Chisholm Institute of Technology

Chisholm Handbook

Volume Two

David Syme
Business School

All course admissions enquiries: (03) 573 2000

The information in the Handbook was accurate as at 12 August 1988. Please check specific details with the relevant school or division or with the Admissions Office. The Institute accepts no responsibility for changes to the information. Published by the Public Relations Office, Chisholm Institute of Technology, PO Box 197, Caulfield East, 3145. ISSN 0812-4744
INTRODUCTION

Chisholm Institute of Technology is a multi-disciplinary higher education institution specialising in the technologies and applied science, business, art and design, education, nursing and the social and behavioural sciences.

The Institute offers award programs at Associate Diploma, Degree, Graduate Diploma and Master’s Degree levels at its two Campuses which are situated at Caulfield and Frankston. It is the second largest of Victoria’s Colleges of Advanced Education with an enrolment of around 7,750 students. Both full-time and part-time enrolments are available in most of the courses which are offered.

Through making provision and special effort to provide part-time enrolment, Chisholm has made higher education available to a wide sector of the community who have special needs. Approximately half of the total student population are enrolled in part-time courses.

At Caulfield, a full range of courses is offered in the Faculty of Technology’s four divisions (Digital Technology, Engineering and Industrial Technology, Information Technology, and Mathematical and Environmental Sciences), the David Syme Business School (with three exceptions), the School of Art and Design (with two exceptions) and the School of Social and Behavioural Studies.

At Frankston, the Schools of Education and Nursing offer their full range of courses and undergraduate programs are offered in the School of Art and Design, the David Syme Business School, the School of Social and Behavioural Studies, and the Division of Information Technology. The David Syme Business School also offers two graduate courses at Frankston.

In addition to the award programs, Chisholm offers a wide range of short courses in many areas of expertise and special interest and enjoys a high reputation as a research and consultancy organisation with industry, business, government and the community.

Both Campuses have well equipped Libraries to support all of the teaching areas and the latest technology is provided to support each of the teaching programs. The Frankston Campus is linked by landline to the powerful computing facilities of the Computer Centre at Caulfield. In addition there are supplementary computing facilities within the Individual Schools and Divisions.

This handbook gives full details of the many courses provided by Chisholm and hopefully indicates the Institute’s endeavour to provide courses of the highest quality to meet contemporary needs of the wider community. Chisholm fully supports the government initiative to increase access to, and participation within, higher education and provides the maximum number of places within its available resources to be a contributor to the national effort in higher education through which Australia’s skill-base will be elevated for the benefit of future generations.

Dr G.N. Vaughan
Director
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HOW TO USE THE HANDBOOK

The information contained in this Handbook is accurate as at September 1988. Inevitably, changes will occur after publication so you should confirm details, such as references to required textbooks.

You should also note that the Council reserves the right to amend, postpone, or withdraw any course or subject being conducted or offered by Chisholm.

This volume is one of seven containing course details and subject synopses of courses offered by Chisholm, along with a Student Manual volume.

Within each volume, the courses offered by that School or Faculty are listed followed by brief synopses of subjects within each course.

Where a course is offered by more than one School or Faculty, for example, double degrees, it is listed under both but the subject synopses are included only in one volume. There is a list at the back of this book indicating in which volume each course may be found. Students of double degrees may find they will have to buy two volumes to gain a listing of all their subjects.

Subject synopses are listed in alphabetical/numerical order by subject code, in the same way as they are identified in the course listings.

These synopses are designed to convey the flavour of the subjects as well as provide such necessary information as prerequisites, contact hours and, where possible, major reference books.

This book provides most of the information you need to plan a course. You should bear in mind, however, that because of staff commitments and timetabling constraints, you may not be able to undertake a particular subject in any given semester.

The seventh volume of the set is the 1989 Student Manual which provides information about enrolment, financial assistance available to students, scholarships and the regulations governing the relationship between Chisholm and its students. The Manual is issued free through the Student Administration Office (Caulfield) and from the Assistant Registrar (Frankston). The Student Manual volume is included as part of the complete set of volumes which comprise the 1989 Handbook.

For more information:
Enrolment – Admissions Office, Level 1, Boykett Building (A Block), Caulfield, 573 2000.
Financial Assistance, Scholarships, Regulations, etc – Student Administration, Level 1, Boykett Building (A Block), Caulfield, 573 2115.
Particular Courses – School/Divisional Assistant Registrars as appropriate.

SUBJECT CODES

Subject code prefix guide and guide to code locations

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UNDERGRADUATE COURSES

Admission Requirements for Undergraduate Courses

This Institute makes the following statement regarding its entrance requirements:

GENERAL STATEMENT: Applicants with the following qualifications are eligible for consideration for admission.

(a) Successful completion of a Year 12 course of study accredited by VCAB (i.e. VCE). This can include: VCE (HSC) subjects can be group one or two; VCE (TOP) accredited or recognised by Chisholm; VCE (T12); VCE Approved Composite Courses. Interstate or overseas qualifications certified by VCAB as equivalent to Year 12; or any other qualification requirement approved by the Academic Board, (e.g. Certificate of Business Studies); or

(b) qualifications and/or experience acceptable to the Chisholm Admissions Committee.

The David Syme Business School makes the following additional statement regarding entrance requirements into its undergraduate courses. Additional information regarding specific course admission requirements has been included in the course descriptions below as appropriate.

(i) VCE passes must include four subjects, including English.

(ii) Students with Group 1 VCE (HSC) subjects are likely to receive preference over those with Group 2 VCE (HSC) subjects when being considered for selection into the course.

(iii) Preference will be given to students from (i) above who have passed at least four subjects including English at one sitting, an accumulation of subjects is acceptable where those subjects have been studied solely on a part-time basis.

Intending applicants who do not meet the above Admission Requirements are referred to Regulation 3 – Admission Requirements (see Student Manual 1989). Information on recommended Year 12 subjects and Special Requirements has been listed in the course descriptions below. Prerequisite and recommended subjects may be drawn from any of the qualifications mentioned above as acceptable except when otherwise stated.

Bachelor of Business (Accounting)

Course Code: BA
Course Leader: Gurdarshan Gill

The Course
In order to qualify for the award of the degree, a student must normally complete the equivalent of 24 four-hour weekly contact subjects.

Recognition
The Bachelor Business (Accounting) is recognised by both the Australian Society of Accountants and the Institute of Chartered Accountants as meeting academic requirements for membership. However, students are advised to note the specific requirements for each of these bodies.

Venue
Day and evening classes are offered at the Caulfield campus. At the Frankston campus students may be able to timetable classes between 8 am and 8 pm. Part-time Frankston students must be prepared to attend day classes as necessary.

Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on this page.

Recommended Year 12 subjects
Accounting, Economics, Legal Studies, Mathematics.

Diploma to Degree Conversion (Course Code XA1)
Provision is made for persons holding a Diploma of Business from an Australian College to upgrade their qualification to that of a degree. The course that would be prescribed would depend upon the subjects completed in the diploma; candidates could qualify for the degree after approximately one year full-time study or the equivalent on a part-time basis.

