



UNIVERSITY OF WOLLONGONG
NSW 2522 AUSTRALIA
www.uow.edu.au/commerce

FACULTY OF COMMERCE
2011 POSTGRADUATE HANDBOOK

11

INSPIRING SOCIALLY INNOVATIVE COMMERCE

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www.uow.edu.au/commerce/

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COMMERCE CENTRAL

phone:

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Disclaimer

The University of Wollongong attempts to ensure that the information contained in this publication is correct at the time of printing (January 2011). However, sections may be amended without notice by the University in response to changing circumstances or for any other reason. More up-to-date course information is published online at www.uow.edu.au/handbook/. Students are advised to consult the online Handbook prior to enrolment.

CRICOS number: 00102E

Date of publication: January 2011



FACULTY OF COMMERCE

2011 Postgraduate Coursework Handbook

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

Important Note

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

2011 UOW Dates

Session Dates 2011	First (Autumn)	Second (Spring)	Summer 2011/2012
Orientation Week	21–25 February	18–22 July	Not applicable
First Day of Session	28 February	25 July	28 Nov 2011
Mid-Session Recess	11-17 April	26 Sept–3 Oct	24 Dec 2011–1 Jan 2012
End of Session	23 June	17 November	3 Feb 2012
Study Recess	6–10 June	31 Oct-4 Nov	23-27 Jan 2012
Enrolment	First (Autumn)	Second (Spring)	Summer 2011/2012
Last day for re-enrolment without late fee	31 January	17 July	Not applicable
Last day for late re-enrolment	13 March	7 August	4 Dec 2011
Last day to add subject via the Web	13 March	7 August	4 Dec 2011
Last day to add subject with approval of Academic Adviser and Head of Department	20 March	14 August	11 Dec 2011
Withdrawal	First (Autumn)	Second (Spring)	Summer 2011/2012
Last day to withdraw without financial penalty (CSS fees refunded/International Student Fees credited if withdrawn by)	31 March	31 August	12 Dec 2011
Last day to withdraw without academic penalty – subject deleted from record. (Fail grade recorded if subject withdrawn after this date.)	8 May	25 September	18 Dec 2011
Examinations	First (Autumn)	Second (Spring)	Summer 2011/2012
Exam Period	11–23 June	5-17 November	30 Jan - 3 Feb 2012
Release of results	5 July	29 November	10 Feb 2012
Charges	First (Autumn)	Second (Spring)	Summer 2011/2012
Last date to nominate full upfront payment of HECS–HELP Upfront	31 March	31 August	12 Dec 2011
Due date for payment of International Student Tuition Fees	31 March	31 August	12 Dec 2011
Orientation Week	Autumn Session		Spring Session
Commerce Student Orientation Session	Thursday 24 February @ 9.30am on the Jugglers lawn		TBA
All-year round ORIENTATION	www.uow.edu.au/commerce/orientation		

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 Services 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–6:00 PM
Friday 8:30 AM–5:00 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 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

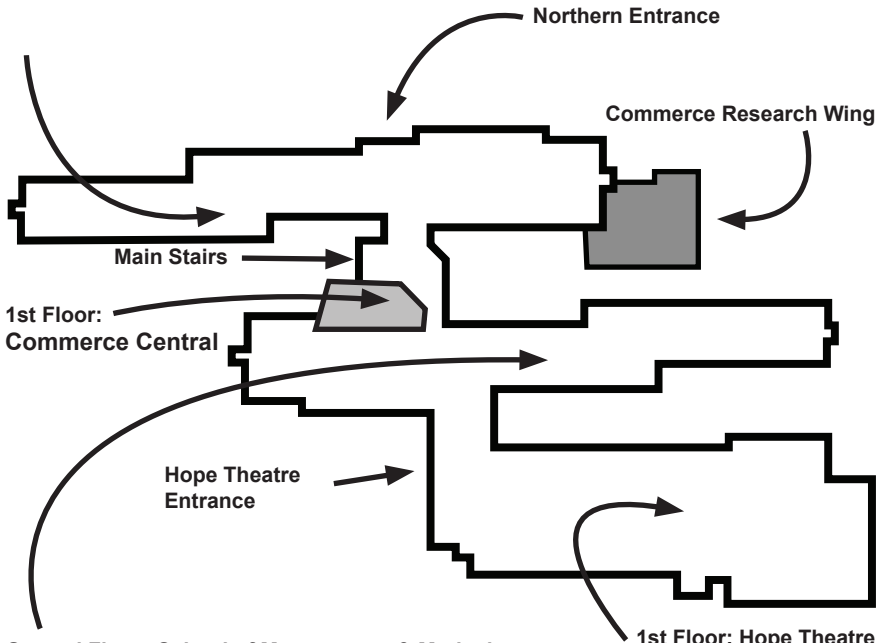
Location: Room 234, 2nd Floor
Phone: 02 4221 4033
Web: www.uow.edu.au/commerce

Student Support Advisers (SSA)

Locations: Room 133, 1st Floor
Phone: 02 4221 4714
Also: Room G06, Ground Floor
Phone: 02 4221 5776
Web: www.uow.edu.au/commerce/sedlo

Building 40 Layout

- 1st Floor: School of Management & Marketing
Tutorial Rooms
- 2nd Floor: School of Economics
- 3rd Floor: School of Accounting & Finance



- Ground Floor: School of Management & Marketing
Staff Offices
- 1st Floor: Commerce Central
Hope Theatre
- 1st Floor: School of Management & Marketing Staff Offices
Tutorial Rooms
- 2nd Floor: School of Economics Staff Offices
Student Computer Laboratories
- 3rd Floor: Deans' Executive Offices
School of Accounting & Finance Staff Offices

Who Should I See for Assistance about my Studies?

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

- course and subject advice
- advanced standing
- changing a major
- cross institutional study
- taking a leave of absence
- applying for 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 advanced standing (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 (DlaC).
- 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 during session time. 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 but if the academic staff member 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:

www.uow.edu.au/student/tps/UOW008150.html

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.

Credit Transfer

Students who have completed subjects at pass grade or better at another Tertiary institution may request credit transfer for up to 25% of their program of study. 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).

Technical Fail (TF)

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

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

Applications for 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 & 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 & 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

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058666>

Code of Practice – Research

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058663>

Code of Practice – Honours

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058661>

Rules for Student Conduct and Procedures

<http://www.uow.edu.au/about/policy/rules/UOW060095.html>

Code of Practice – Student Professional Experience

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058662>

Acknowledgement Practice / Plagiarism Policy

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058648>

Student Academic Consideration Policy

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW060110>

Course Progress Policy

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058679>

Graduate Qualities Policy

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058682>

Academic Grievance Policy (Coursework and Honours Students)

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058653>

Non-Discriminatory Language Practice and Presentation Policy and Guidelines

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058706>

Occupational Health and Safety Policy

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW016894>

IP Intellectual Property Policy

<http://www.uow.edu.au/about/policy/alphalisting/ssLINK/UOW058689>

Academic Misconduct

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

Plagiarism

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

www.uow.edu.au/about/policy/UOW058648.html

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:

CAIO Resources <http://commfac.uow.edu.au/caio/index.php>

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 Quota

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/

MASTER OF COMMERCE

Overview

This course is ideal for those who want to change their career to the commerce sector. Businesses and industries today are looking for graduates who have a broad commerce perspective; this course provides the fundamental skills which will allow non-Commerce graduates to obtain a stand-alone qualification in preparation for a career in either small- or large-scale business contexts, as well as facilitating entry to a more specialised professional degree offered through the Faculty's Double Masters programs.

Course Program

The core program comprises four (4) subjects which should be taken in the first semester of study:

Subject		Session	Credit Points
ACCY901	Accounting Foundations for Professionals	Autumn/Spring	6
ECON910	Economics for Professionals	Autumn/Spring	6
MARK922	Marketing Management	Autumn/Spring	6
MGMT901	Fundamentals of Management	Autumn/Spring	6
Master of Commerce – No Specialisation Students must complete the four (4) compulsory subjects above plus four (4) 900 level Commerce subjects (24 credit points). Alternatively, students may complete one of the major studies listed below.			24

Major Studies

- Electronic Commerce
- Finance
- Organisational Innovation
- Public Relations
- Regional Development

Students who hold a recognised degree in business or commerce may be permitted to substitute the core subjects in the Master of Commerce with other subjects approved by the course coordinator.

Students intending to enrol in a specialised Commerce Masters coursework program on completion of the Master of Commerce will not be permitted to take any elective subjects in the Master of Commerce which are also contained in the relevant specialised Masters program without the approval of the relevant Course Coordinator.

Students who are unable to complete the Master of Commerce may exit with a Graduate Certificate in Commerce.

Credit Arrangements

Depending on subjects completed in the Master of Commerce students may receive a maximum of 25% credit towards a second specialised Commerce Masters program.

MASTER OF COMMERCE (ELECTRONIC COMMERCE)

Students must complete the four (4) compulsory subjects from the Master of Commerce plus the subjects listed below.

Subject		Session	Credit Points
Compulsory Subjects			
ISIT938	eBusiness Technologies	Autumn	6
MARK901	Internet Applications for Marketing	Spring	6
ECON915	Electronic Commerce and the Economics of Information	Spring	6
Plus one (1) subject from the following:			
ACCY936	Management and Information Systems	Autumn/Spring	6
MARK938	Managing Services and Relationship Marketing	Spring	6
MGMT915	Management of Change	Spring	6
MGMT978	Cross Cultural Management	Autumn	6
MARK954	Special Topic in Marketing A	Autumn/Spring	6
Or any other 900 level subject approved by the eCommerce Coordinator			

MASTER OF COMMERCE (FINANCE)

Students must complete the four (4) compulsory subjects from the Master of Commerce plus the subjects listed below.

Subject		Session	Credit Points
Compulsory Subjects			
FIN921	Managerial Finance	Autumn/Spring	6
and			
FIN922	Investment Management	Autumn	6
or			
FIN923	Portfolio Management	Spring	6
Plus any two (2) subjects from the following:			
FIN927	Entrepreneurial Finance	Autumn	6
FIN928	Multinational Financial Management	Spring	6
FIN955	International Banking	Spring	6
FIN987	Special Topic in Finance	Autumn/Spring	6
FIN924	Financial Statement Analysis For Business	Autumn	6
FIN925	Banking Theory and Practice	Autumn	6

MASTER OF COMMERCE (ORGANISATIONAL INNOVATION)

Students must complete the four (4) compulsory subjects from the Master of Commerce plus the subjects listed below.

