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/
## 2010 UOW Dates

<table>
<thead>
<tr>
<th>Session Dates 2010</th>
<th>First (Autumn)</th>
<th>Second (Spring)</th>
<th>Summer 2010/2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Week</td>
<td>22–26 February</td>
<td>19–21 July</td>
<td>Not applicable</td>
</tr>
<tr>
<td>First Day of Session</td>
<td>1 March</td>
<td>26 July</td>
<td>6 December 2010</td>
</tr>
<tr>
<td>End of Session</td>
<td>24 April</td>
<td>18 November</td>
<td>11 February 2010</td>
</tr>
<tr>
<td>Study Recess</td>
<td>7–11 June</td>
<td>1–5 November</td>
<td>31 Jan–4 Feb 2010</td>
</tr>
<tr>
<td><strong>Enrolment</strong></td>
<td>First (Autumn)</td>
<td>Second (Spring)</td>
<td>Summer 2010/2011</td>
</tr>
<tr>
<td>Last day for re-enrolment without late fee</td>
<td>31 January</td>
<td>18 July</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Enrolment of new undergraduates (Wollongong campus)</td>
<td>27–29 January</td>
<td>19–20 July</td>
<td>Before 6 December</td>
</tr>
<tr>
<td>Last day for late re-enrolment</td>
<td>14 March</td>
<td>8 August</td>
<td>12 December</td>
</tr>
<tr>
<td>Last day to add subject via the Web</td>
<td>14 March</td>
<td>8 August</td>
<td>12 December</td>
</tr>
<tr>
<td>Last day to add subject with approval of Academic Adviser and Head of Department</td>
<td>21 March</td>
<td>15 August</td>
<td>19 December</td>
</tr>
<tr>
<td><strong>Withdrawal</strong></td>
<td>First (Autumn)</td>
<td>Second (Spring)</td>
<td>Summer 2010/2011</td>
</tr>
<tr>
<td>Last day to withdraw without financial penalty (CSS fees refunded/International Student Fees credited if withdrawn by)</td>
<td>31 March</td>
<td>31 August</td>
<td>20 December</td>
</tr>
<tr>
<td>Last day to withdraw without academic penalty – subject deleted from record. (Fail grade recorded if subject withdrawn after this date.)</td>
<td>9 May</td>
<td>26 September</td>
<td>26 December</td>
</tr>
<tr>
<td><strong>Examinations</strong></td>
<td>First (Autumn)</td>
<td>Second (Spring)</td>
<td>Summer 2010/2011</td>
</tr>
<tr>
<td>Exam Period</td>
<td>12–24 June</td>
<td>6–18 November</td>
<td>7–11 February</td>
</tr>
<tr>
<td>Release of results</td>
<td>6 July</td>
<td>30 November</td>
<td>21 February</td>
</tr>
<tr>
<td><strong>Charges</strong></td>
<td>First (Autumn)</td>
<td>Second (Spring)</td>
<td>Summer 2010/2011</td>
</tr>
<tr>
<td>Last date to nominate full upfront payment of HECS–HELP Upfront</td>
<td>31 March</td>
<td>31 August</td>
<td>20 December</td>
</tr>
<tr>
<td>Due date for payment of International Student Tuition Fees</td>
<td>31 March</td>
<td>31 August</td>
<td>20 December</td>
</tr>
</tbody>
</table>
# 2010 Commerce Dates

<table>
<thead>
<tr>
<th>Tutorial Enrolments</th>
<th>First (Autumn) Session</th>
<th>Second (Spring) Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wollongong Campus Only</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tutorial Preference System (TPS) is used within the Faculty of Commerce to allocate students into tutorials, laboratories, workshop &amp; seminars classes for the three Schools within Commerce:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School of Accounting &amp; Finance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School of Economics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School of Management &amp; Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Note</strong>: TPS is NOT a “first in system”. Students have 11 days to select their preferences.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TPS Opens (preference mode)</td>
<td>Monday 15 February @ 10am</td>
<td>Monday 12 July @ 10am</td>
</tr>
<tr>
<td>TPS Closes(preference mode)</td>
<td>Thursday 25 February @ 8pm</td>
<td>Thursday 22 July @ 8pm</td>
</tr>
<tr>
<td>View Your TPS Allocations</td>
<td>Friday 26 February @ 4pm</td>
<td>Friday 23 July @ 4pm</td>
</tr>
<tr>
<td>TPS Reopens (first in mode)</td>
<td>Monday 1 March @ 10am</td>
<td>Monday 26 July @ 10am</td>
</tr>
<tr>
<td><strong>Extra Tutorial Enrolment HELP</strong></td>
<td>Thursday 18 Feb 10am–5pm Friday 19 Feb 12.30pm–5pm Thursday 25 Feb 12.30pm–5pm</td>
<td>Thursday 19 July 11am–5pm Tuesday 20 July 12.30pm–4pm Wednesday 21 July 12 noon–3pm Thursday 22 July 12 noon–3pm</td>
</tr>
<tr>
<td></td>
<td>in the Commerce Student Computer Laboratories (Building 40, 2nd Floor)</td>
<td>in the Commerce Student Computer Laboratories (Building 40, 2nd Floor)</td>
</tr>
<tr>
<td><strong>Orientation Week</strong></td>
<td>Autumn Session</td>
<td>Spring Session</td>
</tr>
<tr>
<td>Commerce Student Orientation Session</td>
<td>Thursday 25 February @ 9.30am on the McKinnon lawn</td>
<td>Tuesday 20 July @ 10.30am in the Hope Theatre</td>
</tr>
<tr>
<td>All-year round ORIENTATION</td>
<td><a href="http://www.uow.edu.au/commerce/orientation">www.uow.edu.au/commerce/orientation</a></td>
<td></td>
</tr>
</tbody>
</table>
COMMERCCE 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
- Client 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
9 AM–7 PM
Friday 9 AM–5 PM

**SESSION BREAK:**
Monday–Friday
9 AM–5 PM

**Location:** Building 40, Level 1

**Email:** commerce-enquiries@uow.edu.au

**Phone:** 4221 4478

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

What Information Can I Get At Commerce Central?

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

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

Student Enquiries in Building 40

Commerce Central 1st Floor

Sub Dean’s Unit
Location: Commerce Central
Phone: 02 4221 4478
Email: commerce-enquiries@uow.edu.au
Web: www.uow.edu.au/commerce

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

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

Student Support Advisers (SSA)
Location: Room 133, 1st Floor
Phone: 02 42214714
Also: Room G06, Ground Floor
Phone: 02 42215297
Web: www.uow.edu.au/commerce/sedlo

Tutorial Preference System
Technical Problems:
Phone: 02 42213567
Web: www.uow.edu.au/commerce/tutenrol/

Timetable Problems:
School of Accounting & Finance
School Administration Manager
Email: accfin@uow.edu.au

School of Management & Marketing
School Administration Manager
Email: smm_enquiries@uow.edu.au

School of Economics
School Administration Manager
Email: econ_enquiries@uow.edu.au

Commerce Online Orientation
The Commerce Online Orientation site will assist you learn more about the Faculty of Commerce prior to the start of your learning journey and is a useful reference resource for the duration of your study within the Faculty of Commerce:
www.uow.edu.au/commerce/orientation/
Building 40 Layout

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

Northern Entrance
Main Stairs
Commerce Research Wing
Hope Theatre Entrance
1st Floor: Hope Theatre
Who should I see for assistance about my studies?

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

- course and subject advice
- credit transfer
- changing a major
- cross institutional study
- taking a leave of absence
- applying for special consideration
- advice on appealing a mark in a subject

Why would I visit the:

Sub Dean’s Unit (Commerce Central)

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

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

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

International Unit (Commerce Central)

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

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

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

Students with a disability, injury or medical condition

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

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

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

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

Students from Equity groups

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

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

International students

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

Living and working in Australia

- Cultural Adjustment
- Accommodation, housing and tenancy problems
- Personal, relationship and family issues
- Financial matters
- Health
- Legal issues
- Accidents
- Working in Australia
- Making friends
- Assistance in critical incidents and emergencies
Academic and University
- Where to go to get help
- Assistance with administrative problems or procedures such as leave of absences, withdrawing from subjects or courses, refunds of fees etc
- Course progress rules and study load information
- Grievances and appeals
- Study problems
- Anything affecting your studies that you wish to talk about.

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

Consultation with Staff

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

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

You are encouraged to speak to your tutor, subject coordinator and 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. There may also be vacancies for student representatives on Faculty and University Committees—www.uow.edu.au/commerce/current/uow021710.html.

Tutorial Preference System (TPS)

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

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

• TPS is operational two weeks (10am on the Monday) prior to the start of Autumn and Spring session
• TPS is not used during Summer Session; contact the subject co-ordinator for further information
• During the TPS operational period, students may change their preferences as many times as they wish
• Processing of allocated preferences takes place on the Friday prior to Week 1 of session
• Students can view their allocations from 4pm on the Friday prior to Week 1 of session, and if dissatisfied with the allocation, can view the “left over” times and change their allocation as from 10am Monday Week 1 of Session

• Students who did not register preferences by the TPS closing date can select a class time from the “left over” times, from 10am Monday Week 1 of Session

• For more detailed information on the Commerce Tutorial Preference System visit: www.uow.edu.au/commerce/tutenrol/index.html


Note

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

The Credit Point System

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

Subjects are allocated an identification label; the first number indicates the level of the subject eg: ACCY100 is a 100 level or first year subject, ECON208 is a 200 level or second year subject and MGMT350 is a 300 level or third year subject.

Prerequisites

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

Co-Requisites

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

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

Once students have decided on a Major, they are required to submit the information online vis SOLS.

Credit Transfer

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

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

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

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

Technical Fail (TF)

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

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

Applications for Student Academic Consideration

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

To apply for Academic Consideration, first log onto SOLS using your UOW email user name and password and select the Academic Consideration link. A personalised application form will then appear for electronic completion and submission.
Additional documentation may be required.

More information on Academic Consideration and supplementary exams are available at—www.uow.edu.au/student/examinations/UOW008304.html

**Students Rights and Responsibilities**

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

**Academic Misconduct**

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

**Plagiarism**

Students must take care to avoid unintentional plagiarism. Plagiarism is the verbatim use of someone else’s work, as if it is your own. The someone else concerned may be an author, researcher, critic, lecturer, or even a fellow student. It is often desirable and may even be necessary to use other people’s ideas but you must not pretend that they are your own. Sources of information or ideas must be acknowledged in the text. Information on how to acknowledge such sources is available at—www.uow.edu.au/about/policy/UOW058648.html

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

**Electronic Newsletter**

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

**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. Students are assigned an email quota on their University email account that limits the amount of storage available for their emails. You will receive an email letting you know when
you are at 85% of your quota, once you reach 100% you will be unable to receive any further email.

Should you use up your quota you will need to delete stored emails, including any sent mail, to recover some available quota. You can check your available quota by logging on to webmail—see Manage User Account (Password, Email and Internet): www.uow.edu.au/its/services/manage-mail/student.html

Internet Quota

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

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

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

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

to

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

Webpage Sizes

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

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

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

School of Accounting and Finance
School of Economics
School of Management and Marketing

Degrees Offered

Single degrees

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

Double Degrees

Bachelor of Arts—Bachelor of Commerce (See Faculty of Arts)
Bachelor of Arts—Bachelor of Commerce (See Faculty of Health and Behavioural Sciences)
Bachelor of Commerce—Bachelor of Laws (See Faculty of Law)
Bachelor of Communication and Media Studies—Bachelor of Commerce (See Faculty of Arts)
Bachelor of Creative Arts—Bachelor of Commerce (See Faculty of Creative Arts)
Bachelor of Engineering—Bachelor of Commerce (See Faculty of Engineering)
Bachelor of Engineering—Bachelor of Commerce (See Faculty of Informatics)
Bachelor of International Studies—Bachelor of Commerce (See Faculty of Arts)
Bachelor of Journalism—Bachelor of Commerce (See Faculty of Creative Arts)
Bachelor of Psychology—Bachelor of Commerce (See Faculty of Health and Behavioural Sciences)
Bachelor of Science—Bachelor of Commerce (See Faculty of Health and Behavioural Sciences)
Bachelor of Science—Bachelor of Commerce (See Faculty of Science)
Choosing the Right Program for You

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

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

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

Bachelor of Commerce

This degree is designed for students who would like to undertake a degree in the principle areas of business and commerce. It is suitable preparation for students who would like to become professionals in a particular discipline or want to pursue a general career in business. The degree consists of compulsory core subjects including a capstone subject and may be undertaken with or without a major. The aim is to provide a foundation for the understanding of the business and commercial environment.

Bachelor of Commerce (Dean’s Scholar)

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

Bachelor of Commerce (Event Management)

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

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

Bachelor of Commerce (Tourism Management)

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

Majors: Bachelor of Commerce

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

ACCOUNTANCY

Bachelor of Commerce (Accountancy)

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

Professional Recognition

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

BUSINESS INNOVATION

Bachelor of Commerce (Business Innovation)

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

**BUSINESS LAW***

**Bachelor of Commerce (Business Law)**

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

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

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

**ECONOMICS**

**Bachelor of Commerce (Economics)**

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

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

**FINANCE**

**Bachelor of Commerce (Finance)**

Finance studies the ways in which individuals, businesses, and other organisations raise, allocate and use money. Individuals need to allocate their savings among different investment alternatives, businesses and other organisations need to raise and invest capital to provide value for their owners, and individuals, businesses and other organisations use financial markets to exchange capital with each other. Finance majors are undertaken by students for three main reasons. One reason is to
pursue a career in finance. This can be rewarding for individuals who are interested in analysing and solving financial problems. Another reason is where a student is majoring in another field, but is interested in understanding the firm as a whole. Since finance underlies all business functions, a better understanding of financial decision-making is essential for business success. A final reason is that a student is interested in learning about finance for personal reasons. All individuals can benefit from an understanding of how finance affects their lives and with this knowledge making better financial decisions.

