The Graduate School of Business (GSB) offers postgraduate coursework degrees from three main locations—the UOW campus, the Graduate School of Business Sydney, and UOW Dubai. GSB programs provide opportunities for the development of professional skills and knowledge. GSB staff bring together a wealth of academic and industry experience to support you in achieving your career goals. The GSB has been accredited by and gained membership to a number of professional bodies in order to ensure the quality of its programs. These include:

- Chartered Institute of Logistics and Transport in Australia (CILTIA)
- Chartered Institute of Logistics and Transport in UK (CILTUK)
- European Foundation for Management Development (EFMD)
- Hong Kong Logistics Association (HKLA)
- UAE Ministry of Higher Education and Scientific Research
- Australian National Business School (ANBS)
- Logistics Association of Australia (LAA)
- Australia & New Zealand Academy of Management
- Australian Industry Group
- Dubai Quality Group
- Australian Business in the Gulf.

Information on the GSB can be found at: [www.uow.edu.au/gsb](http://www.uow.edu.au/gsb)

Detailed course and subject information can be found at: [www.uow.edu.au/handbook/current/pg/gsb](http://www.uow.edu.au/handbook/current/pg/gsb)

**RESEARCH CENTRES**

**CENTRE FOR HEALTH SERVICE DEVELOPMENT**

chsd.uow.edu.au

The Centre for Health Service Development is a major research centre. The Centre researches issues involving the provision of health services and advises government and non-government bodies on policy issues relating to health. The Centre’s main objective is to make a significant contribution to improving the funding and delivery of public/private health in community care services in Australia. It has strong links with other universities and collaborates with a number of influential industry partners. Clients include government authorities and area health services, as well as local government and community groups.

**CENTRE FOR SUPPLY CHAIN SOLUTIONS**

www.uow.edu.au/gsb/research

The Centre for Supply Chain Solutions is one of Australia’s leading research institutions dedicated to supply chain management. The mission of the Centre is to develop and analyse successful strategies for improving competitiveness through successful management of global supply chains. The Centre allows industry professionals to contribute and draw upon research from the GSB, as well as the Faculties of Commerce and Informatics. This group has attracted large amounts of funding from public companies including BlueScope, Toll Holdings, and Manugistics.

**CENTRE FOR GOVERNANCE AND ETHICS IN BUSINESS**

www.uow.edu.au/gsb/research

The Centre for Governance and Ethics in Business examines the ways in which the principles and practice of corporate governance are applied in both the public and private sectors. Issues associated with the roles and responsibilities of boards of directors, executive remuneration, corporate social responsibility, government and regulators’ legislation, and private equity investment are of particular interest.
RESEARCH DEGREES

DOCTOR OF PHILOSOPHY (PHD)*
Duration: 3 years
Starting sessions: Sydney: Intake A

DOCTOR OF BUSINESS ADMINISTRATION (DBA)*
Duration: 3 years
Starting sessions: Sydney: Intake A
Entry requirements: An MBA or Masters degree related to business or management plus relevant work experience. Applicants should also submit a detailed research proposal.

The DBA focuses on professional business practice, providing managers with research skills that can be applied to issues of organisational leadership.

The DBA differs from a PhD as it comprises one-third coursework subjects (48 cp) and two-thirds research (96 cp). The coursework component provides students with the opportunity to develop a detailed research topic and the skills and research methodologies necessary to successfully complete the research component.

*Subject to final approval.

COURSEWORK DEGREES

MASTER OF BUSINESS ADMINISTRATION (ADVANCED)
Duration: 2 years (96cp)

MASTER OF BUSINESS ADMINISTRATION (MBA)
Duration: 1.5 years (72cp)

GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION
Duration: 1 year (48cp)

GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION
Duration: 6 months (24cp)

Starting sessions: Wollongong: Autumn/Spring
Sydney: Intake A/B/C/D

Entry requirements: Recognised Bachelor degree with an average mark of at least 60%, plus a minimum of two years relevant professional experience. An alternative entry pathway via the GSB’s eight-subject Masters program is available.

Business Administration courses are fully integrated, allowing articulation between each course level as shown below:

<table>
<thead>
<tr>
<th>Coursework Degree</th>
<th>Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA (Advanced)</td>
<td>16 subjects</td>
</tr>
<tr>
<td>MBA</td>
<td>12 subjects + 4 more subjects = MBA (Advanced)</td>
</tr>
<tr>
<td>Grad Dip BA</td>
<td>8 subjects + 4 more subjects = MBA</td>
</tr>
<tr>
<td>Grad Cert BA</td>
<td>4 subjects + 4 more subjects = Grad Dip BA</td>
</tr>
</tbody>
</table>

The MBA is designed for experienced professionals who wish to develop their managerial skills in order to operate effectively in an increasingly competitive and evolving global business environment. MBA students develop a portfolio of key management skills that range from strategic analysis and decision-making, through to an appreciation of global business challenges, marketing, strategic finance and corporate governance. The compulsory subjects focus on practical issues and concepts, providing a strong foundation for the elective subjects that follow. At the completion of the MBA program, graduates should be able to approach business problems analytically and make strong and informed managerial decisions.

COURSE STRUCTURE
Nine core 6cp subjects:

- TBS901 Accounting for Managers
- TBS903 Managing People in Organisations
- TBS904 Marketing Management
- TBS905 Economic Analysis of Business
- TBS906 Information Systems for Managers
- TBS907 Financial Strategy
- TBS909 Corporate Governance
- TBS920 International Business Strategy
- TBS921 Strategic Decision Making

Elective subjects can be chosen from other GSB or Faculty of Commerce programs to extend the range of disciplinary studies, or to focus on one specific area.