Credit Transfer
Applicants who have undertaken studies at tertiary level may apply for credit in equivalent subjects in the course. When applying, prospective students must provide full documentary evidence of prior tertiary studies including a copy of academic record and subject synopses from the handbooks of the years in which the subjects were passed. Applicants should obtain from the Admissions Office, (telephone 573 2000), a copy of the application form, Application for Credit Transfer (SR6) to facilitate this process. This information enables credits to be processed by the David Syme Business School Credit Transfer Committee. In all cases at least eight equivalent semester subjects must be completed at Chisholm before a student is eligible for the award.

The following credit transfers have been standardised by the Academic Board:

Members of the Institute of Chartered Secretaries and Administrators will be granted credit for three subjects. Holders of a recognised Certificate of Business Studies are eligible for credit for up to a maximum of four subjects in the course, to be determined by the Course Leader.

Holders of an Associate Diploma in Accounting from a TAFE College are eligible for up to a maximum of six subjects on a subject-by-subject basis, depending on the specialisation undertaken in the Associate Diploma in Accounting. Students who are members of a professional accounting body approved by the Academic Board of Chisholm will be admitted to Year 2 of the course.

A list of approved professional bodies is available
from the David Syme Business School Administration Office.

Right of Challenge
In the Bachelor of Business the right of challenge exists in the subjects ADM119 Communication Method I and ADM129 Communication Method II.

Transfer Between Major Strands
Marketing, Banking and Finance, Management, Office Administration and Business Administration students may seek permission to change their specialisation at the end of the first year of their course to Accounting, and Accounting students to one of the other specialisations. Students wishing to transfer must apply on form SR1 as a new student. Permission to transfer will depend on prior academic performance and availability of places.

Assessment
Where subjects are partly or wholly assessed on a cumulative basis, students may not qualify for a pass unless attendance is satisfactory and all prescribed assignments are submitted.

Contact Hours
Teaching takes the form of lectures, classes, seminars or tutorials and workshops or laboratory sessions. Full-time students are expected to undertake four subjects per semester and are required to attend for approximately 16 hours per week. Part-time students are expected to undertake two subjects per semester, involving approximately eight hours per week. Part-time evening students are generally required to attend two evenings per week.

Private Study
Students are expected to devote at least as much time per week per subject in private study as they do to attending classes.

Calculator
Students are required to possess a calculator with the following facilities: financial mathematical functions; statistical functions for frequency distribution; two variable statistical functions (correlation and regression).

Course Structure for Students Enrolled before 1988
Students enrolled before 1988 will undertake the equivalent to the course set out in the Handbook for the year in which they first enrolled, unless advised to the contrary. Where there has been a break in study other than by Leave of Absence, the student will undertake the equivalent to the course set out in the Handbook for the year in which study is resumed.

Course Structure

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<th>Year</th>
<th>Subject</th>
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<td>ACC1104 Accounting Systems and Procedures</td>
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<td>COT172 Data Processing</td>
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<td>FIN111 Contract Law</td>
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<td>MAT164 Business Mathematics &amp; Statistics</td>
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<td>Semester 2</td>
<td>FIN171 Macroeconomics</td>
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<td>ADM130 Introduction to Management</td>
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<td>ACC105 Accounting Information Systems</td>
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<td>FIN115 Law of Business Organisations</td>
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<td>2, Semester 1</td>
<td>MKT112 Marketing Theory and Practice</td>
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<td>FIN217 Business Statistics and Forecasting</td>
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<td>ACC242 Productive Systems and Accounting</td>
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<td>ACC205 Financial Modelling</td>
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<td>Semester 2</td>
<td>ACC243 Management Accounting</td>
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<td>ACC263 Financial Management</td>
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<td>ACC249 Company Reporting</td>
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<td>3, Semester 1</td>
<td>ACC363 Auditing</td>
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<td>FIN271 Microeconomics</td>
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<td>Semester 2</td>
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Bachelor of Business (Banking and Finance) Course Code: BN Course Leader: Kathy Avram

The Course
This course is principally designed for students seeking a career with a financial institution or who are already employed in the banking and finance industry and are seeking a relevant tertiary qualification on a part-time basis. In addition to a core of business foundation subjects, the course provides specialist study in a number of key functional areas of relevance for financial institutions management. Four elective subjects may be taken from the beginning of second year. For electives see page 16.

Recognition
The banking and finance industry also supports a number of academic prizes for outstanding students. (See Student Manual 1989). The degree satisfies the educational requirements for Senior Associate membership of the Australian Institute of Bankers.

Venue
Day and evening classes are offered at the Caulfield campus.

Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.

Recommended Year 12 subjects
Economics, Accounting and Mathematics.

Diploma to Degree Conversion (Course Code XNI)
Provision is made for persons holding a Diploma of Business from a former Victoria College to upgrade their qualifications to that of a degree. The course that
would be prescribed would depend upon the subjects completed in the diploma; candidates could qualify for the degree after approximately one year of full-time study or the equivalent on a part-time basis.

Credit Transfer
Applicants who have undertaken studies at tertiary level may apply for credit in equivalent subjects in the course. When applying, prospective students must provide full documentary evidence of prior tertiary studies including a copy of academic record and subject synopses from the handbooks of the years in which the subjects were passed to enable credits to be processed by the David Syme Business School Credit Transfer Committee. Applicants should obtain from the Admissions Office, (telephone 573 2000), a copy of the application form, Application for Credit Transfer (SR6), to facilitate this process. In all cases at least eight equivalent semester subjects must be completed at Chisholm before a student is eligible for the award. The following credit transfers have been standardised by the Academic Board:

- Holders of the AAIB award from the Australian Institute of Bankers are eligible for credit for up to six subjects to be determined by the Course Leader.
- These will usually include ACC104 or ACC103, FIN130, FIN171, FIN111.
- Members of the Institute of Chartered Secretaries and Administrators will be granted credit for three subjects. Holders of a recognised Certificate of Business Studies are eligible for credit for up to a maximum of four subjects in the course, to be determined by the Course Leader.
- Students who are members of a professional accounting body approved by the Academic Board of Chisholm will be admitted to Year 2 of the course.
- A list of approved professional bodies is available from the David Syme Business School Administration Office.

Transfer Between Major Strands
Accounting, Management, Marketing and Office Administration students may seek to change their specialisation to Banking and Finance, and Banking and Finance students to one of the other specialisations. Students wishing to transfer must apply on form SR1 as a new student. Permission to transfer will depend on prior academic performance and the availability of places.

Electives
The provision of four electives allows Banking and Finance students to further develop their expertise in specialised areas of financial markets or to develop a second area of business expertise such as accounting, marketing, management or electronic data processing thus improving job flexibility and career prospects. Students may, with the permission of the Course Leader, study electives offered by other Schools at Chisholm or at other tertiary institutions. Students are strongly advised to discuss their proposed electives with the Course Leader at the end of the first year.

Assessment
Where subjects are partly or wholly assessed on a cumulative basis, students may not qualify for a pass unless attendance is satisfactory and all prescribed assignments are submitted.

Contact Hours
Teaching takes the form of lectures, classes, seminars, or tutorials and workshops or laboratory sessions. Full-time students are expected to undertake four subjects per semester and are required to attend classes for approximately 16 hours per week. Part-time students are expected to undertake two subjects per semester, involving approximately eight hours per week. Part-time evening students are generally required to attend on two evenings per week.