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

FINANCIAL PLANNING

Bachelor of Commerce (Financial Planning)

Financial planners must have an understanding not only of finance but also of accounting, management and marketing. Financial Planning is the design of specific financial outcomes that meet a client’s unique needs and objectives, given the clients financial resources and risk profile. Its broad approach is to fulfil the clients total needs and to incorporate within it, the areas of investment planning, taxation and social services planning, retirement planning, risk planning and estate planning. This major builds the skill set needed for recognition by the Australian Securities and Investments Commission and the Financial Planning Association, allowing finance graduates who choose this major to work as a financial planner in banks, life insurance companies or credit unions, fund management, employed by corporate entities or self employed.

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

HUMAN RESOURCE MANAGEMENT

Bachelor of Commerce (Human Resource Management)

Increasingly, business firms and the public sector recognise that a major source of sustainable success is found in capable and productive human resources. The human resource management (HRM) major focuses on the people side of organisations. It is relevant to students wishing to pursue a professional career in HRM as well as
to those students who see people management as a necessary part of their future skills portfolio.

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

Professional Recognition

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

INTERNATIONAL BUSINESS

Bachelor of Commerce (International Business)

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

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

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

MANAGEMENT

Bachelor of Commerce (Management)

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

Bachelor of Commerce (Marketing)

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

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

PUBLIC RELATIONS

Bachelor of Commerce (Public Relations)

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

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

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

SUPPLY CHAIN MANAGEMENT

Bachelor of Commerce (Supply Chain Management)

Supply Chain Management (SCM) is a critical area of competitive advantage for organisations. Supply Chain Management involves managing the flow of products and services, financial and information from the suppliers through value adding intermediaries to the customer’s customer. It includes managing technical processes both within the firm between functions such as procurement, manufacturing and marketing, and between organisations such as manufacturers, distributors, wholesalers and retailers. Therefore, an understanding of people and relationships are essential skills in managing these relationships.
The Supply Chain Management major is designed to enable students to gain an overall understanding of supply chain structure and related interfaces. It provides the opportunity for students to specialize in a number of areas such as logistics, operations, systems thinking, quality and supply chain strategies. Since all management and marketing subjects interrelate to supply chain management this major provides a suitable linkage with marketing and management degrees as either a useful double major or attractive minor.

**Bachelor of Commerce**

**Course Requirements**

1. To qualify for award of the degree of Bachelor of Commerce a candidate shall accrue an aggregate of at least 144 credit points by satisfactory completion of the following core subjects.

2. At least 48 credit points of subjects chosen from the Commerce Schedule of which 18 credit points must be from 300 level Commerce subjects successfully completed at a pass grade or better.

3. No more than 72 credit points shall be for 100 level subjects.

4. No more than 24 credit points (ie 1/6) of subjects at Pass Conceded (PC) grade.

**Course Program**

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

**Plus at least one subject from**

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

**Plus one capstone subject from**

<table>
<thead>
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<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM331</td>
<td>Simulation of a Socially Innovative Enterprise</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>COMM332</td>
<td>Start up of a Socially Innovative Business</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>COMM333</td>
<td>Applied Business Research for Social Innovation</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>COMM334</td>
<td>Intercultural Applications of Socially Innovative Commerce</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
</tbody>
</table>

Note: Students majoring in Accountancy, Finance or Financial Planning must undertake ACCY112. Students majoring in Economics, Business Innovation or International Business must undertake ECON111. Students majoring in Public Relations must undertake MGMT102.
Bachelor of Commerce (Dean’s Scholar)

Entry Requirements

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

Course Requirements

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

Course Program

As for the Bachelor of Commerce (see above).

Bachelor of Commerce (Event Management)

Credit Transfer

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

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

Course Requirements

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

1. To qualify for the award of Bachelor of Commerce (Event Management) a candidate shall accrue an aggregate of at least 144 credit points by satisfactory completion of subjects listed in the program of study.

2. Of the 144 credit points not more than 72 credit points shall be for 100-level subjects.

3. Students should note that a Pass Conceded, Pass Terminating or Pass Restricted grade at 300-level in any required subject within the program of study for the Bachelor of Commerce (Event Management) does not satisfy the degree requirements.

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

Course Program

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

At least one subject from the following
ACCY112  Accounting in Organisations  Spring  6
or
ECON111  Introductory Microeconomics  Autumn/Spring  6

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

Plus either
MGMT316  Operations Management  Spring  6
or
MGMT389  International Business Management  Autumn  6

Plus either
ECON309  Environmental Economics  Autumn  6
or
Any 200 or 300 level Commerce subject available  6

Plus
Any 200 or 300 level Commerce subject available  6

Plus one capstone subject from
COMM331  Simulation of a Socially Innovative Enterprise  n/o 2010  6
COMM332  Start Up of a Socially Innovative Business  n/o 2010  6
COMM333  Applied Business Research for Social Innovation  n/o 2010  6
COMM334  Intercultural Applications of Socially Innovative Commerce  

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

Bachelor of Commerce (Hospitality Management)

Credit Transfer

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

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

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

1. To qualify for the award of Bachelor of Commerce (Hospitality Management) a candidate shall accrue an aggregate of at least 144 credit points by satisfactory completion of subjects listed in the program of study.

2. Of the 144 credit points not more than 72 credit points shall be for 100-level subjects.

3. Students should note that a Pass Conceded, Pass Terminating or Pass Restricted grade at 300-level in any required subject within the program of study for the Bachelor of Commerce (Hospitality Management) does not satisfy the degree requirements.

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

Course Program

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

At least one subject from the following:

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

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<tr>
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<th>Subject</th>
<th>Session</th>
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<tbody>
<tr>
<td>MARK205</td>
<td>Introductory Marketing Research</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MARK217</td>
<td>Consumer Behaviour</td>
<td>Autumn</td>
<td>6</td>
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<td>MARK270</td>
<td>Services Marketing</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MARK333</td>
<td>Marketing Communications &amp; Advertising</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
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Plus either

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MGMT316</td>
<td>Operations Management</td>
<td>Spring</td>
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or

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<tr>
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<tbody>
<tr>
<td>MGMT389</td>
<td>International Business Management</td>
<td>Autumn</td>
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Plus either

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<tbody>
<tr>
<td>ECON309</td>
<td>Environmental Economics</td>
<td>Autumn</td>
<td>6</td>
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</tbody>
</table>

or

Any 200 or 300 level Commerce subject available

Plus

Any 200 or 300 level Commerce subject available

Plus one capstone subject from
Bachelor of Commerce (Tourism Management)

Credit Transfer

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

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

Course Requirements

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

1. To qualify for the award of Bachelor of Commerce (Tourism Management) a candidate shall accrue an aggregate of at least 144 credit points by satisfactory completion of subjects listed in the program of study.

2. Of the 144 credit points not more than 72 credit points shall be for 100-level subjects.

3. Students should note that a Pass Conceded, Pass Terminating or Pass Restricted grade at 300-level in any required subject within the program of study for the Bachelor of Commerce (Tourism Management) does not satisfy the degree requirements.

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

Course Program

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<td>COMM101</td>
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<tr>
<td>ECON101</td>
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<td>6</td>
</tr>
<tr>
<td>COMM121</td>
<td>Statistics for Business</td>
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<tr>
<td>FIN111</td>
<td>Introductory Principles of Finance</td>
<td>Autumn/Spring</td>
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</tbody>
</table>

At least one subject from the following:

- ACCY112 Accounting in Organisations Spring 6

or

- ECON111 Introductory Microeconomics Autumn/Spring 6

Plus
Subjects Required for Major Studies in Commerce

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

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

3. A single subject may count towards two different majors. However, such double counting can apply to only one, 6 credit point subject. Thus completing a second major will require the completion of an additional 42 to 48 credit specified credit points. Where two or more subjects are common to two majors, the relevant Associate Head of School will designate a replacement subject.

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

**ACCOUNTANCY**

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
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<tbody>
<tr>
<td>ACCY200</td>
<td>Financial Accounting IIA</td>
<td>Autumn/Spring</td>
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<tr>
<td>ACCY201</td>
<td>Financial Accounting IIB</td>
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<tr>
<td>ACCY211</td>
<td>Management Accounting II</td>
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<tr>
<td>ACCY231</td>
<td>Information Systems in Accounting</td>
<td>Spring</td>
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<tr>
<td>FIN221</td>
<td>Introductory Business Finance</td>
<td>Autumn/Spring</td>
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<tr>
<td>ACCY305</td>
<td>Financial Accounting III</td>
<td>Autumn</td>
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</tbody>
</table>
Additional specified subjects (18 credit points) required for professional accreditation: LAW101, LAW302 and LAW315. Students wishing to have a minor in Business Law will also be required to undertake an additional LAW subject.

**BUSINESS INNOVATION**

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

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

Plus 12 credit points drawn from below. At least 6 credit points must be from 300 level subjects and the other 6 from 200 or 300 level Management/Marketing subjects.

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MGMT200</td>
<td>Management and Electronic Commerce</td>
<td>Autumn</td>
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<tr>
<td>MGMT215</td>
<td>Small Business Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT218</td>
<td>Competitive Analysis</td>
<td>n/o 2010</td>
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</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT332</td>
<td>Enterprise and Innovation</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MARK301</td>
<td>Internet Applications for Marketing</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MARK356</td>
<td>Creating and Marketing New Products</td>
<td>Autumn</td>
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</table>

**BUSINESS LAW**

<table>
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<th>Code</th>
<th>Subject</th>
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<tbody>
<tr>
<td>LAW101</td>
<td>Law, Business and Society</td>
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Plus 42 credit points selected from:

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<tbody>
<tr>
<td>LAW302</td>
<td>Law of Business Organisations</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW308</td>
<td>Administrative Law</td>
<td>Autumn</td>
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</tr>
<tr>
<td>LAW315</td>
<td>Taxation Law</td>
<td>Spring</td>
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<tr>
<td>LAW316</td>
<td>Occupational Health and Safety</td>
<td>Autumn</td>
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<tr>
<td>LAW317</td>
<td>E-Commerce Law</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>LAW321</td>
<td>Banking Law</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>LAW330</td>
<td>Law of Employment</td>
<td>Autumn</td>
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<tr>
<td>LAW331</td>
<td>Intellectual Property Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW332</td>
<td>Labour Regulation</td>
<td>Spring</td>
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</tr>
<tr>
<td>LAW334</td>
<td>Environmental Law</td>
<td>Spring</td>
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</tr>
<tr>
<td>LAW335</td>
<td>Anti-Discrimination Law</td>
<td>Spring</td>
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<tr>
<td>LAW343</td>
<td>International Law</td>
<td>Autumn</td>
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<tr>
<td>LAW348</td>
<td>Media Law</td>
<td>n/o 2010</td>
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<tr>
<td>LAW352</td>
<td>Advanced Taxation Law</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>LAW359</td>
<td>Corporate Governance</td>
<td>n/o 2010</td>
<td>6</td>
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<tr>
<td>LAW365</td>
<td>International and Comparative Intellectual Property Law</td>
<td>Autumn</td>
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## ECONOMICS

<table>
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<th>Subject</th>
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<tbody>
<tr>
<td>ECON205</td>
<td>Macroeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
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</tr>
<tr>
<td>ECON215</td>
<td>Microeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON305</td>
<td>Economic Policy</td>
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Plus one of:

<table>
<thead>
<tr>
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<th>Subject</th>
<th>Session</th>
<th>CP</th>
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</thead>
<tbody>
<tr>
<td>ECON221</td>
<td>Econometrics</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>ECON222</td>
<td>Mathematics for Business</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON240</td>
<td>Financial Modelling</td>
<td>Spring</td>
<td>6</td>
</tr>
</tbody>
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Plus one of:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON316</td>
<td>History of Economic Thought</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>ECON304</td>
<td>The Historical Foundations of the Modern Australian Economy</td>
<td>Spring</td>
<td>6</td>
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</tbody>
</table>

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

## FINANCE

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
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</thead>
<tbody>
<tr>
<td>ACCY200</td>
<td>Financial Accounting IIA</td>
<td>Autumn/Spring</td>
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</tr>
<tr>
<td>FIN221</td>
<td>Introductory Business Finance</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>FIN223</td>
<td>Investment Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>FIN226</td>
<td>Financial Markets and Institutions</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON240</td>
<td>Financial Modelling</td>
<td>Spring</td>
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</tr>
<tr>
<td>FIN322</td>
<td>Advanced Business Finance</td>
<td>Spring</td>
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<tr>
<td>FIN323</td>
<td>Portfolio Analysis</td>
<td>Autumn</td>
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</table>

Plus at least one of the following:

<table>
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<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN320</td>
<td>Risk and Insurance</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>FIN324</td>
<td>Financial Statement Analysis</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>FIN351</td>
<td>International Finance</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON331</td>
<td>Financial Economics</td>
<td>Autumn</td>
<td>6</td>
</tr>
</tbody>
</table>

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

## FINANCIAL PLANNING

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
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<tbody>
<tr>
<td>LAW101</td>
<td>Law, Business and Society</td>
<td>Autumn</td>
<td>6</td>
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<tr>
<td>ACCY228</td>
<td>Tax Planning</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>FIN223</td>
<td>Investment Analysis</td>
<td>Spring</td>
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</tr>
<tr>
<td>FIN251</td>
<td>Introduction to Financial Planning</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>FIN320</td>
<td>Risk and Insurance</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>FIN323</td>
<td>Portfolio Analysis</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>FIN328</td>
<td>Retirement and Estate Planning</td>
<td>Autumn</td>
<td>6</td>
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</table>
FIN329  Advanced Financial Planning  Spring  6

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

### HUMAN RESOURCE MANAGEMENT

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<th>Code</th>
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<tbody>
<tr>
<td>MGMT201</td>
<td>Organisational Behaviour</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT205</td>
<td>Recruitment and Selection</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT206</td>
<td>Managing Human Resources</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT220</td>
<td>Organisational Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT321</td>
<td>Occupational Health &amp; Safety Management</td>
<td>Spring</td>
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<tr>
<td>MGMT322</td>
<td>Training and Development</td>
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### INTERNATIONAL BUSINESS

