



COMMERCE

CREATING BETTER FUTURES

Studying Commerce at UOW is a positive investment in your future—our postgraduate degrees are internationally recognised professional qualifications that provide a sound foundation for a wide range of career options.

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

As a graduate of the UOW you will leave with more than a postgraduate degree and great employment prospects. You will walk away as a well-rounded individual, someone who is informed, connected and a clear communicator. We educate our students to become socially responsible individuals. To become innovative and flexible business people. We believe these qualities will empower tomorrow's leaders, innovators and entrepreneurs.

Our Faculty purpose, to inspire socially innovative commerce, links business innovation—across private, non-profit and government and sectors—to the collective wealth and well-being of our planet. It is

underpinned by an understanding of genuine corporate social responsibility, environmental sustainability, personal and business ethics, and human rights.

The Faculty of Commerce has a strong reputation within Australia and overseas for the quality of its teaching and research. Our reputation is reflected in the business community's demand for our graduates.

The Commerce International Unit provides ongoing support for international students, with dedicated staff to assist all enquiries from small questions to major issues.

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

COMMERCE KEY RESEARCH AREAS

The Faculty of Commerce has three key research areas:

SOCIAL INNOVATION NETWORK (SINET)

www.uow.edu.au/research/networks/sinet

Sinet stands for the development of new concepts, strategies and tools that empower individuals, communities, profit and non-

profit organisations and the government to improve quality of life.

Sinet provides a focus for interdisciplinary research across the social sciences within the University of Wollongong and offers a unique opportunity for individuals to form relationships with researchers with similar interests in disciplinary areas other than their own. The synergies gained through such interaction can be of immense benefit in the pursuit of social innovation.

The Sinet research groups within the Faculty of Commerce are:

- Centre for Applied Systems Research (CASR)
www.uow.edu.au/commerce/smm/mgmt/casr
- Centre for Small Business & Regional Research (CSBRR)
www.uow.edu.au/commerce/econ/csbr
- Centre for Human and Social Capital Research (CHSCR)
www.uow.edu.au/commerce/econ/chscr
- Centre for Social, Non-Profit and Services Marketing Research
www.uow.edu.au/commerce/mark/csmr
- Health, Environment, Development and Growth Economics (HEDGE)
- Social Accounting and Accountability Research Centre (SAARC)
www.uow.edu.au/research/networks/sinet/groupings/UOW049600.html



MARY ROSE ALIM MASTER OF FORENSIC ACCOUNTING

I am currently employed with the Anti-Money Laundering Council Secretariat, the Financial Intelligence Unit of the Republic of the Philippines. As an Accounting Specialist, my current role involves the evaluation, analysis and preparation of investigative reports on suspicious transactions related to an unlawful activity or money laundering offence. I also assist foreign states in their own anti-money laundering operations.

Aside from the competent teaching core, UOW offers more than just an environment conducive to learning but also a place to enhance your knowledge with comprehensive programs that develop the skills necessary to achieve even better, greater results. The Forensic Accounting program not only developed my investigative knowledge and capabilities, but also gave me new insights into the attitudes, methods and uncertainties of real world forensic accounting. It taught me it is not always what you know that matters but more importantly how you use this knowledge to your advantage and thus, achieve better results.

I graduated my Master of Forensic Accounting with Distinction. Yet the sense of fulfilment is more than just the academic awards—it is in being able to combat the consequences of criminal activity and make a difference to lives of my fellow Filipinos.

MARKETING RESEARCH INNOVATION CENTRE (MRIC)

www.uow.edu.au/commerce/smm/mark/mric

PEOPLE AND ORGANISATION RESEARCH CENTRE (PORC)

www.uow.edu.au/commerce/smm/mgmt

OTHER RESEARCH GROUPINGS

ACTIVITY THEORY USABILITY LABORATORY (ATUL)

www.uow.edu.au/commerce/research/groupings

CENTRE FOR KNOWLEDGE MANAGEMENT (CKM)

www.uow.edu.au/commerce/smm/mgmt/knowledgemgmt

METACAPITALISM RESEARCH GROUP

www.metacapitalism.org

RESEARCH DEGREES

DOCTOR OF PHILOSOPHY (PHD)

CRICOS 001247B

Duration 3 years

Starting sessions Autumn/Spring

Entry requirements Listed on page 18.

- 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

CRICOS 042547F, 042548E, 042549D,
042545G, 042552J

Duration 1–1.5 years

Starting sessions Autumn/Spring

Entry requirements Listed on page 18.

COURSEWORK DEGREES

Please refer to page 21 to find out how the qualifications and marks obtained in your country equate to the general entry requirements shown below.

MASTER OF COMMERCE

CRICOS 060472D

Duration 1 year (48 cp)

Starting sessions Autumn/Spring

Majors E-Commerce; Finance; Organisational Innovation; Public Relations; Regional Development.