Private Study
Students are expected to devote at least as much time per week per subject in private study as they do to attending classes.

Calculator
Students are required to possess a calculator with the following facilities: financial mathematical functions; statistical functions for frequency distribution; two variable statistical functions (correlation and regression).

Course Structure
In order to qualify for the award, a student must normally complete the equivalent of 24 four-hour weekly contact subjects.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td>FIN130 Money and Capital Markets</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN171 Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MAT164 Business Mathematics &amp; Statistics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ACC103 Accounting and Financial Decision Making, or</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ACC104 Accounting Systems and Procedures</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td>FIN111 Contract Law</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>COT172 Data Processing</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT112 Marketing Theory and Practice</td>
<td>4</td>
</tr>
<tr>
<td>2, Semester 1</td>
<td>FIN240 Commercial Banking and Finance</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN217 Business Statistics and Forecasting</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN360 Banking &amp; Lending Practice</td>
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<tr>
<td>Semester 2</td>
<td>FIN280 Financial Institutions Law</td>
<td>4</td>
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<tr>
<td></td>
<td>FIN245 Company Law &amp; Accounting</td>
<td>4</td>
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<tr>
<td></td>
<td>FIN271 Microeconomics</td>
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<tr>
<td></td>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td>3, Semester 1</td>
<td>FIN233 Monetary Theory and Policy</td>
<td>4</td>
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<tr>
<td></td>
<td>FIN363 Investments and Portfolio Management</td>
<td>4</td>
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<tr>
<td></td>
<td>FIN393 Taxation Law</td>
<td>4</td>
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<tr>
<td></td>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td>FIN365 Treasury Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN333 International Banking and Finance</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ADM323 Strategic Planning for Financial Institutions</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>4</td>
</tr>
</tbody>
</table>
Bachelor of Business  
(Business Administration)  
Course Code: BU  
Course Leader: Dennis Taylor

The Course
This course is designed as a general business program with added attention to the field of human resource (people) management. An underlying objective of the course is to produce graduates who can integrate human and technology based disciplines of business. Complementing this objective is that of preparing graduates with a specific functional or vocational specialisation. To this end, the course is also designed to allow students flexibility in their choice of a vocational specialisation grouping of elective subjects. Employment opportunities for graduates from this course are broad, extending in the directions of business administration, human resource management and, depending upon the specialisation electives chosen, marketing, banking and finance, agribusiness, logistics management, etc.

Recognition
The Human Resource Management Specialisation option satisfies the educational requirements of the The Institute of Personnel Management Australia Inc. (IPMA).
The Logistics Management Specialisation option satisfies the education requirements for professional membership of The Institute of Purchasing & Supply Management in Australia (IPSM).
The Banking and Finance Specialisation option satisfies the educational requirements for Senior Associate status of The Australian Institute of Bankers.

Venue
Day classes and limited evening classes are offered at Frankston Campus. Some later-year elective subjects may have to be taken at Caulfield Campus.

Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.

Recommended Year 12 subjects
One or more of Economics, Mathematics, Legal Studies, Accounting, Computer Science.

Credit Transfer
Applicants who have undertaken studies at tertiary level may apply for credit in equivalent subjects in the course. When applying, prospective students must provide full documentary evidence of prior tertiary studies including a copy of academic record and subject synopses from the handbooks of the year in which the subjects were passed to enable credits to be processed by the David Syme Business School Credit Transfer Committee. Applicants should obtain from the Admissions Office, (telephone 573 2000), a copy of the application form, Application for Credit Transfer, (SR6), to facilitate this process. In all cases at least eight equivalent semester subjects must be completed at Chisholm before a student is eligible for the award. The following credit transfers have been standardised by the Academic Board: Members of the Institute of Chartered Secretaries and Administrators will be granted credit for three subjects.

Holders of a recognised Certificate of Business Studies are eligible for credit for up to a maximum of four subjects in the course, to be determined by the Course Leader.

Students who are members of a professional accounting body approved by the Academic Board of Chisholm will be admitted to Year 2 of the course.

A list of approved professional bodies is available from the David Syme Business School Administration Office.

Transfer between Major Strands
Business Administration students may seek to change to another strand of the Bachelor of Business degree. Students wishing to transfer must apply on form SR1 as a new student. Permission to change strands will depend on prior academic performance and the availability of places.

Electives and Subject Specialisation Groupings
At least four of the six elective subjects in the course must be taken as a 'specialisation' sequence from subject groupings approved by the Course Leader. A 'specialisation' sequence will normally be chosen from specified subjects available within the range of Bachelor of Business offerings. It may be possible to undertake a 'specialisation' sequence from outside the David Syme Business School provided prerequisites are passed and approval is given. This allows students to decide, during years two and three, which vocational specialisation direction their course will take. Examples of alternative elective program choices available to students include:

- Human Resource Management (major), Marketing/Public Relations (major), Marketing (major), Banking and Finance (major), Agribusiness (sub-major), Logistics Management (sub-major), Management Accounting Systems (sub-major), Office Administration (sub-major).

Course Structure
In order to qualify for this degree, a student must normally complete 24 four-hour weekly subjects. The structure of the course is set out below. Subject sequences studies in years two and three of the course will be individually planned and approved by the Course Leader.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ACC103 Accounting &amp; Financial Decision Making</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN171 Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT112 Marketing Theory &amp; Practice</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td>FIN122 Business Law</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>COT172 Data Processing</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MAT164 Business Mathematics &amp; Statistics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN130 Money and Capital Markets</td>
<td>4</td>
</tr>
<tr>
<td>2, Semester 1</td>
<td>ADM266 Human Resource Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT210 Operations Process</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN271 Microeconomic</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>4</td>
</tr>
</tbody>
</table>
Semester 2
ACC203 Financial Controllership 4
ACC282 Database Systems for Personnel 4
MKT220 Marketing Planning & Control 4
Elective 4

3, Semester 1
ADM336 HRM Appraisal & Development 4
ACC205 Financial Modelling 4
ADM334 Labour Relations 4
Elective 4

Semester 2
ADM390 Entrepreneurship 4
Elective 4
Elective 4
Elective 4

Bachelor of Business (Management)  
Course Code: BK  
Course Leader: Gerald Lascelles

The Course
This course is intended for students desiring a Business degree with a strong emphasis on management studies. Most students enrol on a part-time basis and are already in junior or middle management positions. Students taking this program are expected to have appropriate work experience of at least three years duration. Current enrolment includes students from a variety of industry backgrounds, and both private and public sectors are represented.

There are three related groups of subjects within the course:

(a) The first consists of seven areas of foundation studies designed to provide a grounding in the major discipline areas that contribute to business education.

(b) The second group of nine compulsory subjects develops skills and knowledge in general management; including human resource management, business planning and strategic management.

(c) The third group of eight elective subjects allows students to specialise in functional areas such as data processing, marketing, etc.

Alternatively, elective units may be taken in specialised management studies such as entrepreneurship, international business or any other area relevant to career needs.

Recognition
The business community supports a number of academic prizes for outstanding students (see Student Manual 1989).

Venue
Day and evening classes are offered for most subjects at Caulfield campus, although some later-year subjects are offered only as evening classes.

Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.