MBA Advanced students complete the MBA plus an additional four 6cp electives, specialising in one of the following disciplines:

- Accounting
- Finance
- Economics
- Human Resource Management
- Information Systems
- Management
- Marketing
- Engineering
- Engineering Management
- Environmental Engineering
- Engineering Asset Management
- Health Management
- Public Health
- Internet Technology
- Electronic Commerce
- Information Technology Management
- Information & Communication Technology
- General Management†
- International Business†
- Logistics†

† General Management, International Business and Logistics are the only specialisations available at GSB Sydney. All other specialisation subjects can be completed at the Wollongong campus.

Graduate Diploma and Graduate Certificate students complete programs of 8 and 4 subjects respectively, from MBA core subjects.

ADVANCED STANDING

Advanced standing (credit) for three subjects is available for members of the following professional accounting bodies, providing they meet specified criteria:

- Australian Society of Certified Practising Accountants (ASPCA)
- Institute of Chartered Accountants in Australia (ICAA)
- Association of Chartered Certified Accountants (ACCA)
- Chartered Institute of Management Accountants (CIMA)
- Hong Kong Society of Accounting (HKSA)
The Asia-Pacific region encompasses many diverse cultural influences and contains the enhancement of dynamic opportunities of the 21st Century. Business operation in this region is continually being transformed through sudden fluctuations of foreign currencies, changing government regulations and socio-political upheavals, providing many challenges for implementing international business strategies. The MIB examines issues impacting on the Asia-Pacific region through the application of sound and workable strategies.

**Course Structure**
Eight 6cp subjects:
- TBS984 International Business
- TBS983 International Business Economic Environment
- TBS980 International Financial Management
- TBS981 Managing in Multi-National Companies
- TBS982 Marketing in a Global Economy
- TBS986 Contemporary Cross-Cultural Issues in Business
- TBS935 Project Management
- TBS908 Supply Chain Management

**Master of Management (Mgmt)** provides an opportunity for practicing managers to enhance their career opportunities by developing further professional, personal and technical skills in key business areas. The Mgmt comprises eight subjects chosen from the overall portfolio of subjects offered by the GSB in consultation with the Course Convenor. The structure of this program is flexible in order to take into account individual professional development needs.

**Course Structure**
Candidates will be required to complete 8 subjects determined in consultation with the Graduate Studies Advisor.

**Master of Project Management**
- **Duration**: 1 year (48 cp)
- **Starting Sessions**: Wollongong: Autumn/Spring
- **Entry Requirements**: Recognised Bachelor degree in a relevant area, typically Commerce, Engineering, Maths, or IT, with an average mark of at least 60%.

Efficient project management provides organisations with improved ability to plan, implement and control their business activities. The growth of new forms of technology in project management has prompted organisations to look for skilled project managers who can enhance the performance of their businesses. The Master of Project Management equips students with comprehensive project management skills and teaches strategies for dealing with a broad range of issues encountered within business organisations.

**Course Structure**
- TBS935 Project Management
- TBS936 Advanced Project Management
- TBS950 Quality in Management
- TBS922 Management Project
- TBS901 Accounting for Managers
- TBS903 Managing People in Organisations
- TBS906 Information Systems for Managers
- TBS908 Supply Chain Management

* Subject to final approval.

This course is designed to provide professionals working in logistics and operations management, particularly in the manufacturing, transport, retail and service industries, with the skills to manage the flow of materials and information within and between organisations and their business environment. Students will learn how to implement a supply chain strategy within an organisation and develop skills in forecasting, production and service planning. An emphasis is given to information technology systems and computer programs as these are increasingly integral to successful supply chain delivery.

**Master of Science (Logistics)**
- **Duration**: 1 year (48cp)
- **Starting Sessions**: Wollongong: Autumn/Spring.
- **Entry Requirements**: Recognised Bachelor degree in a relevant area, typically Commerce, Engineering, Maths, or IT, with an average mark of at least 60%; or a degree in any area plus 2 years relevant professional experience.

The Master of Science (Logistics) is accredited by the Chartered Institute of Logistics and Transport.

**Course Structure**
- TBS908 Supply Chain Management
- TBS918 Strategic Supply Chain Management
- TBS928 Logistics Systems
- TBS935 Project Management
- TBS912 Quantitative Methods for Decision Making
- TBS930 Operations Management
- TBS933 Procurement Management
- TBS950 Quality in Management

**Professional Recognition**
The Master of Science (Logistics) is accredited by the Chartered Institute of Logistics and Transport.
GRADUATE SCHOOL OF BUSINESS

PATHWAY INTO GSB

MASTERS PROGRAMS

GRADUATE CERTIFICATE IN BUSINESS

Duration 6 months (24cp)
Starting sessions Wollongong: Autumn/Spring
Sydney: A/B/C/D
Entry Requirement IELTS 6 and a recognised Bachelor degree in any area or other combination of academic qualifications and/or relevant professional experience (for example—2 years full-time academic qualifications plus 2 years relevant professional experience; or 3 years full-time academic qualifications).