Subject		Session	Credit Points
Compulsory Subjects			
MGMT915	Management of Change	Spring	6
MGMT940	Innovation and Entrepreneurship	Spring	6
Plus any two (2) subjects from the following			
MARK956	Creating and Marketing New Products	n/o 2011	6
MGMT908	Human Resource Development	Autumn	6
MGMT910	Strategic Management	Spring	6
MGMT911	Organisational Behaviour	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT941	Small Business Management	Autumn	6
MGMT983	Leading Organisations: Politics, Power & Change Agency	n/o 2011	6
MGMT986	Special Topics A	Autumn/Spring	6

MASTER OF COMMERCE (PUBLIC RELATIONS)

Students must complete the four (4) compulsory subjects from the Master of Commerce plus the subjects listed below.

Subject		Session	Credit Points
Compulsory Subjects			
PRMM901	Corporate Identity and Branding	Spring	6
PRMM902	Interactive Public Relations	Autumn	6
PRMM903	Public Relations for Innovation and Change	Spring	6
PLUS one (1) subject from the following:			
MARK920	Social Marketing	Spring	6
MARK936	Consumer Behaviour	Autumn	6
MARK940	Marketing Communications	Autumn	6
MARK954	Special Topic in Marketing A	Autumn/Spring	6

MASTER OF COMMERCE (REGIONAL DEVELOPMENT)

Students must complete the four (4) compulsory subjects from the Master of Commerce plus the subjects listed below.

Subject		Session	Credit Points
Compulsory Subjects			
ECON944	Small Firms and the Economy	Autumn	6
ECON945	Regional Development	Autumn	6
MARK995	Tourism Marketing	Spring	6
Plus one (1) subject from the following			
ECON908	Advanced Topics in the Economics of Development	n/o 2011	6
ECON927	Innovation and Technology in the New Economy	n/o 2011	6
MGMT940	Innovation and Entrepreneurship	Spring	6
MGMT941	Small Business Management	Autumn	6

GRADUATE CERTIFICATE IN COMMERCE

Overview

This program is targeted at students who do not meet the direct entry requirements for Commerce Masters degrees. It will enable them to not only gain the necessary skills and knowledge in a range of essential Commerce subjects, but also allow them to gain the required entry into Commerce Masters programs.

Course Requirements

Students will undertake 24 credit points consisting of the following subjects:

Subjects		Session	Credit Points
ACCY901	Accounting Foundations for Professionals	Autumn/Spring	6
ECON910	Economics for Professionals	Autumn/Spring	6
MARK922	Marketing Management	Autumn/Spring	6
MGMT901	Fundamentals of Management	Autumn/Spring	6

Credit Arrangements

On completion of the Graduate Certificate in Commerce with an overall average of 60%, students may apply to transfer into either the Master of Commerce or the Master of Commerce-Master of Professional Accounting. Successful applicants will be required to complete a further 24 credit points of coursework from the Master of Commerce schedule or 72 credit points of coursework from the Master of Commerce-Master of Professional Accounting schedule.

Students who hold a degree in business or commerce from a recognised tertiary institution and who achieve an overall average of 60% in the Graduate Certificate in Commerce may be eligible to transfer into a specialised Commerce Masters program other than the Master of Commerce. The number of subjects to be completed in that specialised Masters program will be determined by the relevant Course Coordinator.

Students who do not achieve an overall average of 60% in the Graduate Certificate in Commerce may apply for admission to the Master of Commerce.

GRADUATE CERTIFICATE IN FORENSIC ACCOUNTING

Overview

Given the spate of corporate failures throughout the world in recent times as well as the global financial crisis, there is a growing public awareness of the need for accounting and finance professionals, regulators and law enforcement officers to acquire the necessary skills to either prevent such disasters or adequately identify the causes so that the risk of future failures can be minimised. Traditional business-related education focused on management styles and techniques, financial management, and how internal and external transactions were recorded and interpreted. It is now necessary to analyse the underlying characteristics of an entity's activities, and identify indicators of poor performance or dysfunctional behaviour at all levels of the organisation. Furthermore, in an increasingly litigious society, there is a concomitant increase in the need for practitioners who are well versed in the application of asset or loss valuation methods.

Course Requirements

Applicants must have an undergraduate degree with a major in accountancy from a recognised tertiary institution with an average mark of at least 60%. Applicants with a combination of other university qualifications plus relevant professional experience may also be considered.

Subjects		Session	Credit Points
ACCY950	Introductory Forensic Accounting	Autumn	6
ACCY951	Forensic and Litigation Framework	Autumn	6
ACCY952	Fraud and Failure	Autumn	6
ACCY953	Investigative Processes	Autumn	6

Credit Arrangements

Credit will be available for ACCY950 for applicants who have completed the CPA Australia or ICAA Program.

MASTER OF ACCOUNTANCY

Overview

The Master of Accountancy builds on the accounting knowledge and skills acquired at the undergraduate level. It develops in-depth understanding and capacities to critique the research and practice of accounting.

Course Program

Students will undertake 48 credit points consisting of any eight subjects from the following list:

Subjects		Session	Credit Points
ACCY903	Theoretical Foundations of Accounting	Autumn/Spring	6
ACCY904	Financial Accounting	Autumn	6
ACCY905	International Accounting	Spring	6
ACCY907	Empirical Research Methods	Autumn	6
ACCY913	Management Accounting	Autumn	6
ACCY914	Management Planning and Control Systems	Autumn	6
ACCY936	Management and Information Systems	Autumn/Spring	6
ACCY968	Insolvencies	Spring	6
ACCY974	Accounting Regulation	Spring	6

With permission of the Associate Head of School (Accounting), it is possible for students to substitute subjects listed above with ACCY985 Special Topic in Accounting A or ACCY986 Special Topic in Accounting B.

Other Information

Additional information is available from: www.uow.edu.au;

or by email: accyfin@uow.edu.au

MASTER OF PROFESSIONAL ACCOUNTING (1.5 YEAR PROGRAM)

Overview

The program is designed to build on the learning experience of the students and to extend that experience to an appreciation and understanding of matters relating to the practice of accounting. Students will have an appreciation of the theoretical issues under-pinning the practice of accounting, as well as the legal and practical issues surrounding that practice.

Course Requirements

The course is designed to be taken over three semesters on a full-time basis or a part-time equivalent basis. The program consists of twelve subjects totalling 72 credit points.

Course Program

Subjects		Session	Credit Points
ACCY901	Accounting Foundations for Professionals	Autumn/Spring	6
ACCY902	Applied Financial Accounting	Spring	6
ACCY903	Theoretical Foundations of Accounting	Autumn/Spring	6
ACCY918	Applied Management Accounting	Spring	6
ACCY936	Management and Information Systems	Autumn/Spring	6
ACCY962	Professional Practice – Auditing & Risk Assurance	Autumn	6
ACCY963	Professional Practice – Taxation	Autumn	6
ECON910	Economics for Professionals	Autumn/Spring	6
ECON940	Statistics for Decision Making	Spring	6
FIN 921	Managerial Finance	Autumn/Spring	6
LAW 960	Legal Studies for Professionals	Spring	6
LAW9302	Law of Business Organisations	Autumn	6

Professional Recognition

Recognised by CPA Australia and the Institute of Chartered Accountants Australia (ICAA).

Students please note:

The MPA is accredited by CPA Australia and the Institute of Chartered Accountants Australia (ICAA). You are advised that if you intend to apply for membership with

either institution, you must also meet any additional membership requirements the institutions may have, which includes recognition of your previous qualifications.

Other information

Additional information is available at <http://coursefinder.uow.edu.au/>;
or by email: accyfin@uow.edu.au

MASTER OF FORENSIC ACCOUNTING

Overview

The Master of Forensic Accounting emphasises a forensic rather than a control-based or risk management approach to the analysis of corporate governance and the possibility of fraud.

Students will be given a broad-based introduction to the nature and purpose of forensic accounting. The scope and content of all subjects extend well beyond a 'legal' focus and provide an opportunity to study and acquire skills in investigative techniques and the collection of data as well as the skills necessary to not only identify poor management but also unethical and fraudulent activities.

Credit Transfer

Credit will be available for ACCY950 for applicants who have completed the CPA Australia or ICAA Program.

Course Program

Subjects		Session	Credit Points
ACCY950	Introductory Forensic Accounting **	Autumn	6
ACCY951	Forensic and Litigation Framework **	Autumn	6
ACCY952	Fraud and Failure **	Autumn	6
ACCY953	Investigative Processes **	Autumn	6
ACCY954	Advanced Investigative Techniques	Spring	6
ACCY957	Independent Accounting Expert Reports	Spring	6
ACCY958	Evidence & the Forensic Accountant	Spring	6
ACCY959	Compliance Assurance and Governance	Spring	6

** Exit option of Graduate Certificate of Forensic Accounting after the completion of these subjects.

Additional information is available at <http://coursefinder.uow.edu.au/>;
or by email: accyfin@uow.edu.au

MASTER OF APPLIED FINANCE (BANKING/INVESTING)

Overview

This program is designed for business graduates who wish to substantially develop their advanced, applied and comprehensive knowledge of either banking, investing or managing at the graduate level. The core part of the program provides students with an advanced understanding of financial decision-making in one of three areas. The banking specialisation has a focus on bank management and lending, the investing specialisation addresses investment analysis and portfolio management, and the managing specialisation is concerned with the financial decisions made by corporate managers. In the elective part of the program students can enhance their understanding of finance through the study of corporate finance, banking and lending, investment analysis and portfolio management, international finance, risk management, entrepreneurial finance and statistical methods in finance.

Course Requirements

Students are required to undertake the 36 credit points in the Banking or Investing specialist stream and 12 credit points in electives.