Prerequisite
In addition to the academic entry standard set out on page 8, applicants are required to have at least three years' relevant work experience.

Diploma to Degree Conversion (Course Code XK1)
Provision is made for persons holding a Diploma of Business from a former Victoria College to upgrade their qualification to that of a degree. The course that would be prescribed would depend upon the subjects completed in the diploma; candidates could qualify for the degree after approximately one year of full-time study or the equivalent on a part-time basis.

Credit Transfer
Applicants who have undertaken studies at tertiary level may apply for credit in equivalent subjects in the course. When applying, prospective students must provide full documentary evidence of prior tertiary studies, including a copy of academic record and subject synopses from the handbooks of the years in which the subjects were passed, to enable credits to be processed by the David Syme Business School Credit Transfer Committee. Applicants should obtain from the Admissions Office, (telephone 573 2000), a copy of the application form, Application for Credit Transfer (SR6), to facilitate this process. In all cases, at least eight equivalent semester subjects must be completed at Chisholm before a student is eligible for the award. The following credit transfers have been standardised by the Academic Board:

Members of the Institute of Chartered Secretaries and Administrators will be granted credit for three subjects. Holders of a recognised Certificate of Business Studies are eligible for credit for up to a maximum of four subjects in the course, to be determined by the Course Leader.

Students who are members of a professional accounting body approved by the Academic Board of Chisholm will be admitted to Year 2 of the course.

A list of approved professional bodies is available from the David Syme Business School Administration Office.

Holders of the AAIB award from Australian Institute of Bankers are eligible for credit for up to six subjects to be determined by the Course Leader.

Right of Challenge
In the Bachelor of Business the right of challenge exists in the subjects ADM119 Communication Method I and ADM129 Communication Method II.

Transfer Between Major Strands
Accounting, Banking and Finance, Marketing and Office Administration students may seek to change their specialisation to Management and Management students to one of the other specialisations. Students wishing to transfer must apply on form SR1 as a new student. Permission to transfer will depend on prior academic performance and the availability of places.

Electives
Provision of eight elective subjects enables students to specialise further in particular aspects of management (e.g., personnel, organisation change, entrepreneurship, international business), as well as undertaking major studies in another area of related interest (e.g., marketing, EDP, accounting and finance). Students should discuss their future choice of electives with the Course Leader by their second year of their
part-time attendance, as certain combinations of electives may be necessary to satisfy academic prerequisites and meet particular industry or professional requirements. Electives should be chosen so as to constitute an integrated program of study. For choice of electives see page 16.

Assessment
Where subjects are partly or wholly assessed on a cumulative basis, students may not qualify for a pass unless attendance is satisfactory and all prescribed assignments are submitted.

Contact Hours
Teaching modes may include any or all of lectures, classes, seminars, tutorials, workshops and laboratory sessions.
Part-time students are expected to undertake two subjects per semester, involving approximately eight hours per week. Part-time evening students are generally required to attend on two evenings per week.

Course Structure Part-time Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td>ADM123 Business Communication</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN171 Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td>COT172 Data Processing</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT112 Marketing Theory &amp; Practice</td>
<td>4</td>
</tr>
<tr>
<td>2, Semester 1</td>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN122 Business Law</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td>ACC103 Accounting and Finance</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MAT164 Business Mathematics &amp; Statistics</td>
<td>4</td>
</tr>
<tr>
<td>3, Semester 1</td>
<td>ADM269 Management of Organisational Performance</td>
<td>4</td>
</tr>
<tr>
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</tr>
<tr>
<td>Semester 2</td>
<td>ADM266 Human Resource Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ACC203 Financial Controllership</td>
<td>4</td>
</tr>
<tr>
<td>4, Semester 1</td>
<td>FIN271 Microeconomics</td>
<td>4</td>
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<tr>
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<tr>
<td>Semester 2</td>
<td>ADM262 Organisational Change, or</td>
<td>4</td>
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<tr>
<td></td>
<td>ADM263 Management Projects</td>
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<td>4</td>
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<tr>
<td>5, Semester 1</td>
<td>ADM337 Managing the Environment</td>
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<tr>
<td>Semester 2</td>
<td>ADM334 Labour Relations</td>
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<td>4</td>
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<tr>
<td>6, Semester 1</td>
<td>ADM340 Strategic Management</td>
<td>4</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

Semester 2
Elective 4
Elective 4

Bachelor of Business (Marketing)

Course Code: BM
Course Leader: Sally Joy

The Course
In this course marketing studies are combined with a general business education to ensure that the graduate has a broad perspective of business. The program aims at developing a basis that will enable the graduate to deal with change in a dynamic society and also provide a foundation for further study. Students completing the course are expected to be well informed, developed in their decision making skills, and approach to business problems and situations. The course is designed to equip students for future business roles including the areas of general marketing, sales, product and advertising management, retailing and marketing research.

Part-time Study
The course can be studied on a part-time basis over six years. This involves attendance on two evenings each week normally between 6 and 10 pm at the Caulfield campus.

Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.

Recommended Year 12 subjects
Mathematics, Accounting, Economics and a Grade C or better in English.

Diploma to Degree Conversion (Course Code XMI)
Provision is made for persons holding a Diploma of Business from a former Victoria College to upgrade their qualifications to that of a degree. The course that would be prescribed would depend upon the subjects completed in the diploma; candidates could qualify for the degree after approximately one year of full-time study or the equivalent on a part-time basis.

Credit Transfer
Applicants who have undertaken studies at tertiary level may apply for credit in equivalent subjects in the course. When applying, prospective students must provide full documentary evidence of prior tertiary studies including a copy of academic record and subject synopses from the handbooks of the year in which the subjects were passed to enable credits to be processed by the David Syme Business School Credit Transfer Committee. Applicants should obtain from the Admissions Office, (telephone 573 2000), a copy of the application form, Application for Credit Transfer (SR6), to facilitate this process. In all cases at least eight equivalent semester subjects must be completed at Chisholm before a student is eligible for the award. The following credit transfers have been standardised by the Academic Board:

- Members of the Institute of Chartered Secretaries and Administrators will be granted credit for three subjects.
Holders of a recognised Certificate of Business Studies are eligible for credit for up to a maximum of four subjects in the Course, to be determined by the Course Leader.

Students who are members of a professional accounting body approved by the Academic Board of Chisholm will be admitted to Year 2 of the Course. A list of approved professional bodies is available from the David Syme Business School Administration Office.

**Transfer Between Major Strands**

Accounting, Management, Banking and Finance and Office Administration students may seek to change their specialisation to Marketing, and Marketing students to one of the other specialisations. Students wishing to transfer must apply on form SR1 as a new student. Permission to transfer will depend on prior academic performance and the availability of places. The process is not automatic.

**Electives**

The inclusion of four elective subjects enables the student to follow an in-depth specialisation or to gain a broadening of the base developed in the core. To be approved, the electives, together with the compulsory units, must constitute an integrated program of study. By appropriate choice of elective packages, students who wish to do so may specialise in selling, retailing, advertising, services, agribusiness, logistics, industrial and international marketing (including Japanese language), market research, banking and finance, EDP or accounting (and may thereby satisfy the requirements for provisional membership of the Australian Society of Accountants). For choice of electives see page 16. As well, internships and special studies units are available for students who wish to study a narrow area of marketing in some depth.