<table>
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<tbody>
<tr>
<td>ECON216</td>
<td>International Trade Theory and Policy</td>
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<tr>
<td>ECON251</td>
<td>Industry and Trade in East Asia</td>
<td>Spring</td>
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<tr>
<td>FIN241</td>
<td>International Financial Management</td>
<td>Autumn</td>
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</tr>
<tr>
<td>MGMT301</td>
<td>Managing Across Cultures</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT341</td>
<td>International and Comparative Human Resource Management</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MARK343</td>
<td>International Marketing</td>
<td>Autumn</td>
<td>6</td>
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<tr>
<td>MGMT389</td>
<td>International Business Management</td>
<td>Autumn</td>
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### MANAGEMENT

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<tbody>
<tr>
<td>MGMT201</td>
<td>Organisational Behaviour</td>
<td>Autumn</td>
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<td>MGMT206</td>
<td>Managing Human Resources</td>
<td>Autumn/Spring</td>
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</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
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</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT316</td>
<td>Operations Management</td>
<td>Spring</td>
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<tr>
<td>MGMT351</td>
<td>Responsible Leadership</td>
<td>n/o 2010</td>
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**Plus 12 credit points from the following**

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<tbody>
<tr>
<td>MGMT209</td>
<td>Managing Knowledge in Organisations</td>
<td>Autumn</td>
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<tr>
<td>MGMT215</td>
<td>Small Business Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT220</td>
<td>Organisational Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT301</td>
<td>Managing Across Cultures</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT332</td>
<td>Enterprise and Innovation</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT350</td>
<td>Continuous Quality Management</td>
<td>Spring</td>
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<tr>
<td>MGMT370</td>
<td>Project Management</td>
<td>n/o 2010</td>
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<tr>
<td>MGMT389</td>
<td>International Business Management</td>
<td>Autumn</td>
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## MARKETING

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

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<td>Internet Applications for Marketing</td>
<td>Autumn</td>
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</tr>
<tr>
<td>MARK305</td>
<td>Advanced Marketing Research</td>
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</tr>
<tr>
<td>MARK317</td>
<td>Business to Business Marketing</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MARK320</td>
<td>Social Marketing</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MARK343</td>
<td>International Marketing</td>
<td>Autumn</td>
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</tr>
<tr>
<td>MARK356</td>
<td>Creating and Marketing New Products</td>
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<tr>
<td>MARK395</td>
<td>Tourism Marketing</td>
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## PUBLIC RELATIONS

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

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<tbody>
<tr>
<td>MGMT256</td>
<td>Systems Thinking &amp; Simulation</td>
<td>Spring</td>
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<tr>
<td>MGMT257</td>
<td>Principles of Supply Chain Management</td>
<td>Autumn</td>
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<tr>
<td>MGMT309</td>
<td>Supply Chain Strategies</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT316</td>
<td>Operations Management</td>
<td>Spring</td>
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</tr>
<tr>
<td>MGMT328</td>
<td>Logistics Management</td>
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<tr>
<td>MGMT350</td>
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**Plus 6 credit points from the following:**

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

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

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

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

3. Students may complete one or more of the designated minors but the completion of a minor is not a degree requirement. A minor cannot be completed in the same discipline as a major, for example an Accountancy Major with an Accountancy Minor. A single subject may not count towards a major and minor or towards two minors: double counting is not permitted when completing a minor. Thus completing each minor may require an additional 24 credit points if a single core subject is not included in the minor. Where one (or more) subject(s) is common to a major and a minor or to different minors, the relevant Associate Head of School will designate a replacement subject(s).

Accountancy

<table>
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<tr>
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<th>Session</th>
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</thead>
<tbody>
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<td>ACCY112</td>
<td>Accounting in Organisations</td>
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Plus 18 credit points selected from 200-level and 300-level ACCY subjects.

Business Information Systems

<table>
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<th>Session</th>
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<tr>
<td>ISIT111</td>
<td>Programming Concepts</td>
<td>Autumn/Spring</td>
<td>6</td>
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<tr>
<td>ISIT100</td>
<td>Systems Analysis</td>
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Plus 12 credits points selected from:

<table>
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<th>Subject</th>
<th>Session</th>
<th>CP</th>
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<tbody>
<tr>
<td>ISIT201</td>
<td>Information and Communication Security</td>
<td>Spring</td>
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<tr>
<td>ISIT204</td>
<td>Principles of eBusiness</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>ISIT218</td>
<td>Systems Design and Human Computer Interaction</td>
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Business Innovation

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<th>Session</th>
<th>CP</th>
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</thead>
<tbody>
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<td>Economic Essentials for Business Innovation</td>
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<tr>
<td>MGMT300</td>
<td>Managing Innovation</td>
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</table>

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

Plus 6 credit points selected from the following subjects

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
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<tbody>
<tr>
<td>MGMT200</td>
<td>Management and Electronic Business</td>
<td>Autumn</td>
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<tr>
<td>MGMT209</td>
<td>Managing Knowledge in Organisations</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT215</td>
<td>Small Business Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT218</td>
<td>Competitive Analysis</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
</tr>
</tbody>
</table>
MGMT332  Enterprise and Innovation      Spring     6
MARK301  Internet Applications for Marketing    Autumn    6
MARK356  Creating and Marketing New Products  Autumn    6

Business Law

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

Plus 18 credit points selected from:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAW302</td>
<td>Law of Business Organisations</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW308</td>
<td>Administrative Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW315</td>
<td>Taxation Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW316</td>
<td>Occupational Health and Safety Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW317</td>
<td>E-Commerce Law</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>LAW321</td>
<td>Banking Law</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>LAW330</td>
<td>Law of Employment</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW331</td>
<td>Intellectual Property Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW332</td>
<td>Labour Regulation</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW334</td>
<td>Environmental Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW335</td>
<td>Anti-Discrimination Law</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>LAW343</td>
<td>International Law</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>LAW348</td>
<td>Media Law</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>LAW352</td>
<td>Advanced Taxation Law</td>
<td>n/o 2009</td>
<td>6</td>
</tr>
<tr>
<td>LAW359</td>
<td>Corporate Governance</td>
<td>n/o 2009</td>
<td>6</td>
</tr>
<tr>
<td>LAW365</td>
<td>International and Comparative Intellectual</td>
<td>n/o 2010</td>
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</tbody>
</table>
                  Property Law

Economics

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

Plus either:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON205</td>
<td>Macroeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON215</td>
<td>Microeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
<td>6</td>
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</tbody>
</table>

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

Finance

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN221</td>
<td>Introductory Business Finance</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
</tbody>
</table>

Plus 18 credit points selected from 200-level and 300-level FIN subjects
## Human Resource Management

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

## International Business

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

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

## Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
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<tbody>
<tr>
<td></td>
<td><strong>12 credit points selected from the following:</strong></td>
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<td></td>
</tr>
<tr>
<td>MGMT201</td>
<td>Organisational Behaviour</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT206</td>
<td>Managing Human Resources</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT311</td>
<td>Management of Change</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT314</td>
<td>Strategic Management</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT316</td>
<td>Operations Management</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT351</td>
<td>Responsible Leadership</td>
<td>n/o 2010</td>
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</table>

**Plus 12 credit points from the following:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Session</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT209</td>
<td>Managing Knowledge in Organisations</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT215</td>
<td>Small Business Management</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT220</td>
<td>Organisational Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT301</td>
<td>Managing Across Cultures</td>
<td>Autumn</td>
<td>6</td>
</tr>
<tr>
<td>MGMT332</td>
<td>Enterprise and Innovation</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>MGMT350</td>
<td>Continuous Quality Management</td>
<td>Spring</td>
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</tr>
<tr>
<td>MGMT370</td>
<td>Project Management</td>
<td>n/o 2010</td>
<td>6</td>
</tr>
<tr>
<td>MGMT389</td>
<td>International Business Management</td>
<td>Autumn</td>
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Marketing

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
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</thead>
<tbody>
<tr>
<td>ECON205</td>
<td>Macroeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON215</td>
<td>Microeconomic Theory and Policy</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>Plus either</td>
<td></td>
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<tr>
<td>ECON221</td>
<td>Econometrics</td>
<td>Autumn</td>
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<td>or</td>
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<tr>
<td>ECON240</td>
<td>Financial Modelling</td>
<td>Spring</td>
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<td>Plus at least 6 credit points from the following:</td>
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<tr>
<td>ECON222</td>
<td>Mathematics for Business</td>
<td>Autumn/Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON230</td>
<td>Quantitative Analysis for Decision Making</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON310</td>
<td>Cost Benefit Analysis</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON322</td>
<td>Mathematical Economics</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON327</td>
<td>Advanced Econometrics</td>
<td>Spring</td>
<td>6</td>
</tr>
<tr>
<td>ECON331</td>
<td>Financial Economics</td>
<td>Autumn</td>
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Supply Chain Management

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MGMT256</td>
<td>Systems Thinking &amp; Simulation</td>
<td>Spring</td>
<td>6</td>
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<tr>
<td>MGMT257</td>
<td>Principles of Supply Chain Management</td>
<td>Autumn</td>
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<tr>
<td>MGMT309</td>
<td>Supply Chain Strategies</td>
<td>Spring</td>
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<tr>
<td>MGMT328</td>
<td>Logistics Management</td>
<td>Autumn</td>
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</tbody>
</table>
Bachelor of Commerce (Honours)

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

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

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

Honours in Accountancy:

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

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

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

Honours in Finance:

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

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

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

<table>
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<tr>
<th>Code</th>
<th>Subject</th>
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<td>Honours Research in Economics</td>
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</tr>
<tr>
<td>ECON402</td>
<td>Economics Honours Coursework</td>
<td>24</td>
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</tbody>
</table>

For students interested in pursuing Honours in Economics, please contact

Dr John Rodgers (School of Economics)
Telephone: (02) 4221 4697 or email: john_rogers@uow.edu.au

Honours in Management:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT401</td>
<td>Honours Research in Management</td>
<td>24</td>
</tr>
</tbody>
</table>

Plus COMM980 Business Research Methods

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

For students interested in pursuing Honours in Management, please contact

Ms Amina Ait El Houssi (School of Management & Marketing)
Telephone: (02) 4221 4806 or email: amina@uow.edu.au

Honours in Marketing:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK401</td>
<td>Honours Research in Marketing</td>
<td>24</td>
</tr>
</tbody>
</table>

Plus COMM980 Business Research Methods

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

For students interested in pursuing Honours in Marketing, please contact

Ms Amina Ait El Houssi (School of Management & Marketing)
Telephone: (02) 4221 4806 or email: amina@uow.edu.au

Other Degrees

Bachelor of Mathematics & Finance

Students interested in Finance may also like to consider the Bachelor of Mathematics & Finance. More information can be found at—www.uow.edu.au/handbook/yr2010/ug/informatics/H08006874.html.
Double Degrees with Bachelor of Commerce

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


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

Course Requirements

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

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

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

**plus either**

- a 48 credit point major

**or**

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

**Bachelor of Arts—Bachelor of Commerce** (See Faculty of Arts)

**Bachelor of Communication and Media Studies—Bachelor of Commerce** (See Faculty of Arts)

**Bachelor of International Studies—Bachelor of Commerce** (See Faculty of Arts)

**Bachelor of Arts—Bachelor of Commerce** (See Faculty of Health and Behavioural Sciences)

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

Bachelor of Commerce—Bachelor of Laws (See Faculty of Law)

Bachelor of Creative Arts—Bachelor of Commerce (See Faculty of Creative Arts)

Bachelor of Journalism—Bachelor of Commerce (See Faculty of Creative Arts)

Bachelor of Engineering—Bachelor of Commerce (See Faculty of Engineering)

Bachelor of Engineering—Bachelor of Commerce (See Faculty of Informatics)

Bachelor of Science—Bachelor of Commerce (See Faculty of Science)
ACCY100  Accounting IA
Not on offer in 2010
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject is an introduction to the processes of accounting and financial management and is concerned with money, records of money, calculations of income and wealth; financial decision making; the information that can be provided by an accounting system as a basis for decision making and the techniques of processing such information.

ACCY102  Accounting IB
Not on offer in 2010
Credit Points: 6
Pre-requisites: ACCY111 Accounting Fundamentals In Society
Co-requisites: None
Subject Description: Accounting 1B builds on the understanding of accounting developed in Accounting 1A. It examines financial measures of business activities and the systems that enable the measures to be recorded and then reported and communicated to the various stakeholders of entities, such as owners (including partners and shareholders), providers of credit (lenders and creditors), management as well as other interested parties.

ACCY111  Accounting Fundamentals In Society
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject introduces the role of accounting information in society including its social and ethical aspects relating to both the individual and the organisation. The subject introduces basic accounting language, concepts and techniques to identify, classify, process, record and present accounting and financial information. The subject also considers accounting information that can be used for making decisions about past and future economic events in a variety of business and social settings.

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

ACCY200  Financial Accounting IIA
Credit Points: 6
Pre-requisites: ACCY101, ACCY190, or ACCY100 and ACCY102
Co-requisites: None
Exclusions: Not To Count with ACCY202 and ACCY292
Subject Description: ACCY200 builds on the knowledge and skills students have acquired in both ACCY100 and ACCY102 (or their equivalent subjects). The subject contains several distinct but inter-related strands, and begins with an exploration of concepts necessary to understand the framework established in Australia for financial reporting. A technical strand of knowledge needed to prepare financial reports under the Australian Corporations Act and Australian International Financial Reporting Standards is explored.
This subject also covers a contextual strand of knowledge, highlighting the environment in which financial reporting takes place, and introduces a theoretical strand of knowledge and skills necessary to critique, at an introductory level, current financial reporting practices and developments.