The Graduate Certificate is a pathway program leading to entry to the following Masters programs offered by GSB:

→ Master of International Business
→ Master of Science (Logistics)
→ Master of Management
→ Master of Project Management
→ Master of Retail Management

The course is for applicants who do not currently meet the English requirement or do not have a relevant degree for direct entry to a number of Masters degrees offered by GSB. It includes newly developed subjects in business fundamentals and contemporary practice, designed to provide an overview of current practice in management, operations, organisation, selection of products and services, and financial resources. An Australian and international business environment context is provided, focussing on the Asia-Pacific region. The course will develop students’ English communication and quantitative skills in preparation for study at Masters level in the GSB.

COURSE STRUCTURE

TBS956 Foundations in Business Studies
TBS957 Introduction to Contemporary Business Practice
TBS902 Statistics for Decision Making
TBS985 Communication for International Business

ARTICULATION

Students completing the Graduate Certificate in Business with an average mark of 60% will automatically qualify for entry to the five Master degrees offered by GSB listed above.

LANGUAGE SUBJECTS

Students in any of the GSB Masters degrees may apply to take either Business Chinese Language & Culture OR Business Spanish Language & Culture in the place of one core subject. These language subjects are intended for those who wish to acquire knowledge of the Spanish or Chinese language for use in a practical business context, and for those seeking to build business relationships with Spanish or Chinese speaking people at a managerial level. The language functions and business vocabulary presented in the subjects are appropriate to a number of commercial situations.

GRADUATE CERTIFICATES

The Graduate Certificate program is designed as a short course for students wanting a postgraduate qualification which can be completed in as little as five months (February to June; or July to November at Wollongong, or over two intakes, January/April/June/September at the Graduate School of Business Sydney).

Courses are available in:

→ Business Administration
→ International Business
→ Logistics
→ Project Management
→ Retail Management
→ Management

ENTRY CRITERIA

As for the relevant Masters program

ARTICULATION

Students who wish to extend their studies can, on successful completion of the Graduate Certificate, proceed to the relevant masters course.

QUINCY GOVIN
MALAYSIA
MASTER OF INTERNATIONAL BUSINESS & MASTER OF BUSINESS ADMINISTRATION

I was offered a job at French carmaker Renault upon my return to Malaysia, immediately after graduating from UOW. I was initially based in Kuala Lumpur, in the Asia Pacific Division as the Operations Manager for Malaysia, which involved overseeing and managing all strategic and operational issues for the Malaysia market.

I have since taken a regional position based in Singapore, in charge of the ASEAN market for Renault’s commercial activity within the region. My job requires frequent travel within the Asia-Pacific region, and to the company’s various entities in Japan, Europe and Australia.

I came back from UOW with a quality MIB and MBA, gained extensive exposure to cultures other than my own, and fostered close friendships with people I would never have thought of meeting. The international exposure with students from various countries increased my understanding of the world at large and prepared me for my current challenge in the international arena of the automobile industry. My UOW experience has opened new doors in my life—both professional and personal.
DOUBLE MASTERS PROGRAMS

The Graduate School of Business offers the unique opportunity to complete two Masters degrees, including the MBA, in two years or less. As well as serving as an alternative entry pathway into the MBA, the Double Masters options offer considerable savings on the tuition fee for your MBA program because of the formal articulation arrangements from other Masters courses in the Graduate School of Business and other Faculties.

The tables below show the range of Double Masters programs which include an MBA component:

## DOUBLE MASTERS PROGRAMS WITHIN THE GRADUATE SCHOOL OF BUSINESS

The following Double Masters programs show programs of study that can be completed entirely within the Graduate School of Business:

<table>
<thead>
<tr>
<th>DOUBLE MASTERS PROGRAM</th>
<th>ENTRY REQUIREMENTS FOR DOUBLE MASTERS</th>
<th>TOTAL DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Business + MBA</td>
<td>Any major</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Retail Management + MBA</td>
<td>Business-related</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Project Management + MBA</td>
<td>Commerce, Maths, IT or Engineering</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Science (Logistics) + MBA</td>
<td>Commerce, Maths, IT or Engineering</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Management* + MBA</td>
<td>Business-related</td>
<td>1 year full time or equivalent</td>
</tr>
</tbody>
</table>

* Available at Wollongong campus only – all other Double Masters programs above can be completed entirely at the Sydney and Wollongong campuses.

## DOUBLE MASTERS COMBINING MBA WITH A MASTERS FROM ANOTHER FACULTY

<table>
<thead>
<tr>
<th>DOUBLE MASTERS PROGRAM</th>
<th>ENTRY REQUIREMENTS FOR DOUBLE MASTERS</th>
<th>TOTAL DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Engineering Management + MBA</td>
<td>Engineering</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Engineering Practice + MBA</td>
<td>Engineering</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Health &amp; Leadership Management + MBA</td>
<td>Health-related</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Health Management + MBA</td>
<td>Health-related</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Nutrition Management + MBA</td>
<td>Nutrition/Dietetics</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Commerce + MBA</td>
<td>Any</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>MPA + MBA</td>
<td>Any</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Any other Masters coursework program offered by the Faculty of Commerce + MBA</td>
<td>Business-related, Accountancy or Finance</td>
<td>1 year full time or equivalent</td>
</tr>
<tr>
<td>Master of Education (Educational Leadership)</td>
<td>Education or Teaching</td>
<td>1 year full time or equivalent</td>
</tr>
</tbody>
</table>

* refer to the Faculty of Commerce for entry requirement to each Masters course. All Double Masters programs including a Faculty of Commerce degree with the MBA can be completed within 2 years, except for an MPA + MBA combination which would require a minimum 2.5 years.