**Assessment**

Where subjects are partly or wholly assessed on a cumulative basis, students may not qualify for a pass unless attendance is satisfactory and all prescribed assignments are submitted.

**Contact Hours**

Teaching takes the form of lectures, classes, seminars or tutorials and workshops or laboratory sessions. Full-time students are expected to undertake four subjects per semester and are normally required to attend for approximately 16 hours per week. Some hours differences apply to first two semesters.

Part-time students are expected to undertake two subjects per semester, involving approximately eight hours per week. Part-time evening students are generally required to attend on two evenings per week.

**Private Study**

Students are expected to devote at least as much time per week per subject in private study as they do to attending classes.

**Calculator**

Students are required to possess a calculator with the following facilities: financial mathematical functions; statistical functions for frequency distribution; two variable statistical functions (correlation and regression).

**Course Structure**

In order to qualify for the degree, a student must normally complete the equivalent of 24 four-hour weekly subjects. The structure of the course is set out below. Courses of study in the second and third years of the course will be individually planned and approved by the Course Leader.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td><strong>Foundation in Business</strong></td>
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</tr>
<tr>
<td></td>
<td>MAT166 Business Mathematics and Statistics (.5 unit)</td>
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<td></td>
<td>MKT112 Marketing Theory and Practice</td>
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<td></td>
<td>ACC103 Accounting and Financial Decision Making</td>
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<td></td>
<td>FIN171 Macroeconomics</td>
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</tr>
<tr>
<td>Semester 2</td>
<td><strong>Marketing Tools and Techniques (Strand)</strong></td>
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<tr>
<td></td>
<td>ADM212 Entrepreneurial Management (Strand)</td>
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<tr>
<td></td>
<td>FIN212 Pricing for Marketers</td>
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<tr>
<td></td>
<td>MKT211 Buyer Behaviour</td>
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<tr>
<td></td>
<td>FIN218 Marketing Law</td>
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</tr>
<tr>
<td>Semester 2</td>
<td><strong>Marketing Specialisation (Strand)</strong></td>
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<tr>
<td></td>
<td>MKT346 Marketing Communication</td>
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<td>MKT348 Logistics</td>
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<td>MKT312 Marketing Management</td>
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<tr>
<td>Semester 2</td>
<td><strong>Marketing Support Systems</strong></td>
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<td>MKT347 Sales Strategy and Negotiation</td>
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<td>MKT313 Strategic Marketing</td>
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<tr>
<td></td>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT302 Seminar Series (Non-credit)</td>
<td>2</td>
</tr>
</tbody>
</table>

**Bachelor of Business (Office Administration)**

**Course Code:** BB  
**Course Leader:** Gwyneth Moore

**Content**

This course prepares potential office administration staff for their roles as members of a management team in the business environment. The course also offers people interested in a teaching career the opportunity to obtain a degree qualification in office administration. The study of office administration includes the control of information, co-ordination of office systems, supervision and training of staff and the integration of organisation functions, as well as expert skills and knowledge of those tasks normally associated with the work of professional assistants and administrative staff. Other areas studied include the aims and objectives of organisations, concepts of business admini-
stratification, accounting, finance, marketing, law, economics, data processing and word processing. Communications, interpersonal skills and leadership training are also integrated into the curriculum through role playing, case studies and simulated office situations. The course may be undertaken by full or part-time study.

Venue
Day and evening classes are offered only at the Caulfield campus.

Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.

Special Requirements
Applicants must attend a course information session usually held in August or September. Additional details can be obtained from the Department of Management on 573 2393.

Diploma to Degree Conversion (Course Code XB1)
Provision is made for persons holding a Diploma of Business from a former Victoria College to upgrade their qualification to that of a degree. The course that would be prescribed would depend upon the subjects completed in the diploma; candidates could qualify for the degree after approximately one year of full-time study or the equivalent on a part-time basis.

Credit Transfer
Applicants who have undertaken studies at tertiary level may apply for credit in equivalent subjects in the course. When applying, prospective students must provide full documentary evidence of prior tertiary studies including a copy of academic record and subject synopses from the handbook of the years in which the subjects were passed. This information enables credits to be processed by the David Syme Business School Credit Transfer Committee. Applicants should obtain from the Admissions Office, (telephone 573 2000), a copy of the application form, Application for Credit Transfer (SR6), to facilitate this process. In all cases at least eight equivalent semester subjects must be completed at Chisholm before a student is eligible for the award. The following credit transfers have been standardised by the Academic Board:

Certificate of Business (Secretarial) holders with a minimum of two years appropriate business experience may be granted exemptions in ADM119, ADM129, COT172 and ADM121 or ACC103. Holders of other recognised Certificates of Business Studies may, upon application, be considered for credit for up to a maximum of four subjects in the Bachelor of Business, to be determined by the Course Leader.

Students who have completed an Associate Diploma in Secretarial Studies at Chisholm will, upon application, be granted exemption from a maximum of 13 of the prescribed subjects. The subjects they will be required to undertake will be specified. Holders of the AAIB award from the Australian Institute of Bankers are eligible for credit for up to six subjects to be determined by the Course Leader.

Members of the Institute of Chartered Secretaries and Administrators will be granted credit for three subjects. Students who are members of a professional accounting body approved by the Academic Board of Chisholm will be admitted to Year 2 of the Course. A list of approved professional bodies is available from the David Syme Business School Administration Office.

Transfer Between Major Strands
Accounting, Management, Banking and Finance and Marketing students may seek to change their specialisation to Office Administration and Office Administration students to one of the other specialisations. Students wishing to transfer must apply on form SR1 as a new student. Permission to transfer will depend on prior academic performance and the availability of places.

Electives
The provision of six electives allows Office Administration students to develop a second area of business expertise such as accounting, banking and finance, marketing, administration or electronic data processing, thus improving job flexibility and career prospects.

Students may study electives offered by other Schools at Chisholm or at other tertiary institutions with the permission of the Course Leader.

Assessment
Where subjects are partly or wholly assessed on a cumulative basis, students may not qualify for a pass unless attendance is satisfactory and all prescribed assignments are submitted.

Contact Hours
Teaching takes the form of lectures, classes, seminars or tutorials and workshops or laboratory sessions. Full-time students are expected to undertake four subjects per semester and are required to attend for approximately 16 hours per week. Part-time students are expected to undertake two subjects per semester, involving approximately eight hours per week. Part-time evening students are generally required to attend on two evenings per week.

Private Study
Students are expected to devote at least as much time per week per subject to private study as they do to attending classes.