**ACCY201  Financial Accounting IIB**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Location</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>Batemans Bay</td>
<td>On Campus</td>
</tr>
<tr>
<td>Spring</td>
<td>Bega</td>
<td>On Campus</td>
</tr>
<tr>
<td>Spring</td>
<td>Loftus</td>
<td>On Campus</td>
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<tr>
<td>Spring</td>
<td>Moss Vale</td>
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<tr>
<td>Spring</td>
<td>Shoalhaven</td>
<td>On Campus</td>
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<tr>
<td>Spring</td>
<td>Wollongong</td>
<td>On Campus</td>
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**Credit Points:** 6  
**Pre-requisites:** ACCY202 or ACCY200  
**Co-requisites:** None

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

**ACCY211  Management Accounting II**

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**Credit Points:** 6  
**Pre-requisites:** ACCY101, ACCY190, or ACCY100 and ACCY102  
**Co-requisites:** None

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

**ACCY228  Tax Planning**

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**Credit Points:** 6  
**Pre-requisites:** FIN251  
**Co-requisites:** None

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

**ACCY231  Information Systems in Accounting**

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**Credit Points:** 6  
**Pre-requisites:** ACCY101, ACCY190, or ACCY100 and ACCY102  
**Co-requisites:** None

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

**ACCY303  Selected Issues in Accounting A**

*Not on offer in 2010*

**Credit Points:** 6  
**Pre-requisites:** ACCY201 or ACCY202 and ACCY211  
**Co-requisites:** None

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

**ACCY304  Social and Environmental Accounting**

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Credit Points: 6
Pre-requisites: 72 cp from BCom degree
Co-requisites: None
Subject Description: This subject provides a detailed introduction to social and environmental accounting. The issues are placed in a global context, allowing an examination of the philosophical, technical and regulatory development of social and environmental accounting. Topics will include: Accountability frameworks, corporate social and environmental responsibility, financial and management accounting responses to social and environmental issues, analysis of environment, social and environmental audit, and ethical investment.

ACCY305  Financial Accounting III
Autumn  Batemans Bay  On Campus
Autumn  Bega  On Campus
Autumn  Moss Vale  On Campus
Autumn  Shoalhaven  On Campus
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: ACCY201
Co-requisites: None
Subject Description: This subject offers a critical evaluation of advanced aspects of financial accounting and external reporting with particular reference to developments in accounting theory, professional standards, and accounting practice including the critical evaluation and comparison of various financial accounting theories. This subject explores financial accounting in its organisational, social and political contexts.

ACCY312  Management Accounting III
Spring  Batemans Bay  On Campus
Spring  Bega  On Campus
Spring  Moss Vale  On Campus
Spring  Shoalhaven  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: ACCY211
Co-requisites: None
Subject Description: This subject provides an advanced treatment of management accounting theory and its relationship to decision theory, including model building and use, cost prediction, pricing decisions, and the behavioural dimensions of management accounting.

ACCY313  Selected Issues in Accounting B
Not on offer in 2010
Credit Points: 6
Pre-requisites: ACCY201 or ACCY202 and ACCY211
Co-requisites: None
Subject Description: This subject covers selected issues in management accounting, including international management accounting.

ACCY328  International Taxation
Not on offer in 2010
Credit Points: 6
Pre-requisites: ACCY201
Co-requisites: None
Subject Description: This subject covers cross border transactions with respect to the taxes the entity may incur as they trade and how these have an impact on the pricing of products. International taxation as it applies to the individual and a company are explored as well as its impact on their income and other trading activities. This subject also takes a comparative perspective of a number of issues confronting both companies and individuals who transact across national borders. Comparisons of taxation between countries such as Australia, UAE, UK and the USA will be examined.

ACCY342  Auditing and Assurance Services
Autumn  Batemans Bay  On Campus
Autumn  Bega  On Campus
Autumn  Moss Vale  On Campus
Autumn  Shoalhaven  On Campus
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: ACCY201
Co-requisites: None
Subject Description: This subject examines the contemporary risk and assurance approach to auditing, the collection and evaluation of audit evidence and the audit reporting process. The subject also develops an understanding of the legal environment in which the auditor works and focuses on the requirements of financial statement audit under the Corporations Law. In addition to this, the program introduces the use of computer assisted audit techniques and considers issues related to computer information systems audit.
ACCY343 Forensic Examination and Advanced Assurance Services

Not on offer in 2010

Credit Points: 6

Pre-requisites: FIN221 and ACCY342

Co-requisites: None

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

ACCY368 Insolvencies

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: ACCY200 or ACCY202

Co-requisites: None

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

ACCY380 Accounting for Information Technology

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: IACT301, ITAC301

Co-requisites: None

Exclusions: ACCY901, ACCY101, ACCY190 or ACCY100 and ACCY102

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

ACCY401 Honours Research in Accounting

Annual Wollongong On Campus

Credit Points: 24

Pre-requisites: None

Co-requisites: None

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

ACCY403 Theoretical Foundations of Accounting

Autumn Wollongong On Campus

Spring Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

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

ACCY404 Financial Accounting

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: ITAC301

Co-requisites: None

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

ACCY407 Empirical Research Methods

Autumn Wollongong On Campus

Credit Points: 6

Pre-requisites: None

Co-requisites: None

Subject Description: The subject provides an overview of the ways accounting and finance researchers identify, formulate and investigate empirical questions in accounting and finance. Subjects include the criteria adopted to select research projects, issues of experimental design, validity threats, measurement problems and statistical analysis. Selected published accounting and finance research will be used to illustrate established methods of empirical research.
ACCY413  Management Accounting
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject deals with the conceptual basis of management accounting and information systems including an examination of traditional and alternative theories and approaches shaping organisational and behavioural aspects of management accounting. Topics covered include the contingency approach, the agency approach, control system theories, activity based accounting and critical accounting approaches.

ACCY414  Management Planning and Control Systems
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject presents an in-depth analysis of selected aspects of the design and evaluation of management accounting, planning and control systems in both the private and public sectors.

ACCY418  Applied Management Accounting
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: ACCY418 examines traditional and innovative techniques used by management accountants to accumulate, analyse and use accounting and other quantitative information to aid management in planning, control and decision-making within business organisations. A primary concern is the ability of, and need for, management accounting to adapt to the rapidly changing global business environment to ensure that management has the decision tools to be effective.

ACCY436  Management and Information Systems
Autumn  Wollongong  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject deals with the effective use and control of information systems, particularly computer-based information systems, and the likely impact of developments in this area on management functions and how managers carry out those functions.

ACCY444  Issues in Auditing
Not on offer in 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, the continuous auditing concept, uncertainty reporting, audit performance evaluation, as well as the extension of attest function and public sector auditing.

ACCY468  Insolvencies
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject deals with accounting and legal aspects of corporate and non-corporate insolvencies including bankruptcies, liquidations, receivership, alteration of capital, reconstruction, amalgamation and takeovers.

ACCY474  Accounting Regulation
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject presents an in-depth study of the regulation of accounting practice, external financial reporting and the accounting profession. This may include an examination of theories of regulation and the public interest, participants in the regulatory process, the consequences of regulation, the internationalisation of accounting regulation, and an historical overview of accounting regulation.
ACCY485  Special Topic in Accounting-A
Not on offer in 2010
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject is a special topic to be selected from any area of financial accounting, management accounting, business finance, information systems or government accounting. The selection would be made by the Associate Head of School, taking into account the expertise of academic staff, including visiting staff, and the interest of students.

ACCY486  Special Topic in Accounting-B
Not on offer in 2010
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject is a special topic to be selected from any area of financial accounting, management accounting, business finance, information systems or government accounting. The selection would be made by the Associate Head of School, taking into account the expertise of academic staff, including visiting staff, and the interest of students.

ACCY493  Research Essay
Not on offer in 2010
Credit Points: 12
Pre-requisites: ITAC301
Co-requisites: None
Subject Description: This subject is an individual program determined in consultation with the Associate Head of School (Accounting).

ACCY495  Research Essay
Not on offer in 2010
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject is an individual program determined in consultation with the Associate Head of School (Accounting).

COMM101  Principles of Responsible Commerce
Autumn  Wollongong  On Campus
Spring  Batemans Bay  On Campus
Spring  Bega  On Campus
Spring  Loftus  On Campus
Spring  Moss Vale  On Campus
Spring  Shoalhaven  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: The subject provides students with a conceptual tool kit for understanding and practising responsible and ethical Commerce. The topics covered will include the origins of contemporary systems of commerce, ethical and social responsibility in commerce and developments in ethical and responsible commerce. Areas addressed include the environment, globalization, technology, anti-corruption, labour and human rights. Students will examine these issues from a variety of theoretical and practical perspectives and apply them to contemporary commercial contexts.

COMM110  Introduction to Business Information Systems
Not on offer in 2010
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Exclusions: Not to count with CSCI101 or BUSS110
Subject Description: This subject examines the roles of information systems in a modern organisation. Topics covered include: information systems and their role in modern organisations; functions and purposes of various information systems and their components; system design and development process; information systems administration and management; social implications of information systems, hands-on experience in the use of productivity software. The practical component includes using the internet, word processing, spreadsheets and database systems.

COMM113  Business Oriented Information Systems
Spring  Batemans Bay  On Campus
Spring  Bega  On Campus
Spring  Loftus  On Campus
Spring  Moss Vale  On Campus
Spring  Wollongong  On Campus
Subject Description: Information systems (IS) form an integral part of modern organisations and are used to support all aspects of an organisation’s daily functions and activities. This subject introduces the fundamental information system concepts that facilitate business processes. It explores how organisations use information, IS and their respective applications to increase profitability, gain market share, improve customer service and manage daily operations whilst understanding the social implications of their decisions. Students will learn about the role of IS in the modern organisation and how IS supports all of the functional areas of an organisation - Accounting, Finance, Marketing, Human Resources and Production/Operations Management.

COMM121 Statistics for Business
Autumn Wollongong On Campus
Spring Batemans Bay On Campus
Spring Bega On Campus
Spring Loftus On Campus
Spring Moss Vale On Campus
Spring Shoalhaven On Campus
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: An introduction to quantitative techniques and their application to business economics. Emphasis will be on statistics and topics will include descriptive statistics, probability, sampling, confidence intervals and hypothesis testing, elementary correlation and regression analysis and the use of computer programs for estimation and analysis.

COMM290 Applied Learning
Not on offer in 2010
Credit Points: 6
Pre-requisites: 48 Credit Points of Commerce Subjects and approval by the Head of School
Co-requisites: None
Subject Description: This integrating subject provides conceptual frameworks in which to think systematically about business innovation, technology and related policy issues. The
purpose is to gain a better understanding of the role of innovation-related issues in the context of a creative society such as the mechanics of a creative economy, collateral effects of innovative activities, commercialization of innovations, the importance of price competition and competition through innovation, technological competition, the difference between ideas and human capital, the use of innovation-based classifications of economic sectors, the importance of innovation policies, etc. The subject incorporates elements from a variety of disciplines, including economics, management, marketing and law.

COMM328  International Study Tour

Not on offer in 2010

Credit Points: 6

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

Co-requisites: None

Subject Description: The aim of this integrating subject is to look at a contemporary issue in the business world from a multi-disciplinary perspective. The specific issue explored may vary from year to year. The subject encourages students who have majored in a variety of majors to analyse an issue of relevance to the modern business environment.

COMM331  Simulation of a Socially Innovative Enterprise

Not on offer in 2010

Credit Points: 6

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

Co-requisites: None

Exclusions: COMM332, COMM333, COMM334

Subject Description: Simulation of a Socially Innovative Enterprise enables students to apply the principles of ethical, socially responsible, and sustainable commerce in a web based designed simulated business environment. The subject is based on a series of lectures and an action based learning project. In the action learning project students will form multidisciplinary teams and run a simulated business (which may include private, public and not for profit organisations) twenty four hours a day for a period of several weeks. Students will be required to make multidisciplinary interactive decisions based on sound ethical, socially responsible and sustainable practice.

COMM332  Start up of a Socially Innovative Business

Not on offer in 2010

Credit Points: 6

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

Co-requisites: None

Exclusions: COMM331, COMM333, COMM334

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

COMM333  Applied Business Research for Social Innovation

Not on offer in 2010

Credit Points: 6

Pre-requisites: 96 cp including all commerce core subjects

Co-requisites: None

Exclusions: COMM332, COMM333, COMM334

Subject Description: This subject introduces students to higher level research skills. The subject is based on a series of lectures and an action based learning project. Students work in a multidisciplinary environment on a selected project about a contemporary commercial issue impacting on society. Students will gain transferable skills with research application including presentation, research process and team working skills. Students will produce submissions to relevant authorities, professional bodies and the wider academic community through a formal presentation.
COMM334  Intercultural Applications of Socially Innovative Commerce
Not on offer in 2010
Credit Points: 6
Pre-requisites: 96 cp including all commerce core subjects
Co-requisites: None
Subject Description: Intercultural Applications of Socially Innovative Business enables students to apply the principles of ethical, socially responsible and sustainable commerce in an intercultural business environment. The subject is based on a series of lectures and an action based learning project. Students investigate socially innovative commercial problems which may include private, public and not for profit organisations for different communities. Students will engage in communities to develop a framework designed for sustainability and social innovation in a multidisciplinary business environment.

COMM351  Business Ethics and Governance
Not on offer in 2010
Credit Points: 6
Pre-requisites: Any 72 Credit Points
Co-requisites: None
Subject Description: An examination of the central issues in business ethics, covering topics such as the concept of social responsibility, individual and corporate values, models for making ethical decisions, ethics for the employee, the customer, the environment, the community, the government and the multinational context. Class consists primarily of student-centred discussion and experiential activities. Semester is arranged to take students through a reflective, unlearning process.

COMM390  Commerce Internship
Autumn  Wollongong  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: 48 Credit Points
Co-requisites: None
Subject Description: This subject provides an opportunity for students to integrate an apply their knowledge learned at university in an industry context. The core purpose of the internship is work experiential learning.

COMM399  Independent Study
Not on offer in 2010
Credit Points: 6
Pre-requisites: Students must have completed 48 credit points
Co-requisites: None
Subject Description: This subject will allow students to carry out study in a practical or applied manner into a selected issue in business. This may include, but is not limited to an individual case study, business project, industry or corporate analysis. Students will have the opportunity to look at a contemporary practical issue in a business environment. The specific issues explored will vary from year to year and discipline to discipline. This subject will encourage students to undertake study and analyse on issues of relevance to a business environment. The subject will need to be successfully completed by students undertaking an undergraduate degree offered by the Faculty of Commerce in Dubai. This subject will only be delivered at the Dubai Campus.

COMM401  Honours Coursework
Not on offer in 2010
Credit Points: 24
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject will enable all students doing honours in a single discipline in the Faculty of Commerce to enrol in the same subject. The advanced topics the student studies will depend on their discipline. Students enrolled in this subject will also do COMM402.