Entry requirements Recognised Bachelor degree.

This course is ideal for those who want to change their careers. Employers today are looking for graduates who have a broad business perspective. This course provides the fundamental skills that will allow non-Commerce graduates to obtain a stand-alone qualification in preparation for a career in either small- or large-scale business contexts.

COURSE STRUCTURE

The course comprises four core subjects, covering marketing management, foundations of management, economics and accounting foundations for professionals**, plus a further four subjects selected from any postgraduate Commerce subject. Students are able to concentrate their study in finance, e-commerce, public relations, regional development, organisational innovation or other disciplines offered; or may choose from the broad range of subjects across the Faculty.

ARTICULATION

Students successfully completing the Master of Commerce may proceed to more specialist Commerce Masters degrees as shown on pages 29. Students admitted to the Master of Commerce on the basis of a recognised Bachelor degree in business, accountancy or finance, and who complete the first session with an average mark of 60%, have the option to fast-track entry into a more specialist degree.

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



GRADUATE CERTIFICATE IN COMMERCE

CRICOS 055108M

Duration 6 months (24cp)

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 of full-time work experience in a business context.

COURSE STRUCTURE

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

ARTICULATION

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 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 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 and complete it with a further 48cp.

ACCOUNTING AND FINANCE

MASTER OF PROFESSIONAL ACCOUNTING (MPA)

CRICOS 036454F

Duration 1.5 years (72cp)

MASTER OF COMMERCE – MASTER OF PROFESSIONAL ACCOUNTING (MCOM-MPA)

CRICOS 067241G

Duration 2 years (96cp)

Starting sessions Autumn/Spring

Entry requirements A recognised Bachelor degree in any area. UOW assesses overseas qualifications in accordance with Australian Education International – National Office of Overseas Skills Recognition (AEI-NOOSR) guidelines. Direct entry to the MPA requires a degree assessed as equivalent to an Australian Bachelor as determined by AEI-NOOSR. If your qualification is not considered equivalent under these guidelines, you may be offered the MCom-MPA program.

PROFESSIONAL RECOGNITION

The MPA, whether completed as a standalone course or as part of the MCom-MPA double Masters program, is accredited by CPA Australia and the Institute of Chartered Accountants in 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.

The MPA is designed for non-accounting graduates to gain the qualifications required to practise as an accountant.

The MCom-MPA Double Masters program combines an MPA with a Master of Commerce. This combination was developed as a response to industry demand for graduates with these skills. This Master of Commerce degree not only provides students with fundamental commerce skills but also addresses the cultural and communication issues that will help international students implement accounting knowledge.

Students will be equipped with the skills and knowledge to understand and operate effectively in the Australian workforce. In particular, students will gain skills in intercultural communication with emphasis on teamwork and Australian workplace culture. It provides the opportunity for students to access the Australian workforce either for work experience or employment.

COURSE STRUCTURE

Core subjects for the MPA component (72cp)

- Accounting for Professionals
- Applied Financial Accounting
- Theoretical Foundations of Accounting
- Applied Management Accounting
- Management and Information Systems
- Professional Practice Auditing and Risk Assurance
- Professional Practice Taxation
- Economics for Professionals
- Statistics for Decision Making
- Managerial Finance
- Law of Business Organisations
- Legal Studies for Professionals

Additional subject completed by MCom-MPA students (24cp)

- International Professional Practice (Commerce)
- Marketing Management
- Foundations of Management

MASTER OF FORENSIC ACCOUNTING

CRICOS 046874C

Duration 1 year (48 cp)

Starting sessions Autumn

Entry requirements Recognised Bachelor degree in accountancy with an equivalent average mark of at least 60%. Applicants with a combination of other university qualifications plus relevant professional experience may also be considered.

PROFESSIONAL RECOGNITION

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

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:

- Introductory Forensic Accounting*
- Forensic and Litigation Framework*
- Fraud and Failure*
- Investigative Processes*
- Advanced Investigative Techniques
- Independent Accounting Expert Reports
- Evidence & the Forensic Accountant
- Research Project

* Exit option of the Graduate Certificate in Forensic Accounting after completing these four subjects.



**ALAUDIN NAJDI
SAUDI ARABIA
MASTER OF STRATEGIC
MARKETING**

Wollongong is a small and quite beautiful city. Students and tourists are attracted to it, whether for the gorgeous beaches, golf course and Mount Keira, or for the academic reputation of UOW.

Actually, I came to UOW to study the Master of Strategic Marketing because my cousin graduated from here and he recommended it. I was worried about struggling with my study, but after the first session I overcame any learning difficulties. The excellent library was especially good for helping me enhance my academic strategies and techniques.