Course Structure
In order to qualify for the award, a student must normally complete the equivalent of 24 four-hour weekly contact subjects. The course structure is set out below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td>ADM119 Communication Method I</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN122 Business Law (or FIN111 Contract Law)</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ACC103 Accounting &amp; Financial Decision Making (or ACC104 Accounting Systems &amp; Procedures)</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ADM121 Business Communication</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>MAT166 Statistics &amp; Business Mathematics</td>
<td>2</td>
</tr>
</tbody>
</table>
### CHOICE OF ELECTIVE SUBJECTS FOR BACHELOR OF BUSINESS STUDENTS

Students enrolled in any of the Bachelor of Business strands should discuss their choices of electives with the course leader before entering the second year of the degree, so that a cohesive program can be planned. A student may take as electives in his/her own course any of the compulsory subjects offered in another Bachelor of Business strand. In addition, there is a number of non-compulsory subjects which may be taken, provided always that the necessary prerequisites are met. They are:

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM129</td>
<td>Communication Method II</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>COT172</td>
<td>Data Processing</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>FIN171</td>
<td>Macroeconomics</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>MKT112</td>
<td>Marketing Theory &amp; Practice</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM219</td>
<td>Control of Office Services</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM130</td>
<td>Introduction to Management</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM229</td>
<td>Business Support Services</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM230</td>
<td>Planning for Conferences &amp; Meetings</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM269</td>
<td>Management of Organisational Performance</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM239</td>
<td>Supervision of Office Systems Personnel</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM339</td>
<td>Designing Productive Office Systems</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM338</td>
<td>Information Management</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>ADM302</td>
<td>Issues in Office Administration</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>FIN271</td>
<td>Microeconomics</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

**CHOICE OF ELECTIVE SUBJECTS FOR BACHELOR OF BUSINESS STUDENTS**

Students should be aware that not all electives are offered in each semester. The School Administration Office will have information on the availability of specific subjects before each enrolment period.

It is possible also to study as an elective a degree subject offered by another School at Chisholm, provided that this is approved by the appropriate DSBS Head of Department and the Head of Department teaching the subject. Forms for this purpose are obtainable from the David Syme Business School Administration Office.

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**Bachelor of Arts/Bachelor of Business**

- **BA/BBus (Accounting)**  
  Course Code: JA  
- **BA/BBus (Banking and Finance)**  
  Course Code: JN  
- **BA/BBus (Management)**  
  Course Code: JK  
- **BA/BBus (Marketing)**  
  Course Code: JM
Course Code: JM  
BA/BBus (Office Administration)  
Course Code: JB  
BA/BBus (Business Administration)  
Course Code: JU  
Course Leader: Dennis Woodward

The Course
Each Double Degree program is designed to provide a broadly based business education together with a major study in one specialised area of business (accounting, management, banking and finance, marketing, business administration or office administration), and one specialised area of arts (applied psychology, applied sociology, literature or political studies). In addition, minor studies are available in economics, administrative studies and applied psychology, applied sociology, labour studies, literature, cinema studies or political studies. In the Bachelor of Arts a major consists of eight semester subjects in an approved sequence and a minor of four such subjects.

Recognition
By selecting appropriate subjects in the degrees a student may progress towards qualification for membership of one or more of: the Australian Society of Accountants, the Institute of Chartered Accountants in Australia, the Institute of Professional Secretaries (Australia), the Bankers Institute of Australia and the Australian Psychological Society. Full membership of these professional bodies may require additional study and work experience.

Venue
Day and evening classes are offered in arts subjects at both the Caulfield and Frankston campuses. For information about the availability of business subjects at the Frankston campus see the appropriate sections of the Bachelor of Business course.

Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.

Prerequisite
For the Bachelor of Arts/Bachelor of Business (Management) at least three years' relevant work experience is essential.

Recommended
(i) Pass(es) in particular subject(s) at Year 12 level as stipulated in individual Bachelor of Business strand entries.
(ii) Full-time Year 12 as in (a) above at one sitting in preference to accumulation of subjects. An accumulation of subjects is acceptable where those subjects have been studied solely on the part-time basis.

Intending applicants who do not meet the above Admission Requirements are referred to Regulation 3 – Admission Requirements (See Student Manual 1989).

Credit Transfer
Applicants who have undertaken studies at tertiary level may apply for credit in equivalent subjects in the course. When applying, prospective students must provide full documentary evidence of prior tertiary studies including a copy of their academic record and subject synopses from the handbooks of the years in which the subjects were passed to enable credits to be processed by the School of Social and Behavioural Studies and the David Syme Business School. Applicants should obtain from the Admissions Office, (telephone 673 2000), a copy of the application form, Application for Credit Transfer (SR6), to facilitate this process. In all cases at least eight equivalent semester subjects must be completed at Chisholm before a student is eligible for the awards of Bachelor of Arts and Bachelor of Business.

The following credit transfers have been standardised by the Academic Board:
Holders of the AAIB award from the Australian Institute of Bankers are eligible for credit for up to six subjects. Members of the Institute of Chartered Secretaries and Administrators will be granted credit for three subjects. Holders of a recognised Certificate of Business Studies are eligible for credit for up to a maximum of four subjects in the course.

Students who are members of a professional accounting body approved by the Academic Board of Chisholm will be admitted to Year 2 of the course. A list of approved professional bodies is available from the David Syme Business School Administration Office.

For further information and advice on all matters concerning credit transfer students should consult with the Course Leader.

Right of Challenge
In the Bachelor of Business the right of challenge exists in the subjects ADM119 Communication Method I and ADM129 Communication Method II.

Transfer Between Double Degrees
Permission to transfer between double degree strands depends on academic performance and availability of places. If such a transfer occurs, additional subjects may be required to fulfil the structural requirements of the Bachelor of Arts and the Bachelor of Business with respect to major and minor strands. Students wishing to transfer must apply on form SR1 as a new student.

Assessment
Where subjects are partly or wholly assessed on a cumulative basis, students may not qualify for a pass unless attendance is satisfactory and all prescribed assignments are submitted.

Contact Hours
Teaching takes the form of lectures, classes, seminars or tutorials and workshops or laboratory sessions. Full-time students are normally expected to undertake four subjects per semester and are required to attend for approximately 16 hours per week. Part-time students are normally expected to undertake two subjects per semester, involving approximately eight hours per week. Part-time evening students are generally required to attend on two evenings per week.

Private Study
Students are expected to devote at least as much time per week per subject in private study as they do to attending classes.
Course Structure
For each student an integrated program of subjects is constructed to meet personal and vocational needs. Advice regarding possible combinations of subjects will be given to students by the Course Leader or other nominated staff from both Schools.

Different business strands require different numbers of subjects. The usual number of semester subjects required in each strand, and the time normally required for a full-time student to complete a program, are shown below:

1. BA/BBus (Accounting)
   33 full subjects
   Time Required: 4 years (provided summer semesters are available).

2. BA/BBus (Banking and Finance)
   32 full subjects
   Time Required: 4 years.

3. BA/BBus (Management)
   32 full subjects
   Time required: 4 years.

4. BA/BBus (Marketing)
   32 full subjects
   Time Required: 4 years.

5. BA/BBus (Office Administration)
   32.5 full subjects
   Time Required: Minimum 4 years.

6. BA/BBus (Business Administration)
   32 full subjects
   Time Required: Minimum 4 years.

Note: Slight variations in the number of subjects required for each strand may occur because of different statistics prerequisites for arts majors.

Two examples of double degree programs are shown below. Additional information is available from the course brochure and the Course Leader.