COMM402  Honours Research
Not on offer in 2010
Credit Points: 24
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject is appropriate for students doing honours in a single discipline in the Faculty of Commerce to enrol in the same subject. The research topic must be approved by the relevant Head of School. Students enrolled in this subject will also do COMM401.
COMM403 Joint Honours Coursework

Not on offer in 2010
Credit Points: 24
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject will enable all students doing honours in two disciplines in the Faculty of Commerce to enrol in the same subject. The advanced topics the student studies will depend on their disciplines. Students enrolled in this subject will also do COMM404.

COMM404 Joint Honours Research

Not on offer in 2010
Credit Points: 24
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject is appropriate for students doing honours in two disciplines in the Faculty of Commerce eg (Finance and Management) to enrol in the same subject. The research topic must be approved by the relevant Head of School. Students enrolled in this subject will also do COMM403.

COMM405 Joint Honours

Not on offer in 2010
Credit Points: 24
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject is appropriate for students doing honours in two disciplines in the Faculty of Commerce. The advanced topics the student will study will depend on their disciplines. Students enrolled in this subject will also enrol in other honours subjects totalling 24 credit points outside the Faculty of Commerce. The thesis will be on a topic relevant to the two disciplines and represent 50% of the honours year.

COMM406 Honours Coursework Part Time

Not on offer in 2010
Credit Points: 12
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject will enable all students doing part time honours in a single discipline in the Faculty of Commerce to enrol in the same subject. The advanced topics the student studies will depend on their discipline. Students enrolled in this subject will also do COMM407 Honours Thesis Part Time.

COMM407 Honours Research Part Time

Not on offer in 2010
Credit Points: 12
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject is appropriate for students doing part time honours in two disciplines in the Faculty of Commerce to enrol in the same subject. The research topic must be approved by the relevant Head of School. Students enrolled in this subject will also do COMM406 Honours Coursework Part Time.

COMM408 Joint Honours Coursework Part Time

Not on offer in 2010
Credit Points: 12
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject will enable all students doing part time honours in two disciplines in the Faculty of Commerce to enrol in the same subject. The advanced topics the student studies will depend on their disciplines. Students enrolled in this subject will also do COMM409 Joint Honours Research Part Time.

COMM409 Joint Honours Research Part Time

Not on offer in 2010
Credit Points: 12
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject is appropriate for students doing part time honours in two disciplines in the Faculty of Commerce eg (Finance and Management) to enrol in the same subject. The research topic must be approved by the relevant Head of School. Students enrolled in this subject will also do COMM408 Joint Honours Coursework Part Time.

COMM410 Joint Honours Part Time

Not on offer in 2010
Credit Points: 12
Pre-requisites: Entry to Honours
Co-requisites: None
Subject Description: The subject is appropriate for students doing part time honours in two disciplines, one of which is outside the Faculty of Commerce. The advanced topics the student will study will depend on their disciplines. Students enrolled in this subject will also enrol in other honours subjects totalling 24 credit points outside the Faculty of Commerce. The thesis will be on a topic relevant to the two disciplines and represent 50% of the honours year.

ECON101  Macroeconomic Essentials for Business

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

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

ECON111  Introductory Microeconomics

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

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

ECON205  Macroeconomic Theory and Policy

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

Subject Description: This subject analyses the major factors which determine economic behaviour in the aggregate and evaluate how alternative macroeconomic policies may improve economic performance. In doing so the course examines the major determinants of aggregate demand equilibrium, namely consumption and investment demands, international factors, money and interest. Monetary and fiscal policies are examined using this analytic structure to determine the effectiveness of these policies for an open economy. Aggregate supply equilibrium is analysed in terms of wages, prices and employment. The problems of inflation and employment are also considered along with possible wages policies. Longer term growth explanations of economic behaviour and associated policy prescriptions are also considered.

ECON208  Gender, Work and the Family

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<th>Term</th>
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<tr>
<td>Spring</td>
<td>Wollongong</td>
<td>On Campus</td>
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</table>

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

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

ECON215  Microeconomic Theory and Policy

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<th>Term</th>
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<tr>
<td>Autumn</td>
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<td>Spring</td>
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<td>On Campus</td>
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Credit Points: 6
Pre-requisites: ECON111
Co-requisites: None

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

ECON216 International Trade Theory & Policy
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: ECON111
Co-requisites: None
Subject Description: This subject is designed to provide an introduction to international trade theory and international trade policy. It will examine the theory, policies, practices and institutions of relevance to a country’s trade with other nations. The following broad questions will be addressed: Why do nations trade with each other? What are the gains and losses from free trade to the nations involved? What determines the pattern of international trade and production? What are the effects of various commercial policies on the nations involved and on the welfare of various groups within those nations? How does the foreign exchange market work and in what ways does it facilitate or impede international trade? What are the possible effects of exchange-rate policies on a country’s production, employment and price level? How is a country’s trade performance linked to its external debt and economic growth? How can trade affect the local and global environment?

ECON219 Economic Essentials for Business Innovation
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: The subject is designed to impart an understanding of business innovation from an economic perspective. To this end, the subject provides a non-mathematical explanation of the nomenclature, principles and conceptual frameworks useful in the real world of innovation. Major topics include: an overview of economics with particular regard to the role of innovation in the context of the invisible hand vision; market failure and government failure; a description of the neoclassical, Schumpeterian and evolutionary approaches; the difference between static efficiency and dynamic efficiency; the role of competition through innovation in the modern economy; sustaining and disruptive innovations; measurement of innovative activities; economic classification of research and development activities; innovation externalities with particular regard to knowledge spillovers; models of business innovation. All in all, the subject stresses the relationship between business innovation, social innovation, economic growth and human development expansion.

ECON221 Econometrics
Autumn Wollongong On Campus
Credit Points: 6
Pre-requisites: ECON121 or COMM121 or STAT131 or STAT231 or STAT151 or STAT252
Co-requisites: None
Exclusions: ECON240
Subject Description: This subject is designed so that students learn basic econometric methods and use data to solve real-world problems by estimating economic parameters (such as elasticities, marginal values etc). Students acquire expertise in applying econometric methods, including regression analysis and its extensions, to various types of data. Students also, learn how to use econometrics to test economic theory, analyse economic behaviour and assist in policy formation. The subject is application orientated and practical work is performed using Windows-based statistical software.
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<tr>
<th>Subject Code</th>
<th>Subject Title</th>
<th>Session</th>
<th>Location</th>
<th>Delivery Method</th>
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<tr>
<td>ECON222</td>
<td>Mathematics for Business</td>
<td>Autumn</td>
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<td>Spring</td>
<td>Wollongong</td>
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<td>Credit Points:</td>
<td>6</td>
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<tr>
<td>Pre-requisites:</td>
<td>None</td>
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<tr>
<td>Co-requisites:</td>
<td>None</td>
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<td>Subject Description:</td>
<td>This subject provides an introduction to mathematical techniques useful in business and economics. The main topics include marginal values, average values, elasticities, constrained and unconstrained optimisation, game theory, and the mathematics of finance. The mathematical techniques will be systematically presented and clearly illustrated in representative business and economic models.</td>
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<tr>
<td>ECON230</td>
<td>Quantitative Analysis For Decision Making</td>
<td>Spring</td>
<td>Batemans Bay</td>
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<td>Pre-requisites:</td>
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<td>Co-requisites:</td>
<td>None</td>
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<td>Subject Description:</td>
<td>This subject details the role of quantitative analysis in the decision-making process. Problem-solving techniques will be studied with emphasis on their practical application. Topics may include: linear programming; integer programming; goal programming; network analysis; systems simulation; decision theory; and inventory and queuing models.</td>
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<td>ECON240</td>
<td>Financial Modelling</td>
<td>Spring</td>
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<tr>
<td>Pre-requisites:</td>
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<tr>
<td>Co-requisites:</td>
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<tr>
<td>Exclusions:</td>
<td>ECON221</td>
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<td>Subject Description:</td>
<td>This subject deals with the application of statistical techniques to financial decision-making. Students will use econometric methods and data to solve real-world problems by estimating and interpreting financial and business relationships. The subject covers a brief introduction to the mathematics of finance, regression analysis, hypothesis testing and the assumptions underpinning the classical regression model. It then provides a thorough treatment of model diagnostics, univariate time series modelling and forecasting, as well as applied multivariate cointegration techniques and the estimation of financial market volatility.</td>
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<tr>
<td>ECON251</td>
<td>Industry and Trade in East Asia</td>
<td>Spring</td>
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<td>Credit Points:</td>
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<td>Co-requisites:</td>
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<td>Subject Description:</td>
<td>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.</td>
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<tr>
<td>ECON301</td>
<td>Monetary Economics</td>
<td>Autumn</td>
<td>Wollongong</td>
<td>On Campus</td>
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<td>Credit Points:</td>
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<td>Pre-requisites:</td>
<td>ECON101</td>
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<td>Co-requisites:</td>
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<td>Subject Description:</td>
<td>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.</td>
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<td>ECON303</td>
<td>Economic Development Issues</td>
<td>Spring</td>
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<td>On Campus</td>
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<td>Credit Points:</td>
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<tr>
<td>Pre-requisites:</td>
<td>Both ECON101 and ECON111 or any 72 credit points of subjects</td>
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<td>Co-requisites:</td>
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<tr>
<td>Subject Description:</td>
<td>Nation states have attempted to accelerate the rate and influence the pattern of economic growth and development with mixed results.</td>
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</table>
Consequences of economic development have been enormous. Economic Development issues addressed are: the relationship between economic growth and development; the role of the market and the state; savings, investments and technical change; infrastructure and public goods; as well as the role of agriculture, industrialisation, international trade and economic co-operation, and population and human resource development.

**ECON304**  The Historical Foundations of the Modern Australian Economy

**Spring**  Wollongong  On Campus

**Credit Points:** 6

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

**Co-requisites:** None

**Subject Description:** This subject focuses on the development of the Australian economy over the last century and a half from both a domestic and international comparative perspective. It seeks to enhance our knowledge about, and understanding of, the modern Australian economy and its international standing by reference to a longer term process of development stretching back close to early British settlement. Following an overview of Australian experience, the subject will be presented thematically drawing upon key microeconomic and macroeconomic questions. Principal topics will include: growth trajectories and economic fluctuations; structural change and development; capital markets and financial institutions; population and immigration; human capital and labour supply; living standards and welfare; manufacturing and international business; market power; the development of a corporate economy; economic policy especially tariffs and competition; economic debates; regional engagement in Asia and globalisation. There will be an opportunity to analyse and discuss original historical documents and to write a research essay.

**ECON305**  Economic Policy

**Spring**  Wollongong  On Campus

**Credit Points:** 6

**Pre-requisites:** ECON205 and ECON215

**Co-requisites:** None

**Exclusions:** Not to count with ECON207

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

**ECON306**  The Chinese Economy

**Spring**  Wollongong  On Campus

**Credit Points:** 6

**Pre-requisites:** 72 credit points including ECON101 and ECON111

**Co-requisites:** None

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

**ECON307**  International Monetary Economics

*Not on offer in 2010*

**Credit Points:** 6

**Pre-requisites:** ECON101

**Co-requisites:** None

**Subject Description:** This subject is a study of monetary aspects of international economics. It comprises two parts. In the first we examine theoretical approaches to the balance of payment and exchange-rate determination. In the second, the subject analyses selected issues in international monetary economics of topical interest.
ECON308  Labour Economics
Autumn Wollongong On Campus
Credit Points: 6
Pre-requisites: ECON111
Co-requisites: None
Subject Description: This subject covers labour demand, labour supply, wage rate determination and related topics in a market-orientated economy. The emphasis is on the development and application of economic theory rather than on an institutional approach. Several applications will be drawn from the following list and analysed in some detail: the effects of wage rates, non-labour income, welfare programs and various types of government policy on labour-market participation and hours of work of individuals, the relationship between minimum wages and employment in both competitive and non-competitive labour markets, human capital and the returns to education, internal labour markets, personnel economics, discrimination in the labour market, information and job search, labour unions and collective bargaining, inequality and poverty. Most examples will relate to the Australian, North American and European labour markets.

ECON309  Environmental Economics
Autumn Batemans Bay On Campus
Autumn Bega On Campus
Autumn Loftus On Campus
Autumn Moss Vale On Campus
Autumn Shoalhaven On Campus
Autumn Wollongong On Campus
Credit Points: 6
Pre-requisites: ECON111
Co-requisites: None
Subject Description: This subject will provide a comprehensive analysis of environmental issues using both the traditional theory of economic externalities and the newer analysis of ecologically sustainable development. Both approaches will be used to explain the economic aspects of and evaluate environmental policy in Australia and developing countries.

ECON310  Cost Benefit Analysis
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: ECON215
Co-requisites: None
Subject Description: This subject investigates the theoretical foundations and practical techniques of social cost benefit analysis (CBA). Topics include: the name and scope of CBA, the welfare foundations of CBA including Pareto optimality and social welfare functions, identification of costs and benefits, methods of valuation of costs and benefits in market and non-market situations, the theory and use of shadow prices, CBA decision criteria, time preference and the social discount rate, and CBA sensitivity methods. The limitations of CBA methods and ethical considerations are discussed. Students will develop and practice appropriate spreadsheet skills that facilitate the economic evaluation of complex projects in situations where benefits and costs occur over extended periods of time.

ECON311  Natural Resource Economics
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: ECON111
Co-requisites: None
Subject Description: The main objective of the subject is to develop skills in the economic analysis of natural resource problems. The subject consists of two broad sections, namely: the generalisation of theoretical frameworks for the utilisation of natural resources; and the application of these theoretical frameworks to the management of specific natural resources and to the formulation of appropriate policies. The topics covered include: optimisation frameworks for renewable and non-renewable resources; models for optimal resource use over time; energy resources; mineral resources; water resources; forestry resources; natural environments; and issues concerning pollution.

ECON312  Industrial Economics
Not on offer in 2010
Credit Points: 6
Pre-requisites: ECON111
Co-requisites: None
Subject Description: This subject provides the theoretical basis for analysis of firm structure, conduct and performance. It particularly focuses on issues related to the implementation of competitive policy from both a national and international perspective.
ECON315  Applied Microeconomics
Not on offer in 2010
Credit Points: 6
Pre-requisites: ECON111
Co-requisites: None
Subject Description: Microeconomics applied to a variety of topics and social problems. The areas of application studied vary from year to year but include such topics as the economics of health care, education, working women, migration, the arts and crime.