Course Program

MASTER OF APPLIED FINANCE (BANKING)

Subject		Session	Credit Points
FIN 924	Financial Statement Analysis For Business	Autumn	6
FIN 925	Banking Theory and Practice	Autumn	6
FIN 926	Advanced Managerial Finance	Spring	6
FIN 955	International Banking	Spring	6
FIN 956	Bank Lending and Securities	Spring	6
LAW 970	Banking and Financial Institutions Law	Autumn	6
Plus 2 Electives from:			
ECON940	Statistics for Decision Making	Spring	6
FIN 922	Investment Management	Autumn	6
FIN 923	Portfolio Management	Spring	6
FIN 927	Entrepreneurial Finance	Autumn	6
FIN 928	Multinational Financial Management	Spring	6

FIN 957	Portfolio Simulation	Autumn	6
FIN987	Special Topic in Finance	Autumn/ Spring	6
STAT920	Stochastic Methods in Finance	Autumn	6

MASTER OF APPLIED FINANCE (INVESTING)

Subject		Session	Credit Points
FIN 922	Investment Management	Autumn	6
FIN 923	Portfolio Management	Spring	6
FIN 924	Financial Statement Analysis For Business	Autumn	6
FIN 926	Advanced Managerial Finance	Spring	6
FIN 928	Multinational Financial Management	Spring	6
FIN 957	Portfolio Simulation	Autumn	6
Plus 2 Electives from:			
ECON940	Statistics for Decision Making	Spring	6
FIN 925	Banking Theory and Practice	Autumn	6
FIN 927	Entrepreneurial Finance	Autumn	6
FIN 955	International Banking	Spring	6
FIN 956	Bank Lending and Securities	Spring	6
FIN987	Special Topic in Finance	Autumn/ Spring	6
LAW 970	Banking and Financial Institutions Law	Autumn	6
STAT920	Stochastic Methods in Finance	Autumn	6

Professional Recognition

Recognised by the Financial Services Institute of Australasia (FINSIA).

Other Information

Further information is available at <http://coursefinder.uow.edu.au/>

or email: accfin@uow.edu.au

MASTER OF STRATEGIC MANAGEMENT AND MARKETING

Overview

This is a cross-discipline degree designed to give students the professional knowledge in both areas.

Course Requirements

Applicants must have a Bachelor degree from a recognised tertiary institution or equivalent.

Course Program

Subjects		Session	Credit Points
MARK922	Marketing Management	Autumn/Spring	6
MARK935	Marketing Strategy	Spring	6
MARK936	Consumer Behaviour	Autumn	6
MGMT910	Strategic Management	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT930	Strategic Human Resource Management	Autumn	6
Plus two (2) subjects which can be selected from:			
MARK901	Internet Applications for Marketing	Spring	6
MARK917	Business to Business Marketing	Autumn	6
MARK920	Social Marketing	Spring	6
MARK938	Managing Services and Relationship Marketing	Spring	6
MARK940	Marketing Communications	Autumn	6
MARK956	Creating and Marketing New Products	n/o 2011	6
MARK957	International Marketing Strategy	n/o 2011	6
MARK970	Contemporary Issues in Marketing	n/o 2011	6
MARK977	Research for Marketing Decisions	n/o 2011	6
MARK995	Tourism Marketing	Spring	6
MGMT908	Human Resources Development	Autumn	6
MGMT915	Management of Change	Spring	6
MGMT911	Organisational Behaviour	Spring	6

MGMT940	Innovation and Entrepreneurship	Spring	6
MGMT941	Small Business Management	Autumn	6
MGMT946	Personal Learning: The Reflective Manager	n/o 2011	6
MGMT949	Performance Management	Spring	6
MGMT963	Management of Occupational Health & Safety	Spring	6
MGMT969	Job Analysis, Recruitment & Selection	Autumn	6
MGMT975	Negotiation, Advocacy and Bargaining	n/o 2011	6
MGMT978	Cross Cultural Management	Autumn	6
MGMT983	Leading Organisations: Politics, Power & Change	n/o 2011	6

MASTER OF STRATEGIC MANAGEMENT

Overview

The Master of Strategic Management provides an opportunity for career advancement for managers. This rigorous and intellectually challenging program will assist in the development of key personal and technical skills.

Course Requirements

Students will undertake eight (8) subjects (48 credit points) and are required to formalise an intended program with the Postgraduate Coordinator.

Course Program

Subjects		Session	Credit Points
MARK922	Marketing Management	Autumn/Spring	6
MGMT910	Strategic Management	Spring	6
MGMT930	Strategic Human Resource Management	Autumn	6

Plus five (5) subjects which can be selected from:

MGMT915	Management of Change	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT940	Innovation and Entrepreneurship	Spring	6
MGMT941	Small Business Management	Autumn	6
MGMT949	Performance Management	Spring	6
MGMT978	Cross Cultural Management	Autumn	6
MGMT983	Leading Organisations: Politics, Power & Change	n/o in 2011	6
MGMT987	Management Special Topic	Autumn/Spring	12

MASTER OF STRATEGIC HUMAN RESOURCE MANAGEMENT

Overview

Human resource managers are now focused on the achievement of effective learning organisations in a world of rapid local and global change. The emphasis on these aspects, with more traditional areas of concern, will equip the successful graduate with advanced human resource management skills for organisations in the 21st Century.

This program presents powerful tools for analysing strategic alignment, managing employment relationships and identifying leadership and team dynamics skills essential to orchestrate organisational change. It provides critical perspectives on the roles and functions of HR executives as change agents.

Professional Recognition

The HRM major is accredited by the Australian Human Resources Institute. Students are eligible for membership of the Institute.

Course Requirements

Students will undertake eight (8) subjects (48 credit points) and are required to formalise an intended program with the Postgraduate Coordinator.

Course Program

Subjects		Session	Credit Points
MARK922	Marketing Management	Autumn/Spring	6
MGMT910	Strategic Management	Spring	6
MGMT930	Strategic Human Resource Management	Autumn	6

Plus five (5) subjects which can be selected from:

MGMT908	Human Resource Development	Autumn	6
MGMT911	Organisational Behaviour	Spring	6
MGMT915	Management of Change	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT946	Personal Learning: the Reflective Manager	n/o 2011	6
MGMT949	Performance Management	Spring	6

MGMT963	Management of Occupational Health & Safety	Spring	6
MGMT969	Job Analysis, Recruitment and Selection	Autumn	6
MGMT975	Negotiation, Advocacy and Bargaining	n/o 2011	6
MGMT987	Management Special Topic	Autumn/Spring	12

MASTER OF STRATEGIC MARKETING

Overview

The program is designed to enhance graduates' career opportunities in the marketing field. Students will have the opportunity to study in-depth a wide range of advanced topics in marketing and gain both generalist and specialist marketing skills that are professionally-oriented.

Course Requirements

Students are required to formalise an intended program with the Postgraduate Coordinator. Programs are tailored for individual students, based on their previous study and areas of interest. Subjects will generally be selected from the following list. Subject availability may vary each session and year, depending on demand.

Course Program

Subjects		Session	Credit Points
MARK922	Marketing Management	Autumn/Spring	6
MARK935	Marketing Strategy	Spring	6
MGMT930	Strategic Human Resource Management	Autumn	6

Plus five (5) subjects selected from the following, subject to availability and demand:

MARK901	Internet Applications for Marketing	Spring	6
MARK917	Business to Business Marketing	Autumn	6
MARK920	Social Marketing	Spring	6
MARK936	Consumer Behaviour	Autumn	6
MARK938	Managing Services and Relationship Marketing	Spring	6
MARK940	Marketing Communications	Autumn	6
MARK956	Creating and Marketing New Products	n/o 2011	6
MARK957	International Marketing Strategy	n/o 2011	6
MARK970	Contemporary Issues in Marketing	n/o 2011	6
MARK977	Research for Marketing Decisions	n/o 2011	6
MARK995	Tourism Marketing	Spring	6
MARK997	Retail Marketing Management	n/o 2011	6
MARK989	Marketing Special Topic	Autumn/Spring	12

DOUBLE DEGREES

MASTER OF COMMERCE – MASTER OF APPLIED FINANCE

Overview

This double degree program allows students to undertake complementary study in related fields and gives them the opportunity to develop generalist business skills in commerce and expertise in applied finance.

The Master of Commerce is ideal for those who want to change their career to the commerce sector. Businesses and industries today are looking for graduates who have a broad commerce perspective and this course provides the fundamental skills which will allow non-Commerce graduates to obtain a qualification in preparation for a career in either small or large scale business contexts.

The Master of Applied Finance is designed for business graduates who wish to substantially develop their advanced, applied and comprehensive knowledge of either banking or investing at the graduate level. The core part of the program provides students with an advanced understanding of financial decision-making in one of two areas. The banking specialisation has a focus on bank management and lending and the investing specialisation addresses investment analysis and portfolio management.

Professional Recognition

The Master of Applied Finance (Banking/Investing) is recognised by the Financial Services Institute of Australasia (FINSIA).

Course Program

Subjects		Session	Credit Points
MASTER OF COMMERCE			
Year 1			
ACCY901	Accounting Foundations For Professionals	Autumn/Spring	6
ECON910	Economics for Professionals	Autumn/Spring	6
MARK922	Marketing Management	Autumn/Spring	6
MGMT901	Fundamentals of Management	Autumn/Spring	6
FIN921	Managerial Finance	Autumn/Spring	6
Plus three (3) Commerce 900-level subjects (excluding subjects contained in the Master of Applied Finance schedule)			

MASTER OF APPLIED FINANCE (BANKING)			
Year 2			
LAW970	Banking and Financial Institutions Law	Autumn	6
FIN924	Financial Statement Analysis for Business	Autumn	6
FIN925	Banking Theory and Practice	Autumn	6
FIN926	Advanced Managerial Finance	Spring	6
FIN955	International Banking	Spring	6
FIN956	Bank Lending and Securities	Spring	6
PLUS two (2) electives selected from the following:			
FIN922	Investment Management	Autumn	6
FIN923	Portfolio Management	Spring	6
FIN927	Entrepreneurial Finance	Autumn	6
FIN928	Multinational Financial Management	Spring	6
FIN957	Portfolio Simulation	Autumn	6
FIN987	Special Topic in Finance	Autumn/Spring	6
ECON940	Statistics for Decision Making	Spring	6
STAT920	Stochastic Methods in Finance	Autumn	6
MASTER OF APPLIED FINANCE (INVESTING)			
FIN922	Investment Management	Autumn	6
FIN923	Portfolio Management	Spring	6
FIN924	Financial Statement Analysis for Business	Autumn	6
FIN926	Advanced Managerial Finance	Spring	6
FIN928	Multinational Financial Management	Spring	6
FIN957	Portfolio Simulation	Autumn	6
Plus two (2) electives taken from the following:			
FIN925	Banking Theory and Practice	Autumn	6
FIN927	Entrepreneurial Finance	Autumn	6
FIN955	International Banking	Spring	6
FIN956	Bank Lending and Securities	Spring	6
FIN987	Special Topic in Finance	Autumn/Spring	6

ECON940	Statistics for Decision Making	Spring	6
LAW970	Banking and Financial Institutions Law	Autumn	6
STAT920	Stochastic Methods in Finance	Autumn	6

Students who hold a recognised degree in business or commerce may be permitted to substitute the core subjects in the Master of Commerce with other subjects approved by the course coordinator.

