporate Finance**  
*Autumn  Batemans Bay  On Campus*  
*Autumn  Bega  On Campus*  
*Autumn  Loftus  On Campus*  
*Autumn  Moss Vale  On Campus*  
*Autumn  Shoalhaven  On Campus*  
*Spring  Wollongong  On Campus*
Credit Points: 6
Pre-requisites: ACCY102 and ECON111, or Fin111 and ACCY112 or ACCY102
Co-requisites: None
Exclusions: Not to count with ACCY221, FIN221, 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
Credit Points: 6
Pre-requisites: ACCY221 or FIN221 or FIN251 or FIN241 or FIN222 or FIN252
Co-requisites: None
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
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: ACCY102 or ACCY112 and ECON111 or FIN111
Co-requisites: None
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
Credit Points: 6
Pre-requisites: ACCY102 or ACCY112 and ECON111 or Fin111
Co-requisites: None
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 252 Personal Finance
Autumn Wollongong On Campus
Credit Points: 6
Pre-requisites: FIN111 or ACCY102 or ACCY112 and ECON111
Co-requisites: None

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
Credit Points: 6
Pre-requisites: 12 credit points in finance subjects, or FIN222 or FIN241 or FIN252
Co-requisites: None
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 Corporate Finance**
Spring  Wollongong  On Campus
**Credit Points:**  6  
**Pre-requisites:**  12 credit points in finance subjects, or FIN222 or FIN221 or FIN241  
**Co-requisites:**  None  
**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  
**Co-requisites:**  None  
**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) or FIN222 or FIN221 and ACCY200  
**Co-requisites:**  None  
**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**
Not on offer in 2011
**Credit Points:**  6  
**Pre-requisites:**  12 credit points in Finance subjects, or FIN222 or FIN241 or FIN226 or FIN252  
**Co-requisites:**  None  
**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 & technology, foreign exchange, sovereign, liability & liquidity risks management and capital adequacy within both the Australian and international banking framework.

**FIN 327 Entrepreneurial Finance For Business**
Not on offer in 2011
**Credit Points:**  6  
**Pre-requisites:**  12 credit points in Finance subjects, or FIN222 or FIN241 or FIN252  
**Co-requisites:**  None  
**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 or FIN252  
Co-requisites: None  
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 or FIN252  
Co-requisites: None  
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, or FIN223  
Co-requisites: None  
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 2011  
Credit Points: 6  
Pre-requisites: ACCY221 or FIN221  
Co-requisites: None  
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 2011  
Credit Points: 6  
Pre-requisites: ACCY221 or FIN221  
Co-requisites: None  
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  
Co-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
Co-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
Co-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
Co-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
Co-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
Co-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
Not on offer in 2011
Credit Points: 6
Pre-requisites: None
Co-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  
**Co-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  
**Co-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

**MARK205 Introductory Marketing Research**  
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  
**Co-requisites:** None

**Subject Description:** Marketing research is the function that connects consumers and other relevant stakeholders to marketers through information that supports decision-making. Marketing research assists in the systematic and objective identification of marketing problems and opportunities, designs and implements the method for collecting information, analyses the results, and disseminates the findings and their implications. Failure to engage in marketing research activity leads to disadvantages in
the competitive marketplace. Introductory Marketing Research will focus on the practice of marketing research by integrating theory and application. The subject includes the research process from problem definition to communicating the results and exposes the students to introductory qualitative and quantitative data analysis techniques.

**MARK213  Marketing Principles**

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**Credit Points:** 6

**Pre-requisites:** None

**Exclusions:** Not to count with MARK101

**Subject Description:** Marketing is a set of activities and processes for creating, communicating and delivering offerings and facilitating satisfying exchange relationships in a way that delivers value for consumers and society. Organisations need to know how to define and segment a market and how to position themselves strongly by identifying marketing opportunities and problems, and developing products, services, experiences and ideas for chosen target markets more effectively than their competitors. Marketing is essential for all organisations including manufacturers, wholesalers, retailers, professional services firms including lawyers, accountants and architects, and non-profit institutions including charities and museums. The subject examines the fundamental concepts underpinning the marketing process and theories relevant to the study and practice of marketing. It serves as a foundation for further studies in business by developing an overview of where marketing fits within organisations and what framework marketing provides for enhancing and enabling the conduct of a business.

**MARK217  Consumer Behaviour**

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**Credit Points:** 6

**Pre-requisites:** MARK101 or MARK213

**Co-requisites:** None

**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**

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**Credit Points:** 6

**Pre-requisites:** Must have completed a minimum of 12 credit points in subjects from Commerce, Arts or Creative Arts schedules.

**Co-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**

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**Credit Points:** 6

**Pre-requisites:** MARK101 or MARK213

**Co-requisites:** None

**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**

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**Credit Points:** 6
Pre-requisites: MARK101 or MARK213
Co-requisites: None
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.

MARK305  Advanced Marketing Research
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MARK101 or MARK213
Co-requisites: None
Subject Description: The subject extends the knowledge of introductory marketing research techniques with the aim to provide students with an insight into the analysis of marketing data. A range of techniques is reviewed including descriptive and inferential statistics to test hypotheses. Students will gain practical knowledge in advanced multivariate statistical analysis. This would equip students to be able to apply marketing research skills to both academic as well as commercial research.

MARK317  Business to Business Marketing
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MARK101 or MARK213
Co-requisites: None
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
Credit Points: 6
Pre-requisites: MARK101 or MARK213
Co-requisites: None
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  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
Co-requisites: None
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
Co-requisites: None
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  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MARK101 or MARK213 plus 12 credit points from 200 level MARK subjects
Co-requisites: None
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
Co-requisites: None
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.