ECON316  History of Economic Thought
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: ECON205 and ECON215
Co-requisites: None
Subject Description: This subject provides a review of the evaluation of economic ideas through the development of differing schools of thought in economics. The subject focuses on issues which provide a basis for discussion of the criticism and alternatives suggested by the classical, neoclassical, behavioural, Austrian, modern institutionalists and post Keynesian schools.

ECON317  Economics of Health and Health Care
Spring  Wollongong  On Campus
Credit Points: 8
Pre-requisites: None
Co-requisites: None
Subject Description: This subject surveys economic aspects of the Australian health-care system. Topics covered will include the supply and demand for health services, health-care delivery systems, health insurance, program evaluation and medical decision-making. Government policies influencing all aspects of health care will be analysed and evaluated.

ECON318  Economics of Health and Health Care - A
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject surveys economic aspects of the Australian health-care system. Topics covered will include the supply and demand for health services, health-care delivery systems, health insurance, program evaluation and medical decision-making. Government policies influencing all aspects of health care will be analysed and evaluated.

ECON319  Electronic Commerce and the Economics of Information
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Subject Description: This subject analyses the impact of electronic commerce on the markets for consumer goods and services and factors of production. Reasons for the dramatic increase in the use of electronic commerce and its effects on consumers, business firms and the wider community will be explored. Special attention will be given to the implications for small and medium-sized firms and the impact of electronic commerce on the globalisation of markets. The subject analyses electronic commerce in the context of the economics of information, technology and transaction costs and investigates the role and value of information in decision making.

ECON320  Economics of Small and Medium Enterprises
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: ECON111
Co-requisites: None
Subject Description: The subject analyses the impact of entrepreneurs/small medium-sized enterprises (SMEs) on important areas of the economy such as innovation, employment creation, trade and investment. The formulation of appropriate public policies with respect to SMEs will also be examined. Recent developments in the economic theory of business enterprises, backed up by case studies of individual firms, industries and countries, will form the basis of the subject. Topics covered will represent a blend of the theory and practice of small business and enterprise development, and will include examining the links between firm size and performance, the distinct roles of different sized firms, and the relationship between firm size and innovation.
ECON322  Mathematical Economics  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** ECON122 or ECON222  
**Co-requisites:** None  
**Subject Description:** This subject is a study of mathematical aspects of microeconomics and macroeconomics. The topics include consumer demand theory, compensated demand functions, production theory, cost functions, market demand and supply functions, models or market structure and macroeconomics of open economy. Mathematical techniques include linear algebra, optimisation, differential and integral calculus. Particular attention will be given to economic policy analysis using mathematical models.

ECON327  Advanced Econometrics  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** ECON221 or ECON231 or ECON240 or MARK239  
**Co-requisites:** None  
**Subject Description:** This subject is designed to create proficiency in econometric theory and application of a number of advanced techniques that are frequently used to analyse economic, business and financial data. The emphasis will be on application but students will also be required to display an understanding of the assumptions, limitations and proper uses of econometric techniques for various types of problems and data. Students will learn how to formulate, estimate and interpret the results of (a) nonlinear regression models; (b) qualitative-response regression models; (c) panel-data regression models; and (d) multi-equation (system) models. An application-oriented approach is taken to teach new time series techniques such as unit roots and co-integration tests. The subject also develops a critical approach to model building and develops essential skills in conducting ex ante forecasting techniques. Students will learn to implement all these techniques in EViews, which is a professional econometrics modelling software package in widespread use in both academic and business work.

ECON331  Financial Economics  
Autumn  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** ECON111 and either ECON121 or COMM121 or STAT131 or STAT231 or STAT151 or STAT252  
**Co-requisites:** None  
**Subject Description:** This subject deals with investment in production capacity, portfolio analysis, debt accumulation, insolvency and liquidation. Optimal control methods are used for analysing the efficient trajectories of capital investment and borrowing. Portfolio choice and producers’ choices of activity sets are analysed within a mean-variance expected utility maximisation framework incorporating the concepts of risk aversion, costs of risk bearing and diversification.

ECON332  Managerial Economics and Operations Research  
Not on offer in 2010  
**Credit Points:** 6  
**Pre-requisites:** ECON121 or COMM121  
**Co-requisites:** None  
**Subject Description:** This subject develops and applies a variety of quantitative techniques to economic and managerial decision-making. It is an extension of ECON 228/230 and covers a wide range of quantitative analyses such as forecasting techniques, Markov process models, PERT, CPM and specialised network algorithms, risk preference analysis, transportation and assignment models and quadratic and nonlinear programming.

ECON333  Conflict and Co-Operation  
Not on offer in 2010  
**Credit Points:** 6  
**Pre-requisites:** ECON122 or ECON222  
**Co-requisites:** None  
**Subject Description:** The subject will introduce students to the study of game theory as a tool for analysing a wide range of situations, particularly in the social sciences. The subject will focus on the application of basic game-theoretic concepts to analyse these situations, and will cover both non-cooperative and cooperative games. The latter will include the examination of issues in communitarian economics (such as the economics of organisations like the WTO, the IMF, World Bank, and other NGOs). Students
will participate in simple game-playing exercises designed to reinforce and further their understanding of the concepts.

**ECON334  Global Economics**  
*Not on offer in 2010*  
**Credit Points:** 6  
**Pre-requisites:** ECON101 and ECON111  
**Co-requisites:** None  
**Subject Description:** This subject introduces students to major contemporary global economic issues such as global economic growth and per-capita income; the external debt crisis; integrated international capital-markets; European monetary unification and its potential; free-trade negotiations and the formation of free-trade zones; the transition of centrally planned economies to market economies; and the economic implications of global environmental and resource degradation and the need for international co-ordination and co-operation.

**ECON401  Honours Research in Economics**  
*Spring  Wollongong  On Campus*  
**Credit Points:** 24  
**Pre-requisites:** Entry to honours  
**Co-requisites:** None  
**Subject Description:** The subject is appropriate for students doing honours in a single discipline in the Faculty of Commerce to enrol in the same subject. The research topic must be approved by the relevant Head of School. Students enrolled in this subject will also do ECON402.

**ECON402  Economics Honours Coursework**  
*Autumn  Wollongong  On Campus*  
**Credit Points:** 24  
**Pre-requisites:** None  
**Co-requisites:** None  
**Subject Description:** The subject will enable all students doing honours in a single discipline in the Faculty of Commerce to enrol in the same subject. The advanced topics the student studies will depend on their discipline. Students enrolled in this subject will also do ECON401.

**ECON421  Honours Economics**  
*Not on offer in 2010*  
**Credit Points:** 48  
**Pre-requisites:** None  
**Co-requisites:** None  
**Subject Description:** The coursework comprises: advanced macroeconomic theory; advanced micro-economic theory; and the history of economic thought and methodology. The thesis must be a piece of original research and is evaluated by internal and external examiners.

**ECON423  Honours Econometrics**  
*Not on offer in 2010*  
**Credit Points:** 48  
**Pre-requisites:** ECON221 ECON327  
**Co-requisites:** None  
**Subject Description:** The course work comprises: advanced macroeconomic theory; advanced micro-economic theory; methodology; and econometric theory. The thesis must be a piece of original research on theoretical or applied econometrics and is evaluated by internal and external examiners.

**ECON451  Joint Honours Economics**  
*Not on offer in 2010*  
**Credit Points:** 24  
**Pre-requisites:** ECON221 ECON327  
**Co-requisites:** None  
**Subject Description:** The course work consists of components chosen by the Head of the Economics Department from those required of students in ECON421 Honours Economics to the value of 24 credit points. The other 24 credit points in another discipline must be in 400-level subjects approved by the relevant Head of Department.

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

FIN 221 Introductory Business Finance

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<tr>
<th>Semester</th>
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<th>Delivery Mode</th>
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**Credit Points:** 6

**Pre-requisites:** ACCY102 and ECON111

**Co-requisites:** None

**Exclusions:** Not to count with ACCY221 and ACCY241 or FIN241

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

FIN 222 Corporate Finance

*Not on offer in 2010*

**Credit Points:** 6

**Pre-requisites:** FIN111 and ACCY112 or ACCY102

**Co-requisites:** None

**Exclusions:** Not to count with ACCY221, FIN221, ACCY241 or FIN241

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

FIN 223 Investment Analysis

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**Credit Points:** 6

**Pre-requisites:** ACCY221 or FIN221 or FIN251 or FIN241

**Co-requisites:** None

**Exclusions:** Not to count with ACCY223

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

FIN 226 Financial Markets & Institutions

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**Credit Points:** 6

**Pre-requisites:** ACCY102 and ECON111

**Co-requisites:** None

**Exclusions:** Not to count with ACCY226

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

FIN 241 International Financial Management

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**Credit Points:** 6

**Pre-requisites:** ACCY102 and ECON111

**Co-requisites:** None

**Exclusions:** Not to count with ACCY241 and ACCY221 or FIN221
**Subject Description:** This subject introduces students to the use of financial tools in an international context. The subject covers the basic techniques of finance and these are then related to international financial markets, institutions and practice. Students learn to evaluate the relationship between risk and expected return from international investments and develop an understanding of short and long-term international debt and equity capital markets.

**FIN 251  Introduction to Financial Planning**  
Autumn  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** ACCY102 and ECON111  
**Co-requisites:** None  

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

**FIN 252  Personal Finance**  
*Not on offer in 2010*  
**Credit Points:** 6  
**Pre-requisites:** FIN111  
**Co-requisites:** None  

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

**FIN 320  Risk and Insurance**  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** 12 credit points in finance subjects  
**Co-requisites:** None  
**Exclusions:** Not to count with ACCY327  

**Subject Description:** This subject deals with the concepts and technical analysis of risk, risk attitudes and insurance. The focus is on providing protection against the portfolio, financial and corporate risks that are common to any number of basic and advanced investment decisions. Topics covered include risk insurance in relation to the share portfolio, hedging against currency exchange rate movements and protection for the loan portfolio from interest rate movements.

**FIN 322  Advanced Business Finance**  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** 12 credit points in finance subjects  
**Co-requisites:** None  
**Exclusions:** Not to count with ACCY322  

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

**FIN 323  Portfolio Analysis**  
Autumn  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** ACCY223 or FIN223  
**Co-requisites:** None  
**Exclusions:** Not to count with ACCY323  

**Subject Description:** This subject undertakes the advanced analysis of investment theory with an emphasis on the integration of derivative use and strategies with other portfolio management skills. Individual topics include, binomial decision theory, trading strategies using complex derivative structures, interest rate futures and swaps, the ‘Greeks’, futures options, value at risk, credit derivatives, and weather, energy, and insurance derivatives.
FIN 324  Financial Statement Analysis
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: 12 credit points in Finance subjects and ACCY200 Financial Accounting
Co-requisites: None
Exclusions: Not to count with ACCY324
Subject Description: This subject introduces the language, concepts and principles of corporate financial information analysis, and critically evaluates financial statements as data sources for business analysis and valuation. A four step business evaluation framework guides extraction of decision useful information from publicly available accounting information sources within the context of business strategies. Analytical principles and techniques are applied to four commonly met areas of business decisions about corporate financial performance and evaluation.

FIN 325  Bank Management
Not on offer in 2010
Credit Points: 6
Pre-requisites: 12 credit points in Finance subjects
Co-requisites: None
Exclusions: Not to count with ACCY325
Subject Description: This subject examines and deals with information on the bank management practices and operation of banks. The subject involves in depth discussions and analysis of bank management issues such as bank lending, banking interest rate models, off-balance sheet activities, operating costs & technology, foreign exchange, sovereign, liability & liquidity risks management and capital adequacy within both the Australian and international banking framework.

FIN 327  Entrepreneurial Finance For Business
Not on offer in 2010
Credit Points: 6
Pre-requisites: 12 credit points in Finance subjects
Co-requisites: None
Exclusions: Not to count with ACCY227 or FIN227
Subject Description: This subject deals with financial management in small and medium organisations from a largely practical perspective by applying adapted versions of traditional financial analysis to small business enterprises. The subject takes a life-cycle approach moving through the stages of starting, building and finally harvesting a successful business. Issues addressed in this subject include valuation, performance measurement, obtaining and organising finance, financial planning, and cost of financial capital and exit strategies.

FIN 328  Retirement and Estate Planning
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: FIN251
Co-requisites: None
Exclusions: Not to count with ACCY328
Subject Description: This subject provides an overview of the procedures and theory of retirement and estate planning. It discusses the goals and objectives of retirement planning with a view to maximisation of the benefits accruing to the retiree. The subject matter also includes a comprehensive overview of superannuation and the implications of the various superannuation strategies.

FIN 329  Advanced Financial Planning
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: FIN251
Co-requisites: None
Exclusions: Not to count with ACCY329
Subject Description: This subject is a final subject in the financial planning major and brings together prior learning in the degree course. The preparation of a detailed statement of advise (SOA) incorporating all advanced aspects of financial advice covering strategies for wealth accumulation, retirement planning, estate planning, taxation consequences, risk considerations will be covered in the subject. The material covered includes a detailed analysis of the financial products available to clients in addition to detailed analysis of client needs and risk profiles and development of specific investment portfolios. The subject will also cover codes of conduct in the industry and present industry standards in addition to the regulatory environment that governs the provision of advisory services in Australia.
FIN 351  International Finance
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: 12 credit points in Finance subjects
Co-requisites: None
Exclusions: Not to count with ACCY351
Subject Description: This subject analyses financial markets in the international sphere, concentrating on the Australasian region. It explores the concepts and relationships linking international financial markets within the region and the operation of Australian firms in those markets. It covers such issues as the de-regulation of Australian banking and the Eurofinance market, the pricing of foreign exchange, the international financing decision, foreign exchange and interest rate risk management.