Also, it's easy to adopt the local culture—because Wollongong is a small city, it's not difficult to be involved socially. I believe that my study at UOW and what I have learned will positively affect my profession as marketer in the future.

MASTER OF ACCOUNTANCY

CRICOS 042562M

Duration 1 year (48cp)

Starting sessions Autumn/Spring

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

COURSE STRUCTURE

Students complete eight 6cp subjects chosen from:

- Theoretical Foundations of Accounting
- Financial Accounting
- International Accounting
- Empirical Research Methods
- Management Accounting
- Management Planning and Control Systems
- Management and Information Systems
- Insolvencies
- Accounting Regulation

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.

FINANCE

MASTER OF APPLIED FINANCE

CRICOS 029141D

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 two major areas of study:

BANKING

The banking specialisation focuses on bank management and lending.

Core subjects

- Banking and Financial Institutions Law
- Banking Theory and Practice
- International Banking
- Bank Lending and Securities
- Financial Statement Analysis for Business
- Advanced Managerial Finance

INVESTING

The investing specialisation addresses investment analysis and portfolio management.

Core subjects

- Investment Management
- Financial Statement Analysis for Business
- Portfolio Management
- Portfolio Simulation
- Advanced Managerial Finance
- Multinational Financial Management

In addition to the six subjects listed above for each major, students choose a further two 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.

PROFESSIONAL RECOGNITION

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

MANAGEMENT & MARKETING

**MASTER OF STRATEGIC
MANAGEMENT**

CRICOS 053936B

Duration 1 year (48cp)

Starting sessions Autumn/Spring

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

COURSE STRUCTURE

Students complete three compulsory 6cp subjects:

- Marketing Management
- Strategic Management
- Strategic Human Resource Management

PLUS five 6cp subjects from the following list:

- Management of Change
- Organisational Analysis
- Innovation & Entrepreneurship
- Small Business Management I
- Performance Management
- Cross Cultural Management
- Leading Organisations: Politics, Power & Change Agency

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

MASTER OF STRATEGIC HUMAN RESOURCE MANAGEMENT

CRICOS 037087E

Duration 1 year (48cp)

Starting sessions Autumn/Spring

Entry requirements Recognised Bachelor degree in commerce, business or equivalent with an 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.

COURSE STRUCTURE

Students complete three compulsory 6cp subjects:

- Marketing Management
- Strategic Management
- Strategic Human Resources Management

PLUS five 6cp electives from the following:

- Human Resources Development
- Organisational Behaviour
- Management of Change
- Organisational Analysis
- Personal Learning: The Reflective Manager
- Performance Management
- Management of Occupational Health & Safety
- Job Analysis, Recruitment & Selection
- Negotiation, Advocacy & Bargaining

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

MASTER OF STRATEGIC MANAGEMENT & MARKETING

CRICOS 053935C

Duration 1 year (48cp)

Starting sessions Autumn/Spring

Entry requirements Recognised Bachelor degree in commerce, business or equivalent with an 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 six 6cp subjects:

- Marketing Management
- Marketing Strategy
- Consumer Behaviour
- Strategic Management
- Organisational Analysis
- Strategic Human Resource Management

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

MASTER OF STRATEGIC MARKETING

CRICOS 042627F

Duration 1 year (48cp)

Starting sessions Autumn/Spring

Entry requirements Recognised Bachelor degree in commerce, business or equivalent with an 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:

- Marketing Management
- Marketing Strategy
- Strategic Human Resource Management

PLUS five 6cp electives from the following:

- Internet Applications for Marketing
- Business to Business Marketing
- Social Marketing
- Consumer Behaviour
- Managing Services and Relationship Marketing
- Marketing Communications
- Creating and Marketing New Products
- International Marketing Strategy
- Contemporary Issues in Marketing
- Research for Marketing Decisions
- Tourism Marketing
- Retail Marketing Management

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

ARTICULATION INTO MASTER OF BUSINESS ADMINISTRATION

Students may be eligible for admission to the Master of Business Administration, which can be completed with a further one year of study if they:

- have completed one of the Masters coursework programs offered by the Faculty of Commerce; and
- have at least one year of full-time professional experience or equivalent.

For further details see page 64.

FEES

For a full schedule of fees, please turn to pages 67–71.

DOUBLE MASTERS PROGRAMS

The Faculty of Commerce offers a number of Double Masters options for students who wish to study for two years. The options available are:

FIRST MASTERS	SECOND MASTERS	CRICOS CODE	SUBJECTS/ CREDIT POINTS
Master of Commerce	▪ Master of Applied Finance	067071J	16 subjects (96cp)
	▪ Master of Strategic Human Resource Management	067072G	
	▪ Master of Strategic Management	067069C	
	▪ Master of Strategic Management and Marketing	067075E	
	▪ Master of Strategic Marketing	067070K	