A Double Masters program can save you time and money, and offers many other advantages.

→ Complete two degrees instead of one. At many other universities, you will need 1.5 to 2 years to complete just an MBA.

→ Save $15,255 on the MBA tuition fee (based on 2008 fees). This is because you receive exemption from six subjects in the MBA after completing the first Masters degree.

→ Both Masters can be completed within two years. Students completing the MBA at the Sydney campus can complete the MBA component in 9 months because the flexible intake system means that the 6 remaining MBA subjects can be taken over only three intakes.

→ Alternative entry for those not able to enter the MBA directly. The Double Masters entry requirements allows entry based on:

— one year equivalence of professional experience, instead of two years for direct entry to the MBA;

— a degree in any area with an average Pass grade via the popular MIB + MBA Double Masters, instead of a 60% average for direct entry to the MBA.

— IELTS 6.0 if entering via a Masters program offered by the Faculty of Engineering.

## FEES

The tuition fees shown are in A$ per session. The Wollongong campus operates on a 'session' system of 2 standard sessions per year. The Sydney campus operates on an 'intake' system of 4 intakes per year – fees shown therefore represent the fee for 2 intakes (the equivalent of one session) for the Sydney campus. The normal duration and commencement sessions can be found in the course description for each course in the preceding pages.

- MBA, MBA (Advanced), GradDipBA, GradCertBA 10170
- Graduate Certificate in Business 9250
- All other postgraduate coursework and research programs 9800
The Faculty of Commerce aims to be the best environment in Australia to research and learn Commerce. We encourage individual creativity and growth within an inspirational and supportive learning environment.

Commerce has a well-earned national and international reputation for the quality of its teaching and research. Our reputation is reflected in the continuing high level of demand for our graduates by national and international employers who are seeking tomorrow’s leaders, innovators and entrepreneurs.

Studying Commerce at UOW is a positive investment in creating a better future for yourself, your family and your society. Our postgraduate degrees are internationally recognised professional qualifications that provide a sound foundation for a wide range of career options. As a graduate, you will have well-developed analytical skills as well as in-depth knowledge in your chosen specialist areas. You will also have enhanced your communication and interpersonal skills.

Our programs will put you in touch with the major issues and developments affecting organisations and society. They will prepare you to work, research and manage in a wide variety of business contexts including government and non-profit organisations.

As a postgraduate student, you will be offered extensive support services from a new purpose-built facility in Commerce Central. The Commerce building includes seven computer laboratories equipped with up-to-date hardware and software and the campus as a whole offers access to a wireless network. There are also internet hot desks that enable you to make productive use of time between classes.

If your goal is to undertake postgraduate research, then the Faculty of Commerce will provide you with a challenging and supportive research environment. The Faculty offers research training in all of the core areas of Commerce along with access to world-leading Commerce researchers. As a research student you will be based in the state-of-the-art, Commerce Higher Degree Research Student Centre with 24-hour access. Our goal is to provide you with the best possible chance of success.

The Commerce International Unit provides a continuing support service for international students, with staff available to assist international students with general enquiries, or questions relating to their studies in the Faculty.

For additional information on the Faculty please visit www.uow.edu.au/commerce

For course information please visit www.uow.edu.au/handbook/current/pg/commerce

RESEARCH NETWORK

SOCIAL INNOVATION NETWORK (SINET)

SInet was formed to develop new concepts, strategies and tools to empower people to improve quality of life, with respect to both material standard of living and personal well-being—including health and environment, and social harmony.

SInet provides a focus for interdisciplinary research across the social sciences with the University of Wollongong. This opens opportunities for researchers from different areas to work together, bound by mutual interest—creating dynamic relationships that encourage innovative solutions.

Examples of research undertaken within the SInet can be found under the following member Research Centres:

→ Centre for Human and Social Capital Research
→ Centre for Small Business and Regional Research
→ Centre for Social Marketing Research
→ Health, Environment, Development and Growth Economics
→ Marketing Research Innovation Centre
→ People and Organisation Research Centre
→ Social Accounting and Accountability.
Public Policy Choices.

Theory, Societal Impacts of Accounting on Corporate Strategic Bankruptcy, Social Accountability, Corporate Social Responsibility, Environmental Accounting, Public research areas are: Kyoto Protocol and the accountability of aid agencies on a wide range of projects, from the Kyoto implications, researchers in the Centre focus and accountability that include social and economic, but have social and political consequences, re-forming the way in which we view the world. In identifying the social effect of existing accounting practices, and imagining new mechanisms for accounting and accountability that include social implications, researchers in the Centre focus on a wide range of projects, from the Kyoto protocol, to the accountability of aid agencies and accounting’s role in the deinstitutionalisation of mental hospitals. Examples of current research areas are: Kyoto Protocol and Environmental Accountability, Public Accountability, Corporate Social Responsibility, Corporate Strategic Bankruptcy, Social Implications of Accounting Education and Theory, Societal Impacts of Accounting on Public Policy Choices.

SCHOOL OF ECONOMICS

ACTIVITY THEORY USABILITY LABORATORY (ATUL)

The Activity Theory Usability Laboratory offers a selection of innovative services designed to assess and improve the performance of organisations, groups and individuals. It is set up for practical Usability Testing with a focus on how people use technology creatively to achieve successful outcomes within their everyday world. ATUL also has a set of innovative tools to support a variety of approaches to business analysis and collaborative learning. ATUL is itself a Learning Organisation whose members strive to continually expand their understanding of the way people engage, in meaningful activities, in an ever-changing world.