Example 1: BA/BBus (Banking and Finance) – with a major of Applied Sociology and minors in Political Studies and Economics within the BA.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1:</td>
<td></td>
</tr>
<tr>
<td>SOC102, POL153, FIN130, MAT171</td>
<td>SOC104, POL154, FIN171, ACC103</td>
</tr>
<tr>
<td>Year 2:</td>
<td></td>
</tr>
<tr>
<td>SOC212, POL264, COT172, FIN111</td>
<td>SOC210, POL256, ADM130, FIN240</td>
</tr>
<tr>
<td>Year 3:</td>
<td></td>
</tr>
<tr>
<td>SOC216, MKT112, FIN217, FIN260</td>
<td>SOC208, FIN271, FIN280, FIN245</td>
</tr>
<tr>
<td>Year 4:</td>
<td></td>
</tr>
<tr>
<td>SOC310, FIN233, FIN363, FIN393</td>
<td>SOC352, FIN365, FIN333, ADM323</td>
</tr>
<tr>
<td></td>
<td>(Total: 32 full subjects)</td>
</tr>
</tbody>
</table>

Example 2: BA/BBus (Marketing) – with a major in Applied Psychology and minors in Applied Sociology and Administrative Studies within the BA.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1:</td>
<td></td>
</tr>
<tr>
<td>PSY101, SOC102, MKT116 (5 sub)*</td>
<td>PSY102, SOC104, MKT113*, COT173, MKT115 (5 sub)</td>
</tr>
</tbody>
</table>

Year 2:
PSY201, SOC212, ACC103, FIN171, FIN122, ADM130.

Year 3:
PSY301, ADM212, FIN212, MKT211*, MKT213, FIN218.

Year 4:
PSY303, MKT249, MKT346, MKT312, MKT348, MKT313.
(Total: 32 full subjects)

* MAT166 (.5 sub) plus MKT113 fulfills the statistics prerequisites for second year Applied Psychology and the major in Applied Sociology.
+ For the BA/BBus (Marketing Strand) the minor in Administrative Studies (Marketing Strand) is: ADM130, ADM212, MKT112 and MKT211.

Note: In most Arts majors and minors a student chooses subjects from a range available in second and third years.

This course is administered by the School of Social and Behavioural Studies. Some of the subject synopses can be found in Volume 5 of the Handbook.

Awards
Students successfully completing a double degree would qualify for two degree awards:
Bachelor of Arts, and
Bachelor of Business (Accounting, Banking and Finance, Management, Marketing, Business Administration or Office Administration).

Bachelor of Applied Science/
Bachelor of Business (Computing and Accounting)

Course Code: BJ
Course Leaders: John Rice (Accounting) Rob Hagan (Computing)

The Course
This course is a combination of two degree programs. It aims to provide a sound Accounting and Data Processing basis that will enable graduates to deal with any form of accounting and business activity, particularly the application of computerized business systems.

Awards
Students completing this course qualify for two degree awards:
Bachelor of Business (Accounting), and
Bachelor of Applied Science (Computing).

Recognition
Students will meet the academic requirements for entry to the professional year of the Australian Society of Accountants and the Institute of Chartered Accountants in Australia, and satisfy the knowledge requirements of the Australian Computer Society for admission to corporate membership to the grade of member.

Venue
Day and evening classes are offered at Caulfield and day classes only are offered at Frankston.
Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.

Recommended Year 12 subjects
Accounting, Economics, Legal Studies and Mathematics (at least to Year 11.)

Credit Transfer
Applicants who have undertaken studies at tertiary level may apply for credit in equivalent subjects in the course. When applying, prospective students must provide full documentary evidence of prior tertiary studies including a copy of academic record and subject synopses from the handbooks of the years in which the subjects were passed. This information enables credits to be processed by the David Syme Business School Credit Transfer Committee and the Admissions Committee for the Division of Information Technology. Applicants should obtain from the Admissions Office, (telephone 573 2000), a copy of the application form, Application for Credit Transfer (SR6), to facilitate this process. In all cases at least 16 equivalent semester subjects must be completed at Chisholm before a student is eligible for the award.

The following credit transfers have been standardised by the Academic Board:
Members of the Institute of Chartered Secretaries and Administrators will be granted credit for three subjects. Holders of a recognised Certificate of Business Studies are eligible for credit for up to a maximum of four subjects in the course, to be determined by the Course Leader.

Students who are members of a professional accounting body approved by the Academic Board of Chisholm will be admitted to the equivalent of Year 2 of the course. A list of approved professional bodies is available from the David Syme Business School Administration Office.

Assessment
Where subjects are partly or wholly assessed on a cumulative basis, students may not qualify for a pass unless attendance is satisfactory and all prescribed assignments are submitted.

Private Study
Students are expected to devote at least as much time per week per subject in private study as they do to attending classes.

Calculator
Students are required to possess a calculator with the following facilities: financial mathematical functions, statistical functions for frequency distribution; two variable statistical functions (correlation and regression).

Course Structure
In order to qualify for the awards of this Double Degree, a student will normally complete the equivalent of 37 half-year subjects over four years equivalent full-time study.

This course is administered by the David Syme Business School. Some of the subject synopses can be found in Volume 6 of the Handbook.

Year | Subject | Hrs per wk
---|---|---
1 | SFT111 | Software Development 1 | 4
| SFT112 | Software Development 2 | 4
| COT113 | Computer Technology 1 | 4
| COT114 | Computer Technology 2 | 4
| MAT123 | Mathematics for Computing | 4
| MAT164 | Business Mathematics & Statistics | 4
| ACC105 | Accounting Information System | 4
| FIN111 | Contract Law | 4
| FIN171 | Macroeconomics | 4
| ACC103 | Accounting and Financial Decision Making, or | 4
| ACC104 | Accounting Systems & Procedures | 4

2 | SYS115 | Information Systems 1 | 4
| SYS116 | Information Systems 2 | 4
| ACC249 | Company Reporting | 4
| ACC242 | Productive Systems and Accounting | 4
| ACC243 | Management Accounting | 4
| MKT112 | Marketing Theory and Practice | 4
| FIN115 | Law of Business Organisations | 4
| FIN217 | Business Statistics and Forecasting | 4
| FIN271 | Microeconomics | 4
| ADM130 | Introduction to Management | 4

3 | SFT211 | Software Development 3 | 4
| SFT212 | Software Development 4 | 4
| COT213 | Computer Technology 3 | 4
| COT214 | Computer Technology 4 | 4
| SYS215 | Information Systems 3 | 4
| SYS216 | Information Systems 4 | 4
| ACC263 | Financial Management | 4
| ACC349 | Financial Accounting Issues | 4
| ACC363 | Auditing | 4
| FIN393 | Taxation Law | 4

4 | SFT311 | Software Development 5 | 4
| SFT312 | Software Development 6 | 4
| COT313 | Computer Technology 5 | 4
| COT314 | Computer Technology 6 | 4
| SYS315 | Information Systems 5 | 4
| SYS316 | Information Systems 6 | 4
| SFT303 | Industrial Experience | 4
| ACC352 | Advanced Management Accounting | 4

Associate Diploma in Marketing
Course Code: QM
Course Leader: Ken Grant

The Course
This four year part-time course is designed to provide a broad perspective of business and an understanding of the marketing function. It is intended for those aspiring to or in middle management positions who seek a blend of business principles and contemporary marketing theory.

Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.
Selection Test
All applicants for this course will be required to undertake a selection test. Details pertaining to this Selection Test can be obtained from the Department of Marketing.