MARK393  Special Topic in Marketing
Autumn  Wollongong  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MARK101 or MARK213
Co-requisites: None
Subject Description: Selected issues in marketing. Enrolment is subject to approval of the Head of Discipline for Marketing.

MARK395  Tourism Marketing
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MARK101 or MARK213
Co-requisites: None
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.

MARK401  Honours Research in Marketing
Autumn  Wollongong  On Campus
Spring  Wollongong  On Campus
Credit Points: 24
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: This subject is appropriate for students doing honours in the discipline of marketing in the Faculty of Commerce. The research topic must be approved by the relevant Head of School. Students should also enrol in COMM480.

MARK402  Honours Coursework in Marketing A
Autumn  Wollongong  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: The subject will enable all students doing honours in Marketing in the Faculty of Commerce to enrol in the same subject. Students undertaking this subject will also enrol in MARK401 and COMM480.
MARK403  Honours Coursework in Marketing B
Autumn  Wollongong  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: The subject will enable all students doing honours in Marketing in the Faculty of Commerce to enrol in the same subject. Students undertaking this subject will also enrol in MARK401 and COMM480.

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
Co-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 by becoming culturally sensitive and humane communicators, both personally and professionally, in a range of multimodal environments. It examines and discusses the cultural, organisational and personal contexts and processes of communication, including groups, meetings, interviews, public speaking, presentations and writing. Other issues discussed include interpersonal skills, understandings of non-verbal messages, listening practices 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
Co-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.
Co-requisites: None
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
Co-requisites: None
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
**Credit Points:** 6  
**Pre-requisites:** MGMT110 and MGMT206  
**Co-requisites:** None
**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  
**Co-requisites:** None
**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
**Credit Points:** 6  
**Pre-requisites:** None  
**Co-requisites:** None
**Exclusions:** Not to count with MGMT308 and MGMT110
**Restrictions:** This subject is not available to Commerce students. Students from other Faculties, except Science, require approval of the subject coordinator.
**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
**Credit Points:** 6  
**Pre-requisites:** MGMT110  
**Co-requisites:** None
**Exclusions:** None
**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.

**MGMT215  Small Business Management**
Autumn  Wollongong  On Campus
**Credit Points:** 6  
**Pre-requisites:** MGMT110  
**Co-requisites:** None
**Subject Description:** 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
Co-requisites: None
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
Co-requisites: None
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 or STAT131
Co-requisites: None
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
Co-requisites: None
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
Co-requisites: None
Exclusions: Not to count with COMM300
Subject Description: The subject covers the theoretical and professional issues associated with the management of innovation in firms and other organizations in the age of the Internet. It aims to show the relationship between innovation and organizational structures, processes and business strategies. It examines the concepts of the innovative organization, innovation strategy, the sources of innovation, networked enterprises, and the development of new products, processes and ventures. Emphasis is placed on the strategic implications of innovation as a source of competitive advantage, and how firms and industries can capture the benefits of innovation.

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
Co-requisites: None
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
**Co-requisites:** None
**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  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
**Co-requisites:** None
**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
**Credit Points:** 6
**Pre-requisites:** MGMT110 and MGMT206
**Co-requisites:** None
**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 MGMT206

**Co-requisites:** None

**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

**Co-requisites:** None

**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  Entrepreneurship**

Spring  Wollongong  On Campus

**Credit Points:** 6

**Pre-requisites:** ACCY100 and ACCY102 or ACCY111 plus MARK213 or MARK101

**Co-requisites:** None

**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

**Co-requisites:** None

**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  Continuous Quality Improvement**

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 plus ECON121 or COMM121 or STAT131

**Co-requisites:** None

**Subject Description:** The purpose of this subject is to provide the student with an introduction to the principles and tools associated with the management philosphy...
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.

**MGMT351  Responsible Leadership**

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**Credit Points:** 6  
**Pre-requisites:** MGMT110 and MGMT201  
**Co-requisites:** None  
**Exclusions:** Not to count with COMM351  
**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.

**MGMT370  Project Management**

*Not on offer in 2011*

**Credit Points:** 6  
**Pre-requisites:** MGMT110 plus 6 cp from 200 MGMT subject  
**Co-requisites:** None  
**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**

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**Credit Points:** 6  
**Pre-requisites:** MGMT110 AND MARK213 or MARK101  
**Co-requisites:** None  
**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.

**MGMT393  Special Topics A**

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**Credit Points:** 6  
**Pre-requisites:** 12 cp from 100/200 level MGMT subjects  
**Co-requisites:** None  
**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.

**MGMT401  Honours Research in Management**

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**Credit Points:** 24  
**Pre-requisites:** Entry to Honours  
**Co-requisites:** None  
**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 COMM480.

**MGMT402  Honours Coursework in Management A**

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**Credit Points:** 6  
**Pre-requisites:** None  
**Co-requisites:** None  
**Subject Description:** The subject will enable all students doing honours in Management in the Faculty of Commerce to enrol in the same subject. Students undertaking this subject will also enrol in MGMT401 and COMM480.
MGMT403  Honours Coursework in Management B
Autumn  Wollongong  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: The subject will enable all students doing honours in Management in the Faculty of Commerce to enrol in the same subject. Students undertaking this subject will also enrol in MGMT401 and COMM480.

PRMM201  Public Relations Concepts
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-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
Co-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
Co-requisites: None
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
Co-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.