CENTRE FOR HUMAN AND SOCIAL CAPITAL RESEARCH (CHSCR)
www.uow.edu.au/commerce/econ/chscr

Human capital is the stock of knowledge and skills embodied in people. Social capital is the access that people have to groups and organisations whose members are likely to cooperate because of commonly held goals, attitudes or values. The CHSCR supports research into all aspects of human and social capital, including its acquisition, its costs and benefits and its implications for economic and social well being. Examples of current research areas are: Academic Productivity within Australian Universities, Influences on the Academic Performance of Tertiary Students, Labour Markets, Poverty, Social Capital Renewal of International Students, Inter-organisational Cooperation, Creativity and Innovation: Social Science Perspectives and Policy Implications.

CENTRE FOR SMALL BUSINESS & REGIONAL RESEARCH (CSBRR)
www.uow.edu.au/commerce/econ/csbrr

The Centre for Small Business & Regional Research (CSBRR) conducts and publishes research on issues of interest and relevance to SMEs, acts as a catalyst for research initiatives in the Illawarra and supports the conduct, analysis and dissemination of SME research through the provision of research expertise and administration. Examples of current research areas are: the impact of marine industry activities on the infrastructure of marine facilities and on the performance of marine industry firms; Prospects and Strategy for Socio-Economic Revitalisation; Free Trade Agreements and Their Impact on the SME Sector; An Examination of the Driving Forces behind ICT Adoption in Australian Rural and Regional Medical Practices; Business Processes and Practices in General/Medical Practices in Regional Australia.

HEALTH, ENVIRONMENT, DEVELOPMENT AND GROWTH ECONOMICS (HEDGE)
www.uow.edu.au/commerce/econ/hedge

HEDGE is an Economics-based research centre with a focus on health and the environment, health and economic development, and health and economic growth. The principal objective of the centre is to provide a forum for generating economic research leading to high quality analyses and publications in these areas. The Centre also forges relationships with other research units specialising in health-environment-development related studies and seeking behavioural and institutional economic insight and input. Examples of current research areas are: Health Services, Epidemics and Economic Growth; Public and/or Private Health Services: Quality, Cost and Affordability; Environmental Health Hazard and Choice of Residence; Cost effectiveness Analysis of Community Service Delivery.
SCHOOL OF MANAGEMENT
AND MARKETING

CENTRE FOR APPLIED SYSTEMS RESEARCH (CASR)

CASR actively promotes a ‘social innovation’ perspective in the analysis, design, implementation and evaluation of intra- and inter-organisational systems both organisational and technical, with a special interest in business processes, services and work practices; supply chain, simulation and operations management; and multimedia and hypermedia in organisations.

CENTRE FOR KNOWLEDGE MANAGEMENT (CKM)
www.uow.edu.au/commerce/smm/mgmt/knowledgemgmt

The Centre for Knowledge Management (CKM) aims to be at the forefront of research that improves Australia’s ability to compete as a knowledge economy. This includes research into areas such as knowledge resource value, learning Organisation capacity, knowledge creation and innovation, knowledge transfer, risk management, and innovative research methods. Its research aims to be multi-disciplinary and collaborative. The CKM has a practical focus, including industry partnerships with the Department of Defence (DoD) and BlueScope Steel. A current major project, undertaken with the DoD, is on Measuring and Managing the Impact of Organisational Knowledge Loss.

CENTRE FOR SOCIAL MARKETING RESEARCH (CSMR)
www.uow.edu.au/commerce/mark/csmr

The primary aim of CSMR is to undertake a program of active research that contributes to both the theoretical foundations of social marketing and its practical application. In conducting this research CSMR recognises that the formation of partnerships with government and non-profit organisations and the need for firms to adopt ethical marketing practices are fundamental issues within the social marketing paradigm. Consequently, the Centre also has research interests in the areas of non-profit marketing, critical marketing and corporate social responsibility. Examples of current research areas are: The Role and Influence of Parents on Young Drivers; and Community Perceptions of Crime and Safety.

MARKETING RESEARCH INNOVATION CENTRE (MRIC)
www.uow.edu.au/commerce/smm/mark/mric

The MRIC’s mission is to make a significant contribution to the development of marketing research methods and to develop a national and international reputation in the area of methodological research in marketing. Current research projects by MRIC researchers include brand image (branding) methodology and measurement, market segmentation, answer format effects and applications; qualitative research methodology and measurement; and quantitative measurement theory and applications. Current major projects are on Identifying, Attracting and Retaining Successful Foster Parents; and The Role of Community Connectedness in Retaining Skilled Migrant Women in Australia.

PEOPLE AND ORGANISATION RESEARCH CENTRE (PORC)
www.uow.edu.au/commerce/smm/mgmt/porc

PORC’s members have a broad range of interests and projects that are concerned with benefiting people and Organisation through high quality conceptual and applied research. Examples of current research areas are: OHS Management in organisations, Cultural Change at BHP/Bluescope Steel, Women’s Career Issues in Family Business, Inter-organisational Timeframes, Ethical Issues in Australian Call Centres, Discourses around Tourism and Australian Identity, Organisational Issues in the Australian Film Industry, Corporate Governance, Sustaining Remote Maternity Services; Socially and Culturally Sustainable Biotechnology; Learning in Project Based Environments; Integration in Supply Chain Systems; Indigenous Industries and Entrepreneurship.