Other Information

Students intending to study the Master of Applied Finance (Investing) are advised to seek academic advice prior to enrolling in subjects.

MASTER OF COMMERCE – MASTER OF PROFESSIONAL ACCOUNTING

Overview

The Master of Commerce complements the Master of Professional Accounting (MPA) by providing the occupational practice outcomes of the MPA, as a response to industry demand for graduates with these skills.

The course not only provides students with fundamental commercial skills but also addresses the cultural and communication issues that may assist international students to implement accounting knowledge. It gives students the skill to access the Australian workforce either for work experience or employment. It explores the diversity of practices and expectations with respect to recruitment and the employment relationship internationally, which requires a focus on cultural issues to ensure the students' success.

Course Requirements

The course is designed to be taken over four semesters on a full-time basis or a part-time equivalent basis. The program consists of fifteen subjects totalling 96 credit points.

Course Program

Subjects		Session	Credit Points
ACCY901	Accounting Foundations for Professionals	Autumn/Spring	6
ACCY902	Applied Financial Accounting	Spring	6
ACCY903	Theoretical Foundations of Accounting	Autumn/Spring	6
ACCY918	Applied Management Accounting	Spring	6
ACCY936	Management and Information Systems	Autumn/Spring	6
ACCY962	Professional Practice – Auditing & Risk Assurance	Autumn	6
ACCY963	Professional Practice – Taxation	Autumn	6
COMM900	Intercultural Professional Practice (Commerce)	Annual	12
ECON910	Economics for Professionals	Autumn/Spring	6
ECON940	Statistics for Decision Making	Spring	6
FIN 921	Managerial Finance	Autumn/Spring	6
LAW 960	Legal Studies for Professionals	Spring	6
LAW9302	Law of Business Organisations	Autumn	6
MARK922	Marketing Management	Autumn/Spring	6
MGMT901	Fundamentals of Management	Autumn/Spring	6

Professional Recognition

The Master of Professional Accounting is accredited by CPA Australia and the Institute of Chartered Accountants Australia (ICAA).

Students please note:

You are advised that if you intend to apply for membership with either institution, you must also meet any additional membership requirements the institutions may have, which includes recognition of your previous qualifications.

Other Information

Further information is available at <http://coursefinder.uow.edu.au/>
or email: accfin@uow.edu.au

MASTER OF COMMERCE – MASTER OF STRATEGIC HUMAN RESOURCE MANAGEMENT

Overview

This double degree program allows students to undertake complementary study in related fields and gives them the opportunity to develop generalist business skills in commerce and expertise in human resource management.

The Master of Commerce is ideal for those who want to change their career to the commerce sector. Businesses and industries today are looking for graduates who have a broad commerce perspective and this course provides the fundamental skills which will allow non-Commerce graduates to obtain a qualification in preparation for a career in either small or large scale business contexts.

Human resource managers are now focused on the achievement of effective learning organisations in a world of rapid local and global change. The emphasis on these aspects, with more traditional areas of concern, will equip the successful graduate with advanced human resource management skills for organisations in the 21st Century. The Master of Strategic Human Resource Management presents powerful tools for analysing strategic alignment, managing employment relationships and identifying leadership and team dynamics skills essential to orchestrate organisational change. It provides critical perspectives on the roles and functions of HR executives as change agents.

Professional Recognition

The HRM major is accredited by the Australian Human Resources Institute. Students who have completed the Master of Strategic Human Resource Management are eligible for membership of the Institute.

Course Program

Subjects		Session	Credit Points
MASTER OF COMMERCE			
Year 1 – Semester 1			
ACCY901	Accounting Foundations for Professionals	Autumn/Spring	6
ECON910	Economics for Professionals	Autumn/Spring	6
MARK922	Marketing Management	Autumn/Spring	6
MGMT901	Fundamentals of Management	Autumn/Spring	6
Year 1 – Semester 2			
Plus four (4) Commerce 900-level subjects (excluding subjects contained in the Master of Strategic Human Resource Management schedule)			

MASTER OF STRATEGIC HUMAN RESOURCE MANAGEMENT			
Year 2			
MGMT910	Strategic Management	Spring	6
MGMT930	Strategic Human Resource Management	Autumn	6
Plus 36 credit points selected from the following schedule, subject to availability and demand:			
MGMT908	Human Resources Development	Autumn	6
MGMT911	Organisational Behaviour	Spring	6
MGMT915	Management of Change	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT946	Personal Learning: The Reflective Manager	n/o 2011	6
MGMT949	Performance Management	Spring	6
MGMT963	Management of Occupational Health and Safety	Spring	6
MGMT969	Job Analysis, Recruitment and Selection	Autumn	6
MGMT975	Negotiation, Advocacy and Bargaining	n/o 2011	6
MGMT987	Management Special Topic	Autumn/Spring	12

Students who hold a recognised degree in business or commerce may be permitted to substitute the core subjects in the Master of Commerce with other subjects approved by the course coordinator.

Other Information

Further information is available at <http://coursefinder.uow.edu.au/> or email: Commerce – commerce-enquiries@uow.edu.au; School of Management and Marketing – smm-enquiries@uow.edu.au; School of Accounting and Finance – accfin@uow.edu.au; School of Economics – econ_enquiries@uow.edu.au

MASTER OF COMMERCE – MASTER OF STRATEGIC MANAGEMENT

Overview

This double degree allows students to undertake complementary study in related fields and gives the opportunity to develop generalist business skills in commerce and expertise in management.

The Master of Commerce is ideal for those who want to change their career to the commerce sector. Businesses and industries today are looking for graduates who have a broad commerce perspective and this course provides the fundamental skills which allow non-Commerce graduates to obtain a qualification in preparation for a career in either small or large scale business contexts.

The Master of Strategic Management provides an opportunity for career advancement for managers. This rigorous and intellectually challenging program will assist in the development of key personal and technical skills.

Course Program

Subjects		Session	Credit Points
MASTER OF COMMERCE			
Year 1 – Semester 1			
ACCY901	Accounting Foundations for Professionals	Autumn/Spring	6
ECON910	Economics for Professionals	Autumn/Spring	6
MARK922	Marketing Management	Autumn/Spring	6
MGMT901	Fundamentals of Management	Autumn/Spring	6
Year 1 – Semester 2			
Plus four (4) Commerce 900-level subjects (excluding subjects contained in the Master of Strategic Management schedule)			
MASTER OF STRATEGIC MANAGEMENT			
Year 2			
MGMT910	Strategic Management	Spring	6
MGMT930	Strategic Human Resource Management	Autumn	6
Plus 36 credit points selected from the following schedule, subject to availability and demand:			
MGMT915	Management of Change	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT940	Innovation and Entrepreneurship	Spring	6

MGMT941	Small Business Management	Autumn	6
MGMT949	Performance Management	Spring	6
MGMT978	Cross Cultural Management	Autumn	6
MGMT983	Leading Organisations: Politics, Power and Change Agency	n/o 2011	6
MGMT987	Management Special Topic	Autumn/Spring	12

Students who hold a recognised degree in business or commerce may be permitted to substitute the core subjects in the Master of Commerce with other subjects approved by the course coordinator.

Other Information

Further information is available at <http://coursefinder.uow.edu.au/> or email: Commerce – commerce-enquiries@uow.edu.au; School of Management and Marketing – smm-enquiries@uow.edu.au; School of Accounting and Finance – accfin@uow.edu.au; School of Economics – econ_enquiries@uow.edu.au

MASTER OF COMMERCE – MASTER OF STRATEGIC MARKETING

Overview

This double degree program allows students to undertake complementary study in related fields and gives an opportunity to develop generalist business skills in commerce and expertise in marketing.

The Master of Commerce is ideal for those who want to change their career to the commerce sector. Businesses and industries today are looking for graduates who have a broad commerce perspective and this course provides the fundamental skills which will allow non-Commerce graduates to obtain a qualification in preparation for a career in either small or large scale business contexts.

The Master of Strategic Marketing is designed to enhance graduates' career opportunities in the marketing field. Students will have the opportunity to study in-depth a wide range of advanced topics in marketing and gain both generalist and specialist marketing skills that are professionally-oriented.

Course Program

Subjects		Session	Credit Points
MASTER OF COMMERCE			
Year 1 – Semester 1			
ACCY901	Accounting Foundations for Professionals	Autumn/Spring	6
ECON910	Economics for Professionals	Autumn/Spring	6
MARK922	Marketing Management	Autumn/Spring	6
MGMT901	Fundamentals of Management	Autumn/Spring	6
Year 1 – Semester 2			
Plus four (4) Commerce 900-level subjects (excluding subjects contained in the Master of Strategic Marketing schedule)			
MASTER OF STRATEGIC MARKETING			
Year 2			
MARK935	Marketing Strategy	Spring	6
MGMT910	Strategic Management	Spring	6
MGMT930	Strategic Human Resource Management	Autumn	6
Plus 30 credit points selected from the following schedule, subject to availability and demand:			
MARK901	Internet Applications for Marketing	Spring	6

MARK917	Business to Business Marketing	Autumn	6
MARK920	Social Marketing	Spring	6
MARK936	Consumer Behaviour	Autumn	6
MARK938	Managing Services and Relationship Marketing	Spring	6
MARK940	Marketing Communications	Autumn	6
MARK956	Creating and Marketing New Products	n/o 2011	6
MARK957	International Marketing Strategy	n/o 2011	6
MARK970	Contemporary Issues in Marketing	n/o 2011	6
MARK977	Research for Marketing Decisions	n/o 2011	6
MARK989	Marketing Special Topic	Autumn/Spring	12
MARK995	Tourism Marketing	Spring	6
MARK997	Retail Marketing Management	n/o 2011	6

Students who hold a recognised degree in business or commerce may be permitted to substitute the core subjects in the Master of Commerce with other subjects approved by the course coordinator.

Other Information

Further information is available at <http://coursefinder.uow.edu.au/> or email: Commerce – commerce-enquiries@uow.edu.au; School of Management and Marketing – smm-enquiries@uow.edu.au; School of Accounting and Finance – accfin@uow.edu.au; School of Economics – econ_enquiries@uow.edu.au

MASTER OF COMMERCE – MASTER OF STRATEGIC MANAGEMENT AND MARKETING

Overview

This double degree program allows students to undertake complementary study in related fields and gives them the opportunity to develop generalist business skills in commerce and expertise in both management and marketing.

The Master of Commerce is ideal for those who want to change their career to the commerce sector. Businesses and industries today are looking for graduates who have a broad commerce perspective and this course provides the fundamental skills which allow non-Commerce graduates to obtain a qualification in preparation for a career in either small or large scale business contexts.