FIN 353  Global Electronic Commerce
Not on offer in 2010
Credit Points: 6
Pre-requisites: ACCY221 or FIN221
Co-requisites: None
Exclusions: Not to count with ACCY353
Subject Description: This subject will provide a hands-on practical training and development of some of the theoretical and professional issues of Internet based technologies that enable and support global electronic commerce. The focus will be on the application of leading edge Internet-based (client-server) technologies in the design and implementation processes of Electronic Trading applications. Some of the leading implementations of Electronic Trading Systems, such as: the Australian Stock Exchange (ASX) and the New York Stock Exchange (NYSE) will be examined. The legal, control and security aspects of global electronic commerce will be examined as well.

FIN 359  Selected Issues in Finance
Not on offer in 2010
Credit Points: 6
Pre-requisites: ACCY221 or FIN221
Co-requisites: None
Exclusions: Not to count with ACCY359
Subject Description: This subject examines selected topics in the area of finance. Subjects examined are topical issues and problem areas in the discipline and naturally change from year to year.

FIN 401  Honours Research in Finance
Annual  Wollongong  On Campus
Credit Points: 24
Pre-requisites: None
Co-requisites: None
Exclusions: This subject is for students doing honours in the Finance discipline. The research topic must be approved by the Associate Head of School (Finance) and the research supervisor.

FIN 422  Investment Management
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Exclusions: Not to count with ACCY422
Subject Description: This subject is about the tools and logical frameworks with which decision makers choose their investments in a world characterised by uncertainty (risk). Emphasis is on investment in financial assets such as shares, bonds and futures rather than on real assets. Particular subjects covered include portfolio choice, allocations of investments between risky and riskless assets, the term structure of interest rates, asset pricing models, options pricing and hedging with derivatives.

FIN 423  Portfolio Management
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: None
Co-requisites: None
Exclusions: Not to count with ACCY423
Subject Description: This subject examines advanced topics in the modern theory of optimal investment decision-making, portfolio theory, capital and derivative markets. Topics examined include market efficiency models in valuing portfolios and securities, bond analysis, portfolio management and performance evaluation. The subject also provides a theoretical framework within which all derivative securities can be valued and hedged and also examines the way derivatives are traded.
FIN 424  Financial Statement Analysis For Business  
Autumn  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: None  
Co-requisites: None  
Exclusions: Not to count with ACCY424  
Subject Description: This subject examines the framework for financial statement analysis with discussion of the role of accounting information and intermediaries. Emphasis is on the appraisal and prediction of corporate financial performance from publicly available information such as accounting numbers, industry and economic statistics as well as other stock market data. Cases and problems are gradually introduced, provoking an analytical and creative thinking process ending with the evaluation and preparation of appropriate business strategies.

FIN 425  Banking Theory and Practice  
Autumn  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: None  
Co-requisites: None  
Exclusions: Not to count with ACCY425  
Subject Description: This subject examines bank management theory as applied to the practice of bank operations within the banking sector. It entails comprehensive discussion on issues that are commonly involved within the banking environment such as the regulatory structure, risk management, commercial and consumer lending, capital adequacy analysis, banking financial futures and forwards, the cheque clearing system and the latest information technology within the banking world.

FIN 426  Advanced Managerial Finance  
Spring  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: None  
Co-requisites: None  
Exclusions: Not to count with ACCY426  
Subject Description: This subject examines advanced aspects of financial controllership and corporate finance within the contemporary business environment. The subject first analyses the impact of less-than-ideal capital markets, information asymmetries and principal-agent conflicts on practical decision-making in the firm. It then investigates several specialised areas receiving increased scrutiny from corporate stakeholders including financial distress and restructuring, corporate governance, organisational architecture and risk management, debt and equity strategies, and mergers and acquisitions.

FIN 427  Entrepreneurial Finance  
Not on offer in 2010  
Credit Points: 6  
Pre-requisites: None  
Co-requisites: None  
Exclusions: Not to count with ACCY427  
Subject Description: This subject deals with the financial management tools and techniques appropriate for small and medium-sized business enterprises. It includes study of potential investors and their mindset at various stages in the firm’s life cycle, thus covering sources, uses and management of funds from pre-purchase to public listing. A case study approach is employed. Issues addressed include valuation, performance measurement, obtaining and organising finance, financial planning, and cost of financial capital and exit strategies.

FIN 428  Multinational Financial Management  
Spring  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: None  
Co-requisites: None  
Exclusions: Not to count with ACCY428  
Subject Description: This subject examines international finance and investment from the perspective of the multinational corporation. Topics studied include various aspects of the international monetary system, the Euromarkets, foreign exchange markets, internal and external exposure management techniques, currency futures and options, swaps, financing multinational corporation investment, multinational corporation investment decision making, political risk analysis and international taxation.
FIN 487  Special Topic in Finance  
Autumn  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: None  
Co-requisites: None  
Exclusions: Not to count with ACCY487  
Subject Description: This subject provides an opportunity for students to study a topic of interest within the theory and application of finance. The program of study comprises a combination of coursework and/or research with subject objectives and assessment approved by the Associate Head of School(Finance).

MARK101  Marketing Principles  
Autumn  Wollongong  On Campus  
Spring  Batemans Bay  On Campus  
Spring  Bega  On Campus  
Spring  Loftus  On Campus  
Spring  Moss Vale  On Campus  
Spring  Shoalhaven  On Campus  
Spring  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: None  
Co-requisites: None  
Exclusions: Not to count with MARK213, MARK293 or MGMT213  
Subject Description: The subject examines basic marketing concepts to build up a sound understanding. The material assists those who want to be specialist marketers and those interested in undertaking other business or professional studies. What you learn in this subject will be of value to you for the rest of your lives as consumers and as members of the business community.

MARK201  Applied Marketing Research A  
Not on offer in 2010  
Credit Points: 6  
Pre-requisites: MARK101 or MARK213  
Co-requisites: None  
Exclusions: Not to count with MARK319  
Subject Description: In an increasingly dynamic environment, failure to engage in marketing research activity leads to disadvantages in the strong competitive market place. Mastering marketing research is necessary for successful marketing. This subject will focus on the practice of marketing research by integrating theory and application. Applied Marketing Research A includes the research process from the problem definition to the fieldwork design. The remaining components are covered in Applied Marketing Research B.

MARK202  Applied Marketing Research B  
Not on offer in 2010  
Credit Points: 6  
Pre-requisites: MARK101 or MARK213, and MARK201 or MARK319  
Co-requisites: None  
Exclusions: Not to count with MARK239  
Subject Description: In an increasingly dynamic environment, failure to engage in marketing research activity leads to disadvantages in the strong competitive market place. Mastering marketing research is necessary for successful marketing. This subject will focus on the practice of marketing research by integrating theory and application. Applied Marketing Research B (MARK202) continues where Applied Marketing Research A (MARK201) ends and encompasses the entire marketing research process starting with the fieldwork phase: organising, supervising and conducting fieldwork, entering data, analysing data, drawing conclusions and reporting the findings.

MARK205  Introductory Marketing Research  
Autumn  Batemans Bay  On Campus  
Autumn  Bega  On Campus  
Autumn  Loftus  On Campus  
Autumn  Moss Vale  On Campus  
Autumn  Shoalhaven  On Campus  
Autumn  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: MARK101 or MARK213  
Co-requisites: None  
Subject Description: Marketing research is the function that connects consumers and other relevant stakeholders to marketers through information that supports decision-making. Marketing research assists in the systematic and objective identification of marketing problems and opportunities, designs and implements the method for collecting information, analyses the results, and disseminates the findings and their implications. Failure to engage in marketing research activity leads to disadvantages in the competitive marketplace. Introductory Marketing Research will focus on the practice of marketing research by integrating theory
and application. The subject includes the research process from problem definition to communicating the results and exposes the students to introductory qualitative and quantitative data analysis techniques.

**MARK213  Marketing Principles**
Autumn  Wollongong  On Campus
Spring  Wollongong  On Campus

**Credit Points:** 6

**Pre-requisites:** None

**Co-requisites:** None

**Exclusions:** Not to count with MARK101

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

**MARK217  Consumer Behaviour**
Autumn  Batemans Bay  On Campus
Autumn  Bega  On Campus
Autumn  Loftus  On Campus
Autumn  Moss Vale  On Campus
Autumn  Shoalhaven  On Campus
Autumn  Wollongong  On Campus

**Credit Points:** 6

**Pre-requisites:** MARK101 or MARK213 or MARK293

**Co-requisites:** None

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

**MARK250  Advertising Practice and Creative Strategies**
Spring  Wollongong  On Campus

**Credit Points:** 6

**Pre-requisites:** None

**Co-requisites:** None

**Subject Description:** The focus of this subject is on practical aspects of advertising. It will provide students with an introductory understanding of the strategic and planning issues related to advertising. Media strategy and media planning will also be addressed. Students will learn creative advertising techniques and use graphic design software in order to develop creative advertising material.

**MARK270  Services Marketing**
Spring  Batemans Bay  On Campus
Spring  Bega  On Campus
Spring  Loftus  On Campus
Spring  Moss Vale  On Campus
Spring  Shoalhaven  On Campus
Spring  Wollongong  On Campus

**Credit Points:** 6

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

**Co-requisites:** None

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

**MARK301  Internet Applications for Marketing**
Autumn  Wollongong  On Campus

**Credit Points:** 6

**Pre-requisites:** MARK101 or MARK213

**Co-requisites:** None
**Subject Description:** This subject deals with the issues facing internet users to establish the distinctly different environment in which people operate online. This grounding is then used as a basis to build an understanding of the internet to key applications in marketing such as research, adding value in the areas of product, distribution, pricing and promotion. It is a consumer focused perspective that most students will be able to relate to from their own experience and therefore suitable for a 2nd or 3rd year undergraduate subject.

**MARK305 Advanced Marketing Research**

*Not on offer in 2010*

**Credit Points:** 6

**Pre-requisites:** MARK101 or MARK213 or MARK293

**Co-requisites:** None

**Subject Description:** The subject extends the knowledge of introductory marketing research techniques with the aim to provide students with an insight into the analysis of marketing data. A range of techniques is reviewed including descriptive and inferential statistics to test hypotheses. Students will gain practical knowledge in advanced multivariate statistical analysis. This would equip students to be able to apply marketing research skills to both academic as well as commercial research.

**MARK317 Business to Business Marketing**

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

**Credit Points:** 6

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

**Co-requisites:** None

**Subject Description:** This subject will give students an appreciation of the differences between organisational and consumer customers. Organisation buying practices are different from the processes of consumers and as a result marketing strategy and operations have distinctly different imperatives. With a much higher level of rationality in decision making, there is a far greater focus on product management and innovation as a source of competitive advantage. There is also a greater focus on logistics and distribution functions as reliability of supply is a key need of customers, particularly when product delivery has to interface directly with customer operations. The central role of personal selling in the promotional mix is also dealt with in depth as it is critically important in generating sales and maintaining relationships with customers.

**MARK320 Social Marketing**

Spring Wollongong On Campus

**Credit Points:** 6

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

**Co-requisites:** None

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

**MARK333 Marketing Communications & Advertising**

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

**Credit Points:** 6

**Pre-requisites:** MARK101 or MARK213 or MARK293

**Co-requisites:** None

**Subject Description:** Marketing communications (marcoms) come in many forms. Examples include, but are far from limited to, mass media advertising, promotions, celebrity endorsements, and after-sales support. This subject aims to develop students’ appreciation of the role that marcoms play in the company’s marketing efforts as well as how prospective customers process and are influenced by marcoms. The subject has a managerial perspective and by the end of the subject students will be able to both manage and critically evaluate marcoms campaigns.
MARK343  International Marketing  
Autumn  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** (MARK101) or (MARK213) or (MARK293)  
**Co-requisites:** None  
**Subject Description:** The principal aim of the subject is to analyse the global marketing environment and develop appropriate international marketing strategies. The content will include: socio-economic, legal, political, financial and cultural factors affecting international marketing operations; analysing the profiles of selected regional markets and strategic options for entry and expansion in those markets; international marketing research methods and data analysis techniques; international marketing mix decisions; and contemporary issues in multinational marketing.

MARK344  Marketing Strategy  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** MARK101 or MARK213 PLUS 12 credit points from 200 level MARK subjects  
**Co-requisites:** None  
**Subject Description:** This is the 'capstone' unit in the marketing major. As such it is designed to integrate skills and knowledge in a number of other business disciplines. It will draw heavily on the areas of not only marketing theory and market research methods but also economics, finance, managerial accounting and management theory. It is designed to develop analytical skills and diagnostic ability for the proposal, implementation and control of alternative marketing strategies and plans.

MARK356  Creating & Marketing New Products  
Autumn  Batemans Bay  On Campus  
Autumn  Bega  On Campus  
Autumn  Loftus  On Campus  
Autumn  Moss Vale  On Campus  
Autumn  Shoalhaven  On Campus  
Autumn  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** (MARK101) or (MARK213) or (MARK293)  
**Co-requisites:** None  
**Subject Description:** New Product Marketing covers issues related to the development and marketing of new products. Topics include: the role of new products in the success of organisations, the new product development process, marketing mix, issues concerned with new products organisation and management of new product development processes diffusion of new products new service development functions of product managers.

MARK393  Special Topic in Marketing  
Autumn  Wollongong  On Campus  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** MARK101 or MARK213 or MARK293  
**Co-requisites:** None  
**Subject Description:** Selected issues in marketing. Enrolment is subject to approval of the Head of Discipline for Marketing

MARK394  Special Topic in Marketing B  
Autumn  Wollongong  On Campus  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** MARK101 or MARK213 or MARK293  
**Co-requisites:** None  
**Subject Description:** A selected issue in Marketing, involving an individual case analysis or business project. Enrolment is subject to the approval of the Head of the Marketing Discipline. The subject is taken only under special circumstances as a substitute for an approved subject under the Marketing major or double major schedule.

MARK395  Tourism Marketing  
Spring  Wollongong  On Campus  
**Credit Points:** 6  
**Pre-requisites:** MARK101 or MARK213 or MARK293  
**Co-requisites:** None  
**Subject Description:** This subject introduces, discusses and analyses issues unique to the marketing of tourism products. The focus of this subject is the application of marketing principles and theory in the development of strategic marketing plans for tourism products. The application of strategic tourism marketing planning to the destination, accommodation and tour operator sectors of the tourism industry at the regional, national and international level are analysed. In addition, the subject identifies and discusses contemporary
issues in tourism marketing including the impact of e-commerce, database marketing and environmental based tourism.