RESEARCH DEGREES

DOCTOR OF PHILOSOPHY (PHD)

Duration 3 years
Starting sessions Autumn/Spring
→ Accountancy
→ Economics
→ Finance
→ Management
→ Marketing

MASTER OF ACCOUNTANCY – RESEARCH

MASTER OF ECONOMICS – RESEARCH
MASTER OF FINANCE – RESEARCH
MASTER OF MANAGEMENT – RESEARCH
MASTER OF MARKETING – RESEARCH

Duration 1–1.5 years
Starting sessions Autumn/Spring
**COURSEWORK DEGREES**

**ENTRY PATHWAYS TO SPECIALIST MASTERS DEGREES**

If you do not have the direct entry requirement for entry to a Specialist Masters, the Faculty offers two pathway programs which can be taken as stand-alone qualifications or offered as a package with the Specialist Masters program of your choice.

**MASTER OF COMMERCE**

Duration: 1 year (48 cp)
Starting sessions: Autumn/Spring
Entry requirements: Recognised Bachelor degree in any area.

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 specialised professional degree offered through the Faculty's Double Masters programs (refer to Articulation details below).

**COURSE STRUCTURE**

The course comprises four core subjects, covering marketing management, strategic management, economics and accounting foundations for professionals, plus a further four subjects selected from any postgraduate Commerce subject. Students wishing to gain a concentration of study may take the four additional subjects from the same area (for example, finance, marketing, or management) or may choose from the broad range of subjects across the Faculty.

**ARTICULATION**

Students successfully completing the prescribed program of subjects in the Master of Commerce will be guaranteed entry to one of the Faculty’s Specialist Masters programs, and obtain exemption from two subjects in the second Masters programs. This arrangement applies to all specialist Masters programs shown on the following pages, except the MPA and Master of Finance (students requiring a pathway into these courses should refer to the Graduate Certificate in Commerce below).

**GRADUATE CERTIFICATE IN COMMERCE**

Duration: 6 months (24 cp)
Starting sessions: Autumn/Spring
Entry requirements: A recognised Bachelor degree in any area OR a combination of three years academic/professional qualifications AND three years full-time work experience in a business context.

**COURSE STRUCTURE**

The Graduate Certificate in Commerce comprises four core subjects, covering marketing management, strategic management, economics and accounting foundations for professionals.

Applicants who have been offered a Master of Professional Accounting subject to successful completion of the Graduate Certificate in Commerce will be required to substitute the accounting and economics subjects in the Graduate Certificate in Commerce below.

**ARTICULATION**

Students successfully completing the prescribed program of subjects in the Graduate Certificate in Commerce with an average of 60% will be eligible to articulate into the Master of Commerce which can be completed with a further four 900-level Commerce subjects.

Students who hold tertiary qualifications in business or commerce and achieve an average of at least 60% in the Graduate Certificate of Commerce will be eligible for two subjects credit towards a specialised Masters program (other than the Master of Commerce, the MPA or Master of Finance).

The table below shows the various pathway options available via the Graduate Certificate in Commerce and Master of Commerce.

<table>
<thead>
<tr>
<th>Bachelor degree in business and/or major in Accounting or Finance with average 50-59% + IELTS 6.5</th>
<th>MASTER OF COMMERCE</th>
<th>SPECIALIST MASTERS</th>
<th>PERIOD OF STUDY</th>
<th>1.5 to 2 years</th>
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<tr>
<td>SEMESTER 1 4 SUBJECTS</td>
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<td>SEMESTER 2 4 SUBJECTS</td>
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<td>SEMESTER 3 3 SUBJECTS</td>
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<td>SEMESTER 4 3 SUBJECTS</td>
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<tr>
<td>Students who achieve an average of 60% in first session may exit with a Graduate Certificate in Commerce and fast-track to a specialist Masters</td>
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<tr>
<td>Bachelor degree in a non-business area + IELTS 6.5</td>
<td>MASTER OF COMMERCE</td>
<td>SPECIALIST MASTERS</td>
<td>PERIOD OF STUDY</td>
<td>2 years</td>
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<td>SEMESTER 1 4 SUBJECTS</td>
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<td>SEMESTER 4 3 SUBJECTS</td>
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<tr>
<td>All other categories* + IELTS 6.0</td>
<td>MASTER OF COMMERCE</td>
<td>SPECIALIST MASTERS</td>
<td>PERIOD OF STUDY</td>
<td>1.5 to 2.5 years</td>
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<td>SEMESTER 1 4 SUBJECTS</td>
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<td>SEMESTER 4 3 SUBJECTS</td>
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<tr>
<td>Students entering the GCertCom with tertiary qualifications in Business who achieve an average of 60% in first session may fast-track to a specialist Masters</td>
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</tbody>
</table>

*See GCertCom entry requirements
SPECIALIST MASTERS PROGRAMS

ACCOUNTING

MASTER OF PROFESSIONAL ACCOUNTING

Duration 2 years (72cp). A fast-track option allows completion in 1.5 years.

Starting sessions Autumn/Spring

Entry requirements A Bachelor degree in any area from a recognised tertiary institution or equivalent.

Note: UOW assesses overseas qualifications in accordance with Australian Education International – National Office of Overseas Skills Recognition (AEI-NOOSR) guidelines. If your qualification is not considered equivalent under these guidelines, then you may be offered a Graduate Certificate in Commerce.