The Master of Strategic Management and Marketing is a cross-discipline degree designed to give students professional knowledge in both areas.

Course Program

Subjects		Session	Credit Points
MASTER OF COMMERCE			
Year 1 – Semester 1			
ACCY901	Accounting Foundations for Professionals	Autumn/Spring	6
ECON910	Economics for Professionals	Autumn/Spring	6
MARK922	Marketing Management	Autumn/Spring	6
MGMT901	Fundamentals of Management	Autumn/Spring	6
Year 1 – Semester 2			
Plus four (4) Commerce 900-level subjects (excluding subjects contained in the Master of Strategic Management and Marketing schedule)			
MASTER OF STRATEGIC MANAGEMENT AND MARKETING			
Year 2			
MARK935	Marketing Strategy	Spring	6
MARK936	Consumer Behaviour	Autumn	6
MGMT910	Strategic Management	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT930	Strategic Human Resource Management	Autumn	6
Plus three (3) subjects selected from the following schedule, subject to availability and demand:			

MARK901	Internet Applications for Marketing	Spring	6
MARK917	Business to Business Marketing	Autumn	6
MARK920	Social Marketing	Spring	6
MARK938	Managing Services and Relationship Marketing	Spring	6
MARK940	Marketing Communications	Autumn	6
MARK956	Creating and Marketing New Products	n/o 2011	6
MARK957	International Marketing Strategy	n/o 2011	6
MARK970	Contemporary Issues in Marketing	n/o 2011	6
MARK977	Research for Marketing Decisions	n/o 2011	6
MARK995	Tourism Marketing	Spring	6
MGMT908	Human Resources Development	Autumn	6
MGMT911	Organisational Behaviour	Spring	6
MGMT915	Management of Change	Spring	6
MGMT940	Innovation and Entrepreneurship	Spring	6
MGMT941	Small Business Management	Autumn	6
MGMT946	Personal Learning: The Reflective Manager	n/o 2011	6
MGMT949	Performance Management	Spring	6
MGMT963	Management of Occupational Health and Safety	Spring	6
MGMT969	Job Analysis, Recruitment and Selection	Autumn	6
MGMT975	Negotiation, Advocacy and Bargaining	n/o 2011	6
MGMT978	Cross Cultural Management	Autumn	6
MGMT983	Leading Organisations: Politics, Power and Change Agency	n/o 2011	6

Students who hold a recognised degree in business or commerce may be permitted to substitute the core subjects in the Master of Commerce with other subjects approved by the course coordinator.

Other Information

Further information is available at <http://coursefinder.uow.edu.au/> or email: Commerce – commerce-enquiries@uow.edu.au; School of Management and Marketing – smm-enquiries@uow.edu.au; School of Accounting and Finance – accfin@uow.edu.au; School of Economics – econ_enquiries@uow.edu.au

ACCY901 Accounting Foundations For Professionals

Autumn Wollongong On Campus
Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject is an introduction to the principles of both financial and management accounting. Students will gain an understanding of the preparation, interpretation and utilisation of the major types of reports and the analyses prepared by accountants for management decision making.

ACCY902 Applied Financial Accounting

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY901

Co-requisites: None

Exclusions: ACCY908

Subject Description: This subject examines the practical aspects of financial accounting including issues in external reporting, accounting for groups of companies and the taxation of companies. It also includes an analysis of reporting theory as it relates to legal and economic factors and professional ethics.

ACCY903 Theoretical Foundations of Accounting

Autumn Wollongong On Campus
Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY901

Co-requisites: None

Subject Description: This 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.

ACCY904 Financial Accounting

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

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.

ACCY905 International Accounting

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject examines differences in accounting thought and standards between countries. Topics include influence of national outlook and policies and of economic infrastructure on accounting practice, uniform systems of accounting, corporate growth and its impact on accounting and auditing, comparative study of auditing and reporting standards, and international aspects of public accounting practice. The subject also covers multi-national corporation and the effect of changing price levels on accounting for international operations.

ACCY907 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.

ACCY913 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.

ACCY914 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 profit and non-for-profit sectors.

ACCY918 Applied Management Accounting

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY901

Co-requisites: None

Subject Description: ACCY918 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.

ACCY936 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.

ACCY944 Issues in Auditing

Not on offer in 2010

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, continuous auditing concept, uncertainty reporting, audit performance evaluation, extension of the attest function and public sector auditing.

ACCY950 Introductory Forensic Accounting

Autumn Wollongong Modular

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject provides a broad based overview of investigative audits within a corporate governance and accountability framework and is designed for progression to more specific topics. Subject content will deal with Australia's corporate regulatory framework including relevant legislation and accounting and audit standards. Students will also be introduced to the accounting and audit compliance framework, the nature and purpose of financial reports and financial statement analysis and interpretation. An integral part of the subject will be the audit risk model including the efficiency and effectiveness of internal controls, corporate governance issues such as corporate culture (setting the tone at the top and internal environment) and the environment in which an entity operates and the relevance of these matters in the planning and execution of an investigative audit.

ACCY951 Forensic and Litigation Framework

Autumn Wollongong Modular

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject will address the role of law in dealing with cases of fraud or misconduct, and the legal framework within which the forensic accounting process, from preliminary stages, to investigation and ultimately to prosecution or litigation. In particular, the subject will address the legal framework (at the state, national and international level) within which allegations of fraud are addressed; the concept of the corporation and the scope for abuse; the duties, roles and responsibilities of the key players in corporations and in the investigation of corporate misconduct; and the legal

obligations of professionals such as auditors, and the implications of these for the forensic accountant.

ACCY952 Fraud and Failure

Autumn Wollongong Modular

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The focus of this subject is on the application of theories of criminology to past corporate and regulatory failures. The purpose is to use the past to identify the drivers of fraud, other forms of management and employee abuse, financial statement manipulation and corruption. The subject also examines other forms of fraud and abuse including ponzi and pyramid schemes, identity theft and credit card fraud, money laundering and tax evasion and the factors that have contributed to the commission of such activities. These drivers are in turn used to help develop strategies for the detection, investigation and prevention of misconduct by individual members of society and at all levels of corporate, government and not-for-profit entities. This material will be used to develop the skills necessary to identify and analyse suspicious or irregular activities, development of a fraud hypothesis and planning of an investigation to prove or refute allegations or suspicions of misconduct. The subject matter will take a global approach and include an analysis of corporate governance and best practice issues.

ACCY953 Investigative Processes

Autumn Wollongong Modular

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject is based on the first two phases of the Initiation, Planning, Execution and Close model (IPEC). It facilitates a consolidation of student knowledge of behaviour, regulatory, audit, governance, banking governance, accountability and assurance by applying these concepts to the IPEC model phases, initiation and planning, for forensic accounting investigations. Students are introduced to a range of investigative processes to guide an investigation prompted by the identification of specific red flags. Students will learn how to develop a fraud hypothesis based on identified red flags and

plan an appropriate investigation to test the hypothesis.

ACCY954 Advanced Investigative Techniques

Spring Wollongong Modular

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject builds on the initiation, planning, execution and close (IPEC) model introduced in ACCY 953 Investigative Processes. It follows on to the IPEC model phases of execution and close. The execution phase deals with the selection and application of investigative techniques appropriate to the facts of a particular case. The close phase revolves around appropriate reporting and consideration of preventative and improvement strategies. Case studies and practical examples will be used to demonstrate the application of the IPEC model to a structured forensic accounting investigation that will serve as the basis for an independent expert report.

ACCY957 Independent Accounting Expert Reports

Spring Wollongong Modular

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject draws on professional guidelines, judicial reviews and documented experiences and outcomes of the preparation and defence of independent expert reports in a wide range of litigation and dispute resolution matters. The subject material will deal specifically with acceptance of engagement as an independent expert especially issues of appropriateness of expertise, training and independence, professional guidelines dealing with conducting an investigation, documentation of the investigation and the product of the investigation in the form of the independent expert report. Attention will also be given to the experiences of practitioners in the defence of expert reports in a court of law or similar forum. Common mistakes and pitfalls of acceptance of an independent expert engagement, investigation and preparation of an expert report and appearance as an expert witness will also be addressed. Materials will specifically draw on judicial and similar reviews of the appropriate role, duties and obligations

of the independent expert.

ACCY958 Evidence and the Forensic Accountant

Spring Wollongong Modular

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject will focus on the law of evidence as it applies to the forensic accountant and investigator, from the inception of an investigation through to presentation of evidence in court, including expert evidence. Students will explore the implications of law for the identification of sources of evidence, collection of evidence and presentation of evidence in a manner most suitable for the purposes of their investigation and/or role in the litigation of a relevant matter. Adducing evidence, admissibility of evidence and specific issues of expert evidence will be considered. Communication issues will be an underlying theme throughout, specifically accountant - lawyer communication.

ACCY959 Compliance, Assurance and Governance

Spring Wollongong Modular

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject draws together the varied aspects of forensic accounting within a compliance, assurance and governance framework. Students will learn to apply this framework to develop, assess and quality assure governance and social responsibility mechanisms, internal controls, internal communication and reporting processes and other safeguards used by entities to ensure compliance with applicable legislation, regulations, policies and best practice principles. Specific compliance issues addressed will include risk assessment, international anti-money laundering and tax evasion principles and practices, and fraud prevention and deterrence systems.

ACCY961 Professional Practice – Accounting

Not on offer in 2011

Credit Points: 6

Pre-requisites: ACCY901

Co-requisites: None

Subject Description: This subject is

concerned with statements of Accounting Standards, statements of Accounting Practice and the impact of corporation law on the practice of accountancy.

ACCY962 Professional Practice – Auditing & Risk Assurance

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY901

Co-requisites: None

Subject Description: This subject provides an examination of auditing and its integral role in the contemporary practice of accounting together with the legal environment which impacts upon it.

ACCY963 Professional Practice – Taxation

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY901

Co-requisites: None

Subject Description: This subject provides a detailed examination of the relevant legislation relating to taxation in Australia, including Income Tax, Fringe Benefits Tax, and the Goods and Services Tax. The practical applications of this legislation are discussed and demonstrated, with examples and set problems.

ACCY968 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 liquidations & receivership, and the use of insolvency procedures as a management strategy.

ACCY974 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.

ACCY985 Special Topic in Accounting–A

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

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.

ACCY986 Special Topic in Accounting–B

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

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.