**MARK401 Honours Research in Marketing**

Annual  Wollongong  On Campus  
Spring2010/Autumn2011  Wollongong  On Campus  

**Credit Points:** 24  
**Pre-requisites:** Entry to Honours  
**Co-requisites:** None  
**Subject Description:** This subject introduces students to key management theories and concepts including organisational culture, social responsibility, ethics, managing groups, motivating employees, planning, managing human resources and employee relations, strategic management, decision-making, managing operations, leadership and management control systems. The subject is designed to provide an opportunity for students to acquire understanding through a series of lectures supported by student participation in simulation activities. The subject is presented from the point of view of managers, but students will learn how the different interests between organisational stakeholders affect various management processes.

**MGMT102 Business Communications**

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

**Credit Points:** 6  
**Pre-requisites:** None  
**Co-requisites:** None  
**Subject Description:** This subject introduces the theory and practice of communication in business and in workplaces. It offers knowledge and information on how students can become more effective by becoming culturally sensitive and humane communicators, both personally and professionally, in a range of multimodal environments. It examines and discusses the cultural, organisational and personal contexts and processes of communication, including groups, meetings, interviews, public speaking, presentations and writing. Other issues discussed include interpersonal skills, understandings of non-verbal messages, listening practices and building relationships in business and workplaces.

**MGMT110 Introduction to Management**

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

**Credit Points:** 6  
**Pre-requisites:** None  
**Co-requisites:** None  
**Subject Description:** This subject introduces students to key management theories and concepts including organisational culture, social responsibility, ethics, managing groups, motivating employees, planning, managing human resources and employee relations, strategic management, decision-making, managing operations, leadership and management control systems. The subject is designed to provide an opportunity for students to acquire understanding through a series of lectures supported by student participation in simulation activities. The subject is presented from the point of view of managers, but students will learn how the different interests between organisational stakeholders affect various management processes.

**MGMT200 Management and Electronic Business**

Autumn  Wollongong  On Campus  

**Credit Points:** 6  
**Pre-requisites:** Must have successfully completed a minimum of 12 credit points of subjects from the Commerce, Information Technology or Engineeering schedules.  
**Co-requisites:** None  
**Subject Description:** This subject identifies key management issues arising from the use of e-commerce in organisations and across organisations and in different industry sectors. It examines how e-commerce affects areas such as information and knowledge management, decision making, teamwork, communication, internal processes and culture, and relationships with supply chains, customers, government and society. It considers the managerial choices and strategies arising from technological and organisational change related to electronic business.

**MGMT201 Organisational Behaviour**

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

**Credit Points:** 6
Pre-requisites: MGMT110

Co-requisites: None

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

MGMT205 Recruitment & Selection
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: MGMT110 and MGMT206 or MGMT398
Co-requisites: None

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

MGMT206 Managing Human Resources
Autumn Wollongong On Campus
Spring Batemans Bay On Campus
Spring Bega On Campus
Spring Loftus On Campus
Spring Moss Vale On Campus
Spring Shoalhaven On Campus
Spring Wollongong On Campus
Credit Points: 6
Pre-requisites: MGMT110
Co-requisites: None

Exclusions: MGMT398

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

MGMT208 Introduction to Management for Professionals A
Not on offer in 2010
Credit Points: 6
Pre-requisites: None
Co-requisites: None

Exclusions: Not to count with MGMT308

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

MGMT209 Managing knowledge in Organisations
Autumn Wollongong On Campus
Credit Points: 6
Pre-requisites: MGMT110
Co-requisites: None

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

MGMT215 Small Business Management
Autumn Wollongong On Campus
Credit Points: 6
Pre-requisites: MGMT110
Co-requisites: None

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

**MGMT218  Competitive Analysis**

*Not on offer in 2010*

**Credit Points:** 6  
**Pre-requisites:** ECON111  
**Co-requisites:** None  
**Subject Description:** This subject develops models and techniques for measuring and understanding the complexity of competition. Case studies and empirical analysis are used to show how firms can analyse the industry in which a firm is located, understand its competitors and its own position, and grasp how this might influence its business strategy. Topics include: Structural analysis of industries; competitor analysis; competitive strategies; development of generic strategies; buyers/suppliers strategy; strategy in different industrial environments; strategy formulation in a multinational competitive environment.

**MGMT220  Organisational Analysis**

*Spring  Wollongong  On Campus*  
**Credit Points:** 6  
**Pre-requisites:** MGMT110  
**Co-requisites:** None  
**Subject Description:** This subject examines different perspectives from which organisations can be analysed. Students are provided with an understanding of the main theoretical frameworks used to explain how organisational members are affected by organisational structures, environments, political processes and cultural aspects of organisations.

**MGMT256  Systems Thinking and Simulation**

*Spring  Wollongong  On Campus*  
**Credit Points:** 6  
**Pre-requisites:** MGMT110 and ECON121 or COMM121 or STAT131  
**Co-requisites:** None  
**Subject Description:** This subject will focus on the essentials of systems dynamics and strategic systems thinking. Applied systems dynamics modelling will be introduced through continuous simulation of business and management processes. Discrete event simulation will also be introduced to illustrate how systems modelling techniques can be applied to manufacturing and service enterprises, and to the attendant supply chains.

**MGMT257  Principles of Supply Chain Management**

*Autumn  Wollongong  On Campus*  
**Credit Points:** 6  
**Pre-requisites:** MGMT110 and ECON121 or COMM121 or STAT131  
**Co-requisites:** None  
**Subject Description:** This subject introduces students to the principles and techniques of supply chain management. Students are provided with an overview of the main functions associated with managing supply chains, such as purchasing, operations, logistics and relational integration. Core topics and concepts covered include: the bullwhip effect, supplier relationships, forecasting and demand management, enterprise resource planning and transportation’s role in the supply chain and in customer relationship management. The subject also provides the student with an understanding of the challenges of measuring supply chain performance.

**MGMT300  Managing Innovation**

*Spring  Wollongong  On Campus*  
**Credit Points:** 6  
**Pre-requisites:** 12 credit points of subjects from Commerce, Information Technology or Engineering schedules  
**Co-requisites:** None  
**Exclusions:** Not to count with COMM300  
**Subject Description:** The subject covers the theoretical and professional issues associated with the management of innovation in firms and other organizations in the age of the Internet. It aims to show the relationship between innovation and organizational structures, processes and business strategies. It examines the concepts of the innovative organization, innovation strategy, the sources of innovation, networked enterprises, and the development of new products, processes and ventures. Emphasis is placed on the strategic implications of innovation as a source of competitive advantage, and how firms and industries can capture the benefits of innovation.

**MGMT301  Managing Across Cultures**

*Autumn  Wollongong  On Campus*  
**Credit Points:** 6  
**Pre-requisites:** MGMT110 plus 12 cps from 200 or 300 level Faculty of Commerce subjects  
**Co-requisites:** None
**Subject Description:** This subject explores the influence of culture on management from an international business perspective. It discusses major theories of culture and their practical application to management issues such as communication, negotiation, decision-making, human resource management, ethics, expatriation and diversity. The subject fosters an understanding of how to manage successfully across cultural boundaries in an international business context.

**MGMT309  Supply Chain Strategies**

Spring  Wollongong  On Campus

**Credit Points:** 6

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

**Co-requisites:** None

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

**MGMT311  Management of Change**

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

**Credit Points:** 6

**Pre-requisites:** MGMT110

**Co-requisites:** None

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

**MGMT314  Strategic Management**

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

**Credit Points:** 6

**Pre-requisites:** MGMT110 plus MARK213 or MARK101 plus 72 credit points

**Co-requisites:** None

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

**MGMT316  Operations Management**

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

**Credit Points:** 6

**Pre-requisites:** ECON121 or COMM121 or STAT131

**Co-requisites:** None

**Subject Description:** The subject deals with the strategic management process and planning functions in the business enterprise. Emphasis will be placed on the process by which opportunities and threats to the business enterprise are recognised and evaluated, and on the strategies required to meet these challenges. Topics include: business mission; customer and competitor analysis; industry analysis; environmental analysis; strategy and organisation; alternative business strategies.
MGMT321  Occupational Health and Safety Management
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MGMT110 and MGMT398 or MGMT206
Co-requisites: None
Subject Description: This subject aims to give students a critical introduction to the broad subject of Occupational Health and Safety Management (OHSM) and to examine in detail some of the specific theoretical and practical issues related to the topic. Under the broad rubric of OHSM, there are a number of competing perspectives, views and voices. This subject will not privilege one model over another. Rather, it will present some of these competing views in a manner that will require individual students to exercise their critical faculties and develop their own, theoretically informed approach to the practical management of OH&S.

MGMT322  Training & Development
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MGMT110 and MGMT398 or MGMT206
Co-requisites: None
Subject Description: This subject provides students with an understanding of key concepts and practical approaches to the development of people in organisations. Topics include: theories and models of learning; job analysis; identification of training needs; training delivery forms and their selection; skills development and training; multi-skilling and flexibility; management development; succession planning; national and international frameworks of training; organisational learning and the learning organisation; organisational development; evaluation of training and development.

MGMT328  Logistics Management
Autumn  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MGMT110 and ECON121 or COMM121 or STAT131
Co-requisites: None
Subject Description: This subject provides an overview of logistics and inventory management approaches, exploring their role in overall supply chain strategy formulation. Students will develop understanding of procurement and inventory management models, the role of enabling technologies within the supply chain, and performance measurements techniques. Building on these principles, students will gain an understanding of the synergy between all aspects of logistics within the context of total supply chain management.

MGMT332  Enterprise and Innovation
Spring  Batemans Bay  On Campus
Spring  Bega  On Campus
Spring  Loftus  On Campus
Spring  Moss Vale  On Campus
Spring  Shoalhaven  On Campus
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: ACCY101 or ACCY100 & ACCY102 or ACCY111 plus MARK213 or MARK101
Co-requisites: None
Subject Description: Innovation is an important issue for economic development. This subject investigates and studies the concept of innovation and people who make it happen - the entrepreneurs. The enterprise focus covers both new venture creation within an SME context and intrapreneurship in a larger firm context. This subject allows students to undertake the action learning process of sourcing a possible innovative business idea and then test it using a business plan that they will develop and present.

MGMT341  International and Comparative Human Resource Management
Spring  Wollongong  On Campus
Credit Points: 6
Pre-requisites: MGMT110 plus 12 cps from Faculty of Commerce 200 or 300 level subjects
Co-requisites: None
Exclusions: Not to Count for credit with ECON340 and COMM341
Subject Description: This subject focuses on the management of people in multinational firms. Main topics include: differences between domestic and international human resource management (HRM) and firm-level adjustments as firms go international; managing and supporting staff on international assignments (recruitment and selection, training and development, compensation and re-entry and career issues); global HRM issues, including...
industrial relations, performance management, and future issues; the HRM and industrial environment in a selection of countries.

MGMT350  Continuous Quality Management  
Spring  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: MGMT110 plus ECON121 or COMM121 or STAT131  
Co-requisites: None  
Subject Description: The purpose of this subject is to provide the student with an introduction to the principles and tools associated with the management philosophy and technique called ‘Quality Management’. It is an introductory subject designed for undergraduate students with no previous study in this field. The subject engages both qualitative and quantitative approaches to help students to identify, analyse and understand the impacts of quality management systems in any organisation.

MGMT351  Responsible Leadership  
Not on offer in 2010  
Credit Points: 6  
Pre-requisites: Any 72 Credit Points  
Co-requisites: None  
Subject Description: An examination of the central issues in business ethics, covering topics such as the concept of social responsibility, individual and corporate values, models for making ethical decisions, ethics for the employee, the customer, the environment, the community, the government and the multinational context. Class consists primarily of student-centred discussion and experiential activities. Semester is arranged to take students through a reflective, unlearning process.

MGMT370  Project Management  
Not on offer in 2010  
Credit Points: 6  
Pre-requisites: MGMT110 plus 6 cp from 200 MGMT subject  
Co-requisites: None  
Subject Description: This subject provides an overview of the major elements of project management: conception and planning, scheduling, budgeting, risk management, managing the project team and implementation. Other topics include projects and strategy, dealing with contractors and clients and managing international projects.

MGMT389  International Business Management  
Autumn  Batemans Bay  On Campus  
Autumn  Bega  On Campus  
Autumn  Loftus  On Campus  
Autumn  Moss Vale  On Campus  
Autumn  Shoalhaven  On Campus  
Autumn  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: MGMT110 AND MARK213 or MARK101  
Co-requisites: None  
Subject Description: This subject deals with the international business environment and the key issues involved in operating in international and global markets. The international and global business environment, entry modes, global strategies, functional strategies and the management and control of international/global operations are covered. On completion of this subject, students will have an understanding of international business and be able to apply key concepts in analysing and developing international business strategies.

MGMT392  Case Study  
Annual  Wollongong  On Campus  
Credit Points: 12  
Pre-requisites: MGMT398 & MGMT218  
Co-requisites: None  
Subject Description: This subject entails in depth analysis of a management problem arising from the experience of an organisation. Enrolment is subject to the approval of the Head of Management.

MGMT393  Special Topics A  
Autumn  Wollongong  On Campus  
Spring  Wollongong  On Campus  
Credit Points: 6  
Pre-requisites: 12 cp from 100/200 level MGMT subjects  
Co-requisites: None  
Subject Description: This subject examines selected issues in general management and in the various functional areas of management. Enrolment is subject to the approval of the Head of Management.
MGMT401  Honours Research in Management
Annual  Wollongong  On Campus
Spring2010/Autumn2011  Wollongong  On Campus

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

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

PRMM201  Public Relations Concepts
Autumn  Wollongong  On Campus

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

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

PRMM202  Public Relations Strategy
Spring  Wollongong  On Campus

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

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

PRMM301  Public Relations Campaigns
Autumn  Wollongong  On Campus

Credit Points: 6
Pre-requisites: PRMM202
Co-requisites: None

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

PRMM303  Corporate Identity and Branding
Spring  Wollongong  On Campus

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

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