On successful completion of the Graduate Certificate you will be automatically eligible for admission to the Master of Professional Accounting course. Successful completion means achieving a minimum overall average of 60% in the Graduate Certificate.

PROFESSIONAL RECOGNITION

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

COURSE STRUCTURE

Students complete twelve 6cp subjects:

- ACCY901 Accounting Foundations for Professionals
- ACCY903 Theoretical Foundations of Accounting
- ACCY902 Applied Financial Accounting
- ACCY918 Applied Management Accounting
- ACCY936 Management & Information Systems
- ACCY962 Professional Practice – Auditing & Risk Assurance
- ACCY963 Professional Practice – Taxation
- ECON910 Economics for Accounting Professionals
- ECON940 Statistics for Decision Making
- LAW960 Legal Studies for Professionals
- LAW9302 Law of Business Organisations

MASTER OF FORENSIC ACCOUNTING

Duration 1 year (48cp)

Starting sessions Autumn/Spring

Entry requirements Recognised Bachelor degree in accountancy with an equivalent average mark of at least 60%.

PROFESSIONAL RECOGNITION

The Master of Forensic Accounting is recognised by CPA Australia.

UOW’s Master of Forensic Accounting is a globally unique course. Recent corporate failures have led to a growing awareness of the need for professionals to acquire skills to identify and act upon indicators of poor corporate governance, mismanagement, fraud, and other unethical behaviour. The course provides an international focus for the application of forensic accounting techniques in specialised areas including banking, police, transnational fraud, financial terrorism and eCommerce. Students study methods of investigation, collection, and analysis of data, and systems methodology for investigation into unethical and fraudulent business activities.

The Master of Forensic Accounting further provides for the acquisition of independent accounting expert witness skills including preparation for court appearances and cross examination.

COURSE STRUCTURE

Students complete eight 6cp subjects:

- ACCY950 Introductory Forensic Accounting
- ACCY951 Forensic and Litigation Framework
- ACCY952 Fraud and Failure
- ACCY953 Investigative Processes
- ACCY954 Advanced Investigative Techniques
- ACCY957 Independent Accounting Expert Reports
- ACCY958 Evidence and the Forensic Accountant
- ACCY959 Research Project

MASTER OF ACCOUNTANCY

Duration 1 year (48cp)

Starting sessions Autumn/Spring

Entry requirements Recognised Bachelor degree in accountancy with an equivalent average mark of at least 60%.

PROFESSIONAL RECOGNITION

Recognised by CPA Australia as a Specialist Masters Degree.

The Master of Accountancy is an advanced program which builds on students’ accounting skills, particularly in the areas of auditing, applied financial and management accounting, and international accounting.

COURSE STRUCTURE

Students complete nine 6cp subjects:

- ACCY903 Theoretical Foundations of Accounting
- ACCY904 Financial Accounting
- ACCY905 International Accounting
- ACCY907 Empirical Research Methods
- ACCY913 Management Accounting
- ACCY914 Management Planning and Control Systems
- ACCY936 Management and Information Systems
- ACCY958 Insolvencies
- ACCY974 Accounting Regulation

FINANCE

MASTER OF APPLIED FINANCE

Duration 1 year (48cp)

Starting sessions Autumn/Spring

Entry requirements Recognised Bachelor degree in finance with an equivalent average mark of at least 60%.

Students may specialise in one of the following major areas of study:

- Banking
- Investing
- Managing

PROFESSIONAL RECOGNITION

Recognised by the Financial Services Institute of Australasia (FINSIA) and is recognised by CPA Australia as a Specialist Masters Degree.
COURSE STRUCTURE

The core program contains four subjects, and 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.

Students choose a further four subjects to 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.

BANKING
Core subjects
- LAW970 Banking and Financial Institutions Law
- FIN925 Banking Theory and Practice
- FIN955 International Banking
- FIN956 Bank Lending and Securities

INVESTING
Core subjects
- FIN922 Advanced Investment Analysis
- FIN924 Advanced Financial Statement Analysis
- FIN923 Advanced Portfolio Management
- FIN957 Portfolio Simulation

MANAGING
Core subjects
- FIN924 Advanced Financial Statement Analysis
- FIN927 Entrepreneurial Finance
- FIN926 Advanced Corporate Finance
- FIN928 Multinational Financial Management

MASTER OF FINANCE
Duration 1 year (48cp)
Starting sessions Autumn/Spring
Entry requirements Recognised Bachelor degree in any area.

This program is aimed at those with a degree in Commerce or Business who wish to change career direction, or non-finance majors who wish to acquire an advanced understanding of finance.

In the elective part of the program, students develop an advanced conceptual and applied knowledge of decision-making in corporate finance and banking, investment analysis and portfolio management, international finance, risk management, entrepreneurial finance and statistical and economic methods in finance.

MASTER OF STRATEGIC MANAGEMENT
Duration 1 year (48cp)
Starting sessions Autumn/Spring
Entry requirements Recognised Bachelor degree in commerce with an equivalent average mark of at least 60%.

The economic environment of the 21st Century is driving a need for change in the practice of management in all sectors of the economy. Managers need knowledge of the principles of marketing and how to communicate with customers; conversely, marketing managers require an understanding of the principles of management. This course provides a thorough grounding in the theory and practice of both areas.