ACCY993 Research Essay 1

Not on offer in 2011

Credit Points: 12

Pre-requisites: None

Co-requisites: None

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

ACCY994 Research Essay 2

Not on offer in 2011

Credit Points: 12

Pre-requisites: None

Co-requisites: None

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

ACCY995 Research Project

Not on offer in 2011

Credit Points: 24

Pre-requisites: None

Co-requisites: None

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

COMM900 Intercultural Professional Practice (Commerce)

Annual	Wollongong	On Campus
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Credit Points: 12

Pre-requisites: None

Co-requisites: None

Subject Description: The objective of Intercultural Professional Practice is to equip graduates with the skills and knowledge to understand and implement the expectations of the Australian workplace both in the workplace, recruitment process and regulatory requirements. To achieve this the focus will be on developing: 1. inter cultural communication skills with emphasis on team work, 2. enhancing knowledge of Australian culture as it operates within the workplace, 3. developing communication skills required for the job search process and the workplace, 4. developing skills and knowledge of the job search process in the Australian context.

COMM980 Commerce Research Proposal

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject is designed to support the process of developing a Research Proposal for a Commerce-based Higher Degree Research project. It provides an introduction to discipline-independent research skills needed by every higher degree research student to form an effective Commerce research proposal, including but not limited to: an overview of different research paradigms; critical elements of the research process; theoretical, methodological, and

substantive aspects of research; literature searching, review and critique; bibliographical organisation; methods for analysing, critiquing, and formulating arguments, as well as writing and structuring dissertations. In a series of workshops, students will learn approaches to critiquing academic literature and to peer-review other proposals. Students will be streamed into School specific groups (Management and Marketing, Accounting and Finance, Economics) in order to develop their own Research Proposals, and will learn the value of communicating research results by presenting these for lecturer and student review.

ECON901 Monetary Economics

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON301

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.

ECON902 Advanced International Monetary Economics

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON307

Subject Description: This subject is a study of monetary aspects of international economics. It comprises two parts. In Part A we examine theoretical approaches to the balance of payments and exchange-rate determination. In Part B we analyse selected issues in international monetary economics.

ECON903 Public Finance

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject further develops topics encountered in the undergraduate public finance course. Particular emphasis will be placed on issues surrounding inter-governmental fiscal relations in a federal system. Questions of fiscal transfer mechanism, divisions of powers and responsibilities and the equalisation measures which might be used will be considered.

ECON904 Trade, Growth and Development

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The following topics will be covered: The WTO as an international organisation; capital-skill complementarity between new investment and technical progress; concerns about the role of international trade on growth and development; the role of multinational corporations in trade and technology transfers; human development, economic democracy and shared growth; international economic institutions (IBRD, IMF, WTO) and the national economies. Examples will be cited from developing and developed countries.

ECON906 History of Economic Thought

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON316

Subject Description: This subject is designed to introduce students to the main developments in economic theory from the 17th to 20th centuries. Internal changes in theories, relationships between successive theories and external influences on this development will be examined. Students will be expected to read widely in both primary and secondary sources.

ECON907 Cost-Benefit Analysis

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON310

Subject Description: This subject involves the study of the theoretical foundations and

practical techniques of social cost benefit analysis (CBA). Theoretical considerations include the study of Pareto optimality and the Pareto criterion, the concept of a social welfare function, the Kaldor-Hick compensation principle, theories of market failure, shadow pricing, consumer and producer surplus, and social time preference. Methods of valuing benefits and costs will be studied including the use of market values and techniques that might be used when market prices are not appropriate or not available (such as contingent valuation and hedonic pricing). Alternative CBA decision criteria will be evaluated and compared. Methods of sensitivity analysis will be studied and evaluated. Cost benefit case studies will be reviewed. Spreadsheet skills will be developed and applied to complex situations where cost benefit methods are appropriate. The practical limitations of cost benefit analysis will be studied.

ECON908 Advanced Topics in the Economics of Development

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON303

Subject Description: The subject provides an in-depth analysis of economic development in both theory and experience. Topics include economic growth versus economic development; poverty and inequality; population growth; unemployment and rural-urban migration; technological change; peasant agriculture and agricultural productivity; human capital and development; the role of capital; credit and institutions; as well as the international dimensions of development and development policy.

ECON909 Econometric Theory

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject deals with advanced topics in the theory and practice of econometrics and covers contemporary issues of model specification, estimation, testing, and forecasting. The subject will be based on journal articles in which the current econometric issues are discussed.

ECON910 Economics for Professionals

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject provides the student with knowledge of the essential principles of economics and the aspects of the economic system which are particularly relevant to professional accountants. The subject will examine key topics in microeconomics and international economics that are used in business and managerial decision-making, focusing on how they influence accounting outcomes and project evaluations. These topics will include price theory, cost analysis, profit determination and exchange rate determination. The subject will also introduce students to the economic perspective underlying business issues such as wage rate determination, environmental policy, income distribution and international trade.

ECON911 Advanced International Economics

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON216

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 issues will be considered including why nations trade with each other; the gains and losses from free trade to the nations involved; the determination of the pattern of international trade and production; the effects of various commercial policies on the nations involved and on the welfare of various groups within those nations; how the foreign exchange market works and in what ways it facilitates or impedes international trade; the possible effects of exchange-rate policies on a country's production, employment and price level; how a country's trade performance is linked to its external debt and economic growth; and how can trade affect the local and global environment?

ECON912 Labour Economics

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON308

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

ECON913 Industrial Organisation

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON312

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

ECON915 Electronic Commerce and the Economics of Information

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON319

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 develops the theory of the economics of information, technology and transaction costs and investigates the role and value of information in decision making.

ECON916 Economics of Education, Health and Welfare

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON315

Subject Description: Several areas of microeconomic theory will be selected for advanced treatment. Within each topic contemporary applications will be explored after the development of a theoretical base.

ECON918 Economics of Health and Health Care

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON318 or ECON317

Subject Description: This subject is an introduction to the economics of health and health care. Topics covered include the supply and demand for health care, health care delivery systems, health insurance, program evaluation and the relationships between health, income and education. Government policies influencing all aspects of health care are analysed and evaluated.

ECON921 Econometric Models

Not on offer in 2011

Credit Points: 6

Pre-requisites: ECON221 or equivalent subjects approved by Head of Discipline

Co-requisites: None

Exclusions: Not to count with ECON327

Subject Description: This subject develops the foundations of econometric models. Both time series analysis and simultaneous equation models will be studied. The subject will emphasise suitable model building with economic content, obtaining estimates with desirable properties, testing procedures, model

evaluation and selection, and the application of econometric models. Examples from current Australian econometric models will be critically examined.

ECON924 International Economic Relations

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with INTR920 and ECON982

Subject Description: The subject will examine policy issues in the international economy, especially as they affect the Asia-Pacific region. The role of international economic organisations such as the IMF, World Bank, and GATT will be emphasised as well as issues such as free trade, protectionism, exchange rate determination and international capital flows. Options available to individual countries for international economic policy will be explored.

ECON927 Innovation and Technology in the New Economy

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON227 or ECON229

Subject Description: This subject provides economic conceptual frameworks in which to think systematically about the economy, technology, innovation and related policy issues. The course does not include theory for the theory's sake, but presents and uses theoretical tools as a means to the end of gaining better understanding of the role of innovation-related policy issues in the context of a creative economy. Although the concepts and tools developed are relevant to all countries, special attention will be given to Australian and other OECD economies.

ECON933 Conflict and Cooperation

Not on offer in 2011

Credit Points: 6

Pre-requisites: ECON111 and ECON122

Co-requisites: None

Exclusions: Not to count with ECON333

Subject Description: This subject provides study of advanced topics in game theory. The subject builds on traditional analytical techniques in economics based on assumptions of certainty and competitive markets. Using game theory, the analysis is extended to settings that traditional economic analysis is unable to cope with. These typically involve incorporating risk and uncertainty, asymmetric and incomplete information and strategic situations where the assumptions of competitive markets do not apply. The emphasis is on theoretical developments and the application of the central tools of game theory to real world problems of business and economics involving strategic interactions between parties.

ECON935 Advanced Managerial Economics and Operations Research

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON332

Subject Description: This subject provides study of advanced quantitative techniques applicable to economic and managerial decision-making. This subject covers a wide range of quantitative analyses such as forecasting techniques, Bayesian analysis, Markov process models, PERT, CPM and specialised network algorithms, risk preference analysis, transportation and assignment models and quadratic and nonlinear programming.

ECON936 Graduate Macroeconomics

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON205

Subject Description: This subject analyses the major factors which determine macroeconomic behaviour and associated policy prescriptions. The effects of consumption and investment, international factors, monetary and fiscal policies on aggregate demand are examined. The determination of wages and prices, inflation and unemployment are also considered in terms of aggregate supply.

ECON937 Graduate Microeconomics

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject provides study of the demand for, and the supply of, goods and services, and price determination in a market-orientated economy. This subject develops, from its axiomatic foundations, the economic theory of consumer choice and market demand, and the economic theory of the firm and market supply. The subject provides students with a strong foundation in microeconomic theory in order to facilitate further post-graduate study in both theoretical and applied fields of economics.

ECON938 Environmental Economics

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON309

Subject Description: This subject will provide a comprehensive analysis of environmental issues utilising the theory of economic externalities and the theory of ecologically sustainable development. Methods used to correct environmental problems and to measure externalities will be analysed. The subject will also evaluate environmental policies in Australia, developing countries and in the international economy.

ECON939 Quantitative Economic Analysis

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON221

Subject Description: This subject develops the fundamental concepts of econometrics used in applied economic work in the academic, business and government sectors. The subject covers the standard and non-standard econometric models based on time series, cross-section and qualitative data. Emphasis will be on applications of the econometric methodologies to empirical research.

ECON940 Statistics for Decision Making

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject develops principles of descriptive and inferential statistics and their applications in the business environment. A foundation of descriptive statistics and probability is first developed, with emphasis on solutions to actual business problems. This is followed by discussion of the concepts and principles of statistical inference. The examination of the use of statistical techniques in managerial decision making processes including confidence intervals, hypothesis testing, quality control, linear and multiple regression and forecasting are applied in realistic case situations.

ECON941 Advanced Topics in Economics - A

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: Topics for this subject may be drawn from any area of economics which the Head of the Discipline considers to be suitable preparation for a higher degree and appropriate to the student's special interests.

ECON942 Advanced Topics in Economics-B

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: Topics for this subject may be drawn from any area of economics which the Head of the Discipline considers to be suitable preparation for a higher degree and appropriate to the student's special interests.

ECON943 Advanced Topics in Economics - C

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: Topics for this subject may be drawn from any area of economics which the Head of the Discipline considers to be suitable preparation for a higher degree and appropriate to the student's special interests.

ECON944 Smalls Firms and the Economy

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON910

Co-requisites: None

Subject Description: This subject will provide students with a solid foundation for understanding the role and contribution of small firms to the contemporary Australian economy, at both the national and regional levels. Key topics to be discussed will include: why small firms exist; the role and importance of entrepreneurship; the contribution of e-commerce, the role of networking and innovation in small firm competitiveness; small firms and their contribution to regional development; small firms and the global economy; public policy and small firm development; and small firm development strategies in other countries.

ECON945 Regional Development

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ECON910

Co-requisites: None

Subject Description: This subject will provide students with a solid understanding of the essential factors affecting the development of rural and regional economies in modern economies and introduce them to the tools available to analyse these developments. This will involve an analysis of the industrial structure of regional economies, the importance of various types of agglomeration economies, and the role of information transmission. The basic methodologies used to analyse the regional economic base and specialisation industries will be taught and students will be introduced to the more complex techniques also available. The interaction of regional economies with international markets will be emphasised, including mechanisms available to regional firms to improve their export performance. Government support programs available to regional firms will be discussed.

ECON982 International Economic Relations

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON924 or

INTR920

Subject Description: The subject will examine policy issues in the international economy, especially as they affect the Asia-Pacific region. The role of international economic organisations such as the IMF, World Bank, and GATT will be emphasised as well as issues such as free trade, protectionism, exchange rate determination and international capital flows. Options available to individual countries for international economic policy will be explored.

ECON983 Trade and Industry in East Asia

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON251

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.

ECON984 Financial Economics

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON331

Subject Description: This subject provides advanced study of the theory of efficient acquisition, financing and composition of assets and production activities with applications in the fields of economics of the firm, agricultural economics and international economics. Optimal control methods and phase-plane diagrams are used for analysing efficient trajectories of capital investment and borrowing. Investors' portfolio choices and producers' activity sets will be analysed within a mean-variance expected utility maximisation framework.

ECON991 Project

Not on offer in 2011

Credit Points: 12

Pre-requisites: None

Co-requisites: None

ECON992 Research Report

Not on offer in 2011

Credit Points: 24

Pre-requisites: None

Co-requisites: None

ECON993 Thesis

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 48

Pre-requisites: None

Co-requisites: None

ECON996 Advanced Macroeconomic Theory

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The subject attempts a critical review of advanced contemporary macroeconomic theories and their policy prescriptions. In doing so the subject stresses the need to consider four important concepts, namely the international orientation of macroeconomics, the role of expectations and their formation, the importance of dynamics and speeds of adjustments and finally, the difficulty of formulating and implementing consistent, optimal macroeconomic policy in a changing world.

ECON997 Advanced Microeconomic Theory

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The subject provides a bridge between microeconomics at the undergraduate level and microeconomics in a good-quality PhD program. The subject extends and deepens the student's understanding of the theory of consumer behaviour and the theory of the firm and covers some new topics such as economic behaviour under conditions of uncertainty and the economics of information.

FIN 920 Advanced Risk and Insurance

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject deals with the concepts and technical description of risk, risk attitudes and preferences, and insurance. Conceptual models and tools discussed include those used to protect against portfolio risk in investments, other financial risks, such as exchange rate risk, and more general corporate risks, like regulatory risk. Specific risk management tools are learned by way of hypothetical application. These include share portfolio insurance using derivatives and hedging against currency exchange rate and interest rate movements in spot and derivative markets.

FIN 921 Managerial Finance

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ACCY921 and TBS 907

Subject Description: This subject presents the tools necessary for any finance professional, with an emphasis upon the management decision matrix and recognition of the professionalism necessary in modern industry contexts. Specific topics include financial ratio analysis, capital budgeting, long-term financial planning, current asset management, risk and return, investment decisions, financial policy and capital structure decisions, investment valuation, basic derivatives, and mergers and acquisitions.

FIN 922 Investment Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ACCY922

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 923 Portfolio Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ACCY923

Subject Description: This subject examines advanced topics in the modern theory of optimal investment decision-making, portfolio theory, capital and derivative markets. The subject explores several major areas of interest including market efficiency models in valuing portfolios and securities, bond analysis, portfolio management and performance evaluation. The subject provides a theoretical framework within which all derivative securities can be valued and hedged and also examines the way in which they are traded.

FIN 924 Financial Statement Analysis For Business

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ACCY924

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 925 Banking Theory and Practice

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ACCY925

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 926 Advanced Managerial Finance

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ACCY926

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 927 Entrepreneurial Finance

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ACCY927

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 928 Multinational Financial Management

Spring Wollongong On Campus

Credit Points: 6**Pre-requisites:** None**Co-requisites:** None**Exclusions:** Not to count with ACCY928

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 955 International Banking

Spring Wollongong On Campus

Credit Points: 6**Pre-requisites:** None**Co-requisites:** None**Exclusions:** Not to count with ACCY955

Subject Description: The global impact of banking is the focus of this subject. The subject incorporates comprehensive discussion of issues that commonly arise in the international banking environment. These include the development of the international monetary system, the deregulation of banking, methods of payment in international trade, foreign exchange markets, international lending and developments of new technology.

FIN 956 Bank Lending and Securities

Spring Wollongong On Campus

Credit Points: 6**Pre-requisites:** None**Co-requisites:** None**Exclusions:** Not to count with ACCY956

Subject Description: This subject examines the bank's lending process and the securities associated with it. The subject includes comprehensive discussion on issues concerning lending within the banking environment, including regulation of security offerings, principles of good lending, documents involved in lending, lending and the consumer credit code, new developments in lending and securities and their impact on the banking sector.

FIN 957 Portfolio Simulation

Autumn Wollongong On Campus

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

Subject Description: This subject provides students with realistic stock market simulations and they are able to trade shares, options, bonds, managed funds, and international stocks. The core of the subject is in the construction and administration of a simulated investment portfolio using online method. Students are introduced to financial markets, order placement techniques, trading strategies and portfolio theory. Students experience the pressure of live markets and learn how to manage a portfolio. The subject bridges classroom theory with real-world practical experience.

FIN 987 Special Topic in FinanceAutumn Wollongong On Campus
Spring Wollongong On Campus**Credit Points:** 6**Pre-requisites:** None**Co-requisites:** None**Exclusions:** Not to count with ACCY987

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.

FIN 993 Research Essay 1*Not on offer in 2011***Credit Points:** 12**Pre-requisites:** None**Co-requisites:** None

Subject Description: In this subject, students are required to undertake research into a topic of their choice, subject to approval by the Associate Head of School. The topic is completed under the supervision of an individual member of staff and culminates in the production of a research essay.

FIN 994 Research Essay 2*Not on offer in 2011***Credit Points:** 12**Pre-requisites:** None

Co-requisites: None

Subject Description: This subject provides students with an opportunity to extend and synthesise knowledge from their study of finance into a major research study, subject to approval by the Associate Head of School. The subject is particularly designed to enable students to develop their research potential.

FIN 995 Research Project

Not on offer in 2011

Credit Points: 24

Pre-requisites: None

Co-requisites: None

Subject Description: This subject provides students with an opportunity to extend and synthesise knowledge from their study of finance into a significant research study, subject to approval by the Associate Head of School. The subject is particularly designed to enable students to significantly develop their research potential.

MARK901 Internet Applications for Marketing

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The issues facing buyers and sellers online will be applied to marketing subject areas like relationships, community and customer information systems as well as the basic 4P's of marketing. The focus will be at a people and process level to get an understanding of what happens in organisations. Internet applications are reviewed from the perspective of value that electronic networks and data processing can bring to areas of marketing practice. The underlying theme across all areas is how value is added to create overall customer satisfaction in the different areas of marketing practice.

MARK917 Business to Business Marketing

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

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 far 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.

MARK920 Social Marketing

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: Unlike commercial marketing which seeks to simply change purchasing patterns, 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.

MARK922 Marketing Management

Autumn Wollongong On Campus
Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: WBS904

Subject Description: This is the introductory postgraduate Marketing subject. It examines the contemporary view of marketing and focuses on the following areas: identification of market opportunities, segmentation and target marketing, marketing mix decisions, service marketing and international marketing.

MARK935 Marketing Strategy

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: With the use of case studies, this subject will examine the development and implementation of marketing plans and strategies at the organisational level. Key issues may include: marketing's strategic role in the organisation, marketing strategy and competitive advantage, including marketing mix strategies, marketing strategy formulation, implementation and control.

MARK936 Consumer Behaviour

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The subject will explore the motives of consumers during the purchase of products and services. It will investigate sociological and psychological concepts as they specifically apply to the behaviour of consumers in order to learn how to make more effective marketing decisions. In addition to a required text that will be used to understand the theory, readings and case studies will be assigned for practical application of the concepts.

MARK938 Managing Services and Relationship Marketing

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The aim of the subject is to introduce the graduate student to a theoretical and practical perspective of the service industry, its marketing implications, and managing buyer-seller relationships. The subject is intended for students who are interested in how to cope with service competition in a customer-oriented manner. The subject will not only deal with issues relating to managing customers in service firms, but is equally intended for manufacturers of physical goods operating in business-to-business or consumer markets because the importance of service to success is constantly growing for such firms. Because services and

relationships are interrelated, the subject will deal with customer relationship management and relationship marketing as well as services management.

MARK940 Marketing Communications

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject will provide both a theoretical and a practical perspective on Marketing Communications and Promotion Strategy. Students will learn to use communication tools such as advertising, sales promotion, point-of-purchase materials, sponsorship programs and publicity, to optimise intervention on organisational issues.

MARK954 Special Topic in Marketing A

Autumn Wollongong On Campus
Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: A special topic selected from any area of marketing. The selection would be made by the Head of the Discipline, taking into account the expertise of academic staff, including visiting staff, and the interest of students.

MARK956 Creating and Marketing New Products

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject approaches the management of new products from the perspective of the Marketing function. Taking a holistic view of new product development and introduction, it covers the organisation and management of processes across the product life cycle with an emphasis on the role that Marketing plays in these. The key elements here are: identifying opportunities and generating new product concepts, obtaining customer inputs throughout the product cycle, developing an effective product innovation strategy, the test marketing of new products, developing marketing strategies (including pricing) for new products, and managing new product launches.

MARK957 International Marketing Strategy

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject will present various concepts and tools for analysing international marketing strategies, and evaluating the marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.) Specifically, the focus will be on developing, evaluating and implementing international marketing strategy at the corporate, regional and local levels. By learning the theory and practice, the student will obtain a good conceptual understanding of the field of international marketing as well as become firmly grounded in the realities of the global marketplace.