COURSE STRUCTURE
Students complete eight 6cp subjects:
- MARK922 Marketing Management
- MGMT910 Strategic Management
- MGMT930 Strategic Human Resource Management
- MGMT915 Management of Change
- MGMT920 Organisational Analysis
- MGMT940 Innovation & Entrepreneurship
- MGMT941 Small Business Management I
- MGMT949 Performance Management
- MGMT978 Cross Cultural Management
- MGMT983 Leading Organisations: Politics, Power & Change Agency

Two electives may be replaced by a 12cp Research project.

MASTER OF STRATEGIC HUMAN RESOURCE MANAGEMENT
Duration 1 year (48cp)
Starting sessions Autumn/Spring
Entry requirements Recognised Bachelor degree in commerce with an equivalent average mark of at least 60%.

The modern human resources manager needs to seize new opportunities and adapt quickly to changing conditions. This course provides the skills necessary to examine structures, systems, culture and leadership; to implement organisational change; and to leverage competitive advantage in the global marketplace through contemporary HRM practice.

PROFESSIONAL RECOGNITION
Accredited by the Australian Human Resources Institute.

MASTER OF STRATEGIC MANAGEMENT & MARKETING
Duration 1 year (48cp)
Starting sessions Autumn/Spring
Entry requirements Recognised Bachelor degree in commerce with an equivalent average mark of at least 60%.

The economic environment of the 21st Century is driving a need for change in the practice of management in all sectors of the economy. Managers need knowledge of the principles of marketing and how to communicate with customers; conversely, marketing managers require an understanding of the principles of management. This course provides a thorough grounding in the theory and practice of both areas.

COURSE STRUCTURE
Students complete eight 6cp subjects:
- MARK922 Marketing Management
- MGMT935 Marketing Strategy
- MGMT936 Consumer Behaviour
- MGMT910 Strategic Management
- MGMT920 Organisational Analysis
- MGMT930 Strategic Human Resource Management
- MGMT922 Marketing Management
- MGMT935 Marketing Strategy

PLUS two 6cp subjects from the list in the Master of Strategic Management or Master of Strategic Marketing.
COMMERCER

COURSE STRUCTURE
Students complete three compulsory 6cp subjects:

- MARK922 Marketing Management
- MGMT910 Strategic Management
- MGMT930 Strategic Human Resources Management

PLUS five 6cp electives from the following:

- MGMT908 Human Resources Development
- MGMT911 Organisational Behaviour
- MGMT915 Management of Change
- MGMT920 Organisational Analysis
- MGMT946 Personal Learning: The Reflective Manager
- MGMT949 Performance Management
- MGMT963 Management of Occupational Health & Safety
- MGMT969 Job Analysis, Recruitment & Selection
- MGMT975 Negotiation, Advocacy & Bargaining

Two electives may be replaced by a 12cp Research project.

M.STRATEGIC MARKETING

Duration 1 year (48cp)

Starting sessions Autumn/Spring

Entry requirements Recognised Bachelor degree in commerce with an equivalent average mark of at least 60%.

In this era of globalisation and rapid technological development, marketing is increasingly important for all types of organisations: businesses, governments, and NGOs all need to focus on customer value through the products and services they create. Students completing this program will gain a comprehensive understanding of the many issues surrounding marketing in the global economy.

COURSE STRUCTURE
Students complete three compulsory 6cp subjects:

- MARK922 Marketing Management
- MARK935 Marketing Strategy
- MGMT930 Strategic Human Resource Management

PLUS five 6cp electives from the following:

- MARK901 Internet Applications for Marketing
- MARK917 Business to Business Marketing
- MARK920 Social Marketing
- MARK936 Consumer Behaviour
- MARK938 Managing Services and Relationship Marketing
- MARK940 Marketing Communications
- MARK956 Creating and Marketing New Products
- MARK957 International Marketing Strategy
- MARK970 Contemporary Issues in Marketing
- MARK977 Research for Marketing Decisions
- MARK995 Tourism Marketing
- MARK997 Retail Marketing Management

Two electives may be replaced by a 12cp Research project.

ARTICULATION
In addition to the Double Masters options provided through the Master of Commerce pathway (see page 28), those who qualify for direct entry to one of the Masters programs in Management & Marketing have the opportunity to complete two specialist Masters degrees in two years. The following Double Masters programs are available under this option:

- Master of Strategic Marketing + Master of Strategic Management
- Master of Strategic HRM + Master of Strategic Marketing

The above degrees can also be completed in reverse order. Students successfully completing the first Masters course will obtain exemption from two subjects in the second Masters program.

FEES
The tuition fees shown are in A$ per session. There are two standard sessions of study per year. The normal duration and commencement sessions can be found in the course description for each course in the preceding pages.

- Master of Professional Accounting 7350
- Master of Commerce 9250
- Graduate Certificate in Commerce 9250
- All other postgraduate coursework and research programs 9800

† Based on standard duration of 4 sessions. The fee for fast-track completion in 3 sessions is $9800 per session.

The University of Wollongong attempts to ensure the information contained in this publication is correct at the time of production (August 2007), however, sections may be amended without notice by the University in response to changing circumstances or for any other reason. Check with the University at the time of application/enrolment for any updated information. UNIVERSITY OF WOLLONGONG CRICOS: 00102E

Effective from 30 April 2007, Wollongong University College changed its business name to Wollongong College Australia. This change has been necessitated by amendments to State and Federal Government Protocols which now restrict use of the word university in business names.

Wollongong College Australia is a registered business name of ITC Education Limited ABN 14 105 312 329. CRICOS No. 02723D. University of Wollongong CRICOS: 00102E