MARK959 Sales Management

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This course involves organising and planning the company's overall personal selling efforts and integrating these efforts with the other elements of the firm's marketing strategy. It also includes the selecting of appropriate sales personnel and designing and implementing policies and procedures that will direct their efforts towards the firm's desired objectives. The final part of the course involves developing procedures for monitoring and evaluating sales force performance so that adjustments can be made to either the sales program or its implementation when performance is unsatisfactory.

MARK970 Contemporary Issues in Marketing

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This course will focus on advanced topics in marketing and strategic issues relating to marketing. Emphasis will be placed on reviewing contemporary readings in the academic and professional literature, together with a focus on practical issues affecting marketing.

MARK977 Research For Marketing Decisions

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject focuses on the role & practice of marketing research in marketing. Marketing research can be defined as the systematic collection, analysis and interpretation of data about market-related and other consumer behaviour, using research methods derived from the behavioural & social sciences. Marketing research is an important means through which all types of organisations can obtain reliable and valid information about their markets, customers or clients in order to inform their marketing-related decisions. This subject will provide an overview of marketing research as an applied practice and will emphasize the practical aspects of doing research to meet client needs. It will cover the marketing research process beginning with client consultation and research design, as well as datacollection, data analysis and report preparation.

MARK989 Marketing Special topic

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 12

Pre-requisites: None

Co-requisites: None

Subject Description: A program of coursework and reading as prescribed by the Head of School. This subject is normally available only to MCom(Honours) students.

MARK990 Minor Thesis

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 24

Pre-requisites: None

Co-requisites: None

MARK991 Major Thesis

Annual	Wollongong	On Campus
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Credit Points: 48

Pre-requisites: None

Co-requisites: None

MARK995 Tourism Marketing

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

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 critically 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.

MARK997 Retail Marketing Management

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject will include a background to retailing, the scope of retailing, retailing strategies, merchandise and store management. Particular emphasis will be placed on case analysis in order to bring as much of the real world as possible into the classroom.

MGMT901 Fundamentals of Management

Autumn Wollongong On Campus
Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject provides an overview of the principles of management, viewed in the context of western management literature. Students also develop competence in a range of academic skills at tertiary level. Chief management topics include: Management theories; The external environment, ethics and corporate social responsibility; The internal environment and organisational culture; Managing diversity; Strategy and structure; Leadership, Motivation; Managing information; Decision making; Managing people; Managing in a global environment. Chief academic skills topics include: Locating academic material;

Referencing and use of other people's intellectual property; Summarising journal articles - what is important? Identifying the problem in a management case; Writing a research report.

MGMT908 Human Resources Development

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject provides an advanced perspective on the use of Human Resource Development (HRD) in enhancing the competitive advantage of organisations, by building up the intellectual and learning system capacities of the organisation to cope with a rapid change, customer focused environment. The concept of the Learning Organisation will be developed through the perspective of the HRD policies and actions required to develop and change organisations through their human capital and capabilities.

MGMT910 Strategic Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject introduces students to theories, concepts and practical issues associated with the strategic management. Topics examined include strategy formulation, choice and implementation; strategy and structure and the organisational context; industry analysis; strategy and competitive advantage.

MGMT911 Organisational Behaviour

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject presents and discusses major theories and concepts in organisational behaviour, with a view to using this knowledge to enhance management and leadership skills. The main topics for discussion include: diversity, communication, conflict, motivation, job design, groups, teamwork, culture, leadership, decisionmaking, power, politics and ethics. There will be an emphasis on case study analysis and skill development exercises.

MGMT915 Management of Change

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject analyses how managers can conceptualise and lead the process of organisational change. Issues under discussion will be: organisational change theories and models; forces for change; resistance to change; coping with change; recognising, diagnosing, planning and implementing change; organisational development; contingency approaches to change; and aspects of cultural change management.

MGMT920 Organisational Analysis

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject provides students with an understanding of the main theoretical frameworks and conceptual tools used to analyse organisations. The subject approaches organisational analysis using four perspectives: bureaucratic, contingency, political, and cultural. Emphasis is placed on understanding the basis in theory and metaphorical roots of each perspective, as the foundation for using a multiple perspectives approach to identify the key dynamics of organisations.

MGMT930 Strategic Human Resource Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject examines strategic management concepts and frameworks, and explores the links between strategic management and human resource management. A number of models of strategic HRM are considered, in terms of their theoretical foundations and practical utility. The overall focus is on using the conceptual and analytical frameworks of strategic HRM to develop and implement effective human resource strategies.

MGMT940 Innovation and Entrepreneurship

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: True Entrepreneurship and Innovation are key to the future economic development in many nations. This subject investigates the Innovation and Entrepreneurial processes, including New Venture Creation (small firms) and Intrapreneurship (established firms). Students will learn how to differentiate between a good idea and a real business opportunity. A key part of this subject is the development of a realistic written business plan for an innovative business opportunity and its presentation via an action learning process utilising teams.

MGMT941 Small Business Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The smaller enterprise is becoming increasingly important to the economic well being of many nations. This subject has both a theoretical and practical focus by giving students an opportunity to develop their awareness and understanding of the key factors in successfully starting, operating and growing a SME. Detailed investigation of realistic SME scenarios as well as the growth area of franchising is undertaken by students.

MGMT946 Personal Learning: The Reflective Manager

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject covers a range of theories and skills to assist the manager in developing their capacities as a 'reflective' practitioner. Topics include: personality types; interpersonal psychology; perceptions of self and others; risk perception and locus of control; issues of ethics, guilt, shame and responsibility.

MGMT949 Performance Management

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject examines the area of performance management, which is defined as an ongoing communication process that involves both the performance manager and employee. Key aspects of this process are examined. Topics include: identifying and describing essential job functions and relating them to the mission and goals of the organisation; developing performance standards; giving and receiving feedback about performance; writing and communicating constructive performance evaluations, and planning education and development activities to maintain and improve or build on employee work performance.

MGMT953 Human Resource Management

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: Gives students a critical introduction to broad subject of Human Resource Management (HRM) and to examine in detail some of the specific strategic, theoretical and practical issues. Under the broad rubric of HRM there are a number of competing perspectives, view 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 human resources.

MGMT963 Management of Occupational Health and Safety

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject examines issues associated with the establishment of programs for the effective management of Occupational Health and Safety. Topics include: the regulatory context, OHS management systems, benefit-cost analysis, the impact of work organisation, culture and

change on OHS, multidisciplinary perspectives, technical and motivational factors, the role of the specialist, OHS employee involvement, and training and development.

MGMT969 Job Analysis, Recruitment & Selection

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject examines contemporary issues and theory related to the environment and processes of organisational entry, involving the key phases of job analysis, recruitment, selection and socialisation. Traditional recruitment strategies are assessed from the perspective of the organisation and the individual in light of contemporary theoretical developments. A range of personnel selection techniques is examined in relation to issues of reliability, validity, fairness and applicability. In addition, there will be a focus on major challenges faced in these processes in the light of rapidly changing technologies and globalisation. Organisational entry processes will be critically evaluated in the context of differing cultural expectations and practices. A range of practical skills in recruitment and selection processes will also be developed.

MGMT975 Negotiation Advocacy and Bargaining

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Exclusions: Not to count with ECON975

Subject Description: The subject develops concepts and techniques for the choice and evaluation of strategies and tactics in collective bargaining and advocacy. Much of the subject will involve case studies and role playing.

MGMT978 Cross Cultural Management

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The subject addresses key issues and problems associated with managing across cultural boundaries in a context of increasing global contact. Topics include: cross cultural communication,

technology, comparative management practices, managing with multicultural policies, and the challenges cultural differences posed for international/global managers.

MGMT983 Leading Organisations: Politics, Power and Change Agency

Not on offer in 2011

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: This subject provides students with the ability to reflect upon and improve their capacity to act effectively as an innovator and change agent. It introduces students to the nature of power and politics in organisations, how this dimension of organisational life impacts upon individual careers and organisational success, commonly recommended approaches and techniques for managing politics, and the personal and ethical issues involved in either participating in or abstaining from politics. The subject reviews current management research on organisational politics and change management, and provides checklists, case studies, guidelines and exercises for improving the students practical knowledge and experience.

MGMT986 Special Topics A

Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: Approved program of study agreed with the Head of the Department of Management

MGMT987 Management Special Topic

Annual	Wollongong	On Campus
Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 12

Pre-requisites: None

Co-requisites: None

Subject Description: Approved program of study agreed with the Head of Discipline for Management

MGMT990 Minor Thesis

Annual	Wollongong	On Campus
Autumn	Wollongong	On Campus
Spring	Wollongong	On Campus

Credit Points: 24

Pre-requisites: None

Co-requisites: None

Subject Description: Approved program of study agreed with the Head of the Department of Management or Course Director.

MGMT991 Major Thesis

Annual	Wollongong	On Campus
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Credit Points: 48

Pre-requisites: None

Co-requisites: None

Subject Description: Approved program of study agreed with the Head of Discipline for Management Course Director.

PRMM901 Corporate Identity and Branding

Spring	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: Brands are intangible assets that communicate organizational strategies and value systems. This subject will provide students with an understanding of the role of corporate identities and brands in maximising corporate reputation and shareholder value. The focus will be on analysing successful corporate identity and brand strategies and applying lessons to contemporary brand challenges. Students will learn conceptual frameworks for creating and managing corporate identities and brands and develop appropriate strategies for planning, communicating, implementing and evaluating brand systems and brand equity.

PRMM902 Interactive Public Relations

Autumn	Wollongong	On Campus
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Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: An integrated approach is adopted to provide students with knowledge of communication concepts and the public relations campaign strategies associated with traditional and new media: from interpersonal communication to interactive technologies.

Students will learn how to plan public relations, sponsorship, donor and media campaigns; manage issues and crises; and resolve ethical dilemmas. This subject will focus, in particular, on the interpersonal and organisational communication strategies and tactics required for a range of new media technologies, including blogs, wikis and social networking sites.

PRMM903 Public Relations for Innovation and Change

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The aim of this subject is to provide students with a critical understanding of public relations strategies and relationship management processes. It will examine how public relations can strengthen and add value to innovation and change-related communication practices such as launching businesses and products, communicating change during mergers and acquisitions, and inspiring social innovation. Key topics covered include: strategies for encouraging innovation, communicating and responding to change, persuasion and publicity, the strategic design of meanings, and collaborative decision making.