Credit Transfer
Students who hold the Certificate of Business Studies (Sales and Marketing) may, upon application, be granted exemptions up to four subjects of the Associate Diploma in Marketing, to be determined by the Course Leader.

Assessment
Where subjects are partly or wholly assessed on a cumulative basis, students may not qualify for a pass unless attendance is satisfactory and all prescribed assignments are submitted.

Private Study
Students are expected to devote at least as much time per week per subject in private study as they do to attending classes.

Calculator
Students are required to possess a calculator with the following facilities: financial mathematical functions; statistical functions for frequency distribution; two variable statistical functions (correlation and regression).

Course Structure
Students must complete 17 semester subjects of which 15 are compulsory and two are electives. Students will normally take two subjects each semester.

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td>MKT112 Marketing Theory &amp; Practice</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MAT166 Business Mathematics &amp; Statistics (.5 unit)</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>MKT115 Applied Marketing (.5 unit)</td>
<td>2</td>
</tr>
<tr>
<td>2, Semester 2</td>
<td>ACC103 Accounting &amp; Financial Decision Making</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN171 Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>FIN418 Marketing Law</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>COT172 Data Processing</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT113 Statistics for Marketing</td>
<td>4</td>
</tr>
<tr>
<td>3, Semester 1</td>
<td>MKT412 Marketing Research Techniques</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td>MKT414 Buyer Behaviour</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT411 Marketing Planning &amp; Control</td>
<td>4</td>
</tr>
<tr>
<td>4, Semester 1</td>
<td>MKT446 Promotional Planning</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT447 Personal Selling Strategy</td>
<td>4</td>
</tr>
<tr>
<td>4, Semester 2</td>
<td>MKT413 Case Studies in Marketing</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td>Electives</td>
<td>MKT464 Sales Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT462 Advertising Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT443 Product Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT448 Distribution Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT453 International Marketing</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT470 Retail Principles</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>MKT471 Retail Merchandise Management</td>
<td>4</td>
</tr>
</tbody>
</table>

Students may also select electives from Bachelor of Business subjects, subject to approval from the Course Leader.

Associate Diploma in Secretarial Studies (Legal)
Course Code: QL
Course Leader: Nellie Eastaughffe AND
Associate Diploma in Secretarial Studies (Medical)
Course Code: QD
Course Leader: Anne Langdon

Content
These two year full-time courses provide a broad business education, advanced secretarial skills and basic management training for potential secretaries. Each course is based on the need for particular expertise in either the legal or medical secretarial area, and this expertise is an additional element to the normal competence and skills of the secretary.

Exemptions
Students who hold the Certificate of Business Studies (Secretarial) who wish to enter an Associate Diploma in Secretarial Studies and have a minimum of two years' appropriate business experience may, upon application, be granted ADM143, ADM144, FIN150, ADM121, and ACC198 or ACC199 provided their Certificate includes the Advanced Typewriting 1B and 2A (Advanced Typewriting I and II in old course) and Secretarial Projects A and B.

Class Hours
Teaching takes the form of classes, lectures, seminars or tutorials, workshops or laboratory sessions.
Students are expected to undertake five subjects per semester during the first year, and four subjects per semester in the second year.
Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page 8.

Recommended Year 12 subjects
VCE (TOP) applicants should pass in one of Accounting, Economics or Data Processing and may count only one of Shorthand, Typewriting, or Private Secretarial Practice.

Special Requirements
Applicants must attend a course information session, usually held in August or September. Additional details can be obtained from the Department of Management on 573 2393.

Course Structure
To be awarded the Associate Diploma, a student must obtain passes in 16 single semester subjects and must complete two units of Work Placement.
A pass in ADM256 Secretarial Practice 2 (Legal) or ADM274 Secretarial Practice 2 (Medical) will not be awarded unless the student has satisfied the skill requirements of the subject.

Course Structure and Duration
The Associate Diploma course is of two years (full-time) duration and comprises 18 units of study, which includes two units of work placement.

Medical Year Subject Hrs per wk
1, Semester 1
ADM141 Secretarial Practice 1 5
ADM143 Secretarial Practice 2 8
ADM130 Introduction to Management 4
ACC198 Accounting (Medical) 4
Semester 2
ADM142 Secretarial Practice 3 5
ADM144 Secretarial Practice 4
ADM171 Australian Health Care Systems 2
ADM121 Business Communication 2
Elective 4
2, Semester 3
ADM273 Secretarial Practice (Medical) 1 8
ADM247 Practice Management 4
ADM254 Office Automation 4
ADM275 Medical Language 1 4
Semester 4
ADM274 Secretarial Practice (Medical) 2 8
ADM276 Medical Language 2 4
ADM240/241 Work Placement N/A

Legal Year Subject Hrs per wk
1, Semester 1
ADM141 Secretarial Practice 1 5
ADM143 Secretarial Practice 2 8
ADM130 Introduction to Management 4
Elective 4
Semester 2
ADM142 Secretarial Practice 3 5
ADM144 Secretarial Practice 4 4
ACC199 Accounting (Legal) 4
GRADUATE COURSES

Graduate Diploma in Accounting Information Systems

Course Code: GI
Course Leader: Ian Beaman

The rapid development of computer technology over the last 20 years has dramatically affected the business environment. Today, business organisations and government agencies and bodies rely heavily on computers to perform a variety of activities. Without computers, organisations would not function as effectively and efficiently as they do. The computer has become an integral part of the modern business organisation.

One area heavily affected by the computer is the operation of accounting systems. The traditional accounting cycle or process can now be handled with speed. The practice of responsibility accounting and other managerial accounting techniques can be greatly facilitated by the use of computers. Thus, although the objective of accounting to provide information remains intact, the nature of processing the data has changed significantly.

Further, although the auditing objective to render an opinion on the truth and fairness of financial statements still holds, the nature of evaluating computer based accounting information systems has undergone considerable change.

This change has affected the procedures of control, recording and summarising, accounting data. The aim of this course is to provide further education to accountants and (in exceptional cases) consultants to accountants who are working in the accounting information systems area.

The course includes considerable ‘hands-on’ computing and allows students to choose subjects for recognition for the Australian Society of Accountant's specialist designations of Cost and Management Accounting (CMA). Enquiries in the first instance should be made to Chisholm’s Admissions Office 573 2000. Further details on the course are available from the Accounting Department 573 2027 or 573 2314.

ASA Specialisation in Management Accounting

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC610</td>
<td>Accounting Information Systems*</td>
</tr>
<tr>
<td>ACC611</td>
<td>Financial Modelling*</td>
</tr>
<tr>
<td>ACC620</td>
<td>Management Accounting Systems I</td>
</tr>
<tr>
<td>ACC621</td>
<td>Management Accounting Systems II</td>
</tr>
<tr>
<td>ACC630</td>
<td>Financial Control of Production</td>
</tr>
<tr>
<td>ACC631</td>
<td>Management Accounting Issues</td>
</tr>
<tr>
<td>ACC625</td>
<td>Financial Management and Theory</td>
</tr>
<tr>
<td>ACC640</td>
<td>Corporate Financial Strategy*</td>
</tr>
</tbody>
</table>

* Compulsory subjects.

Note: (i) All units are three hours of class contact per week for 14 weeks.
(ii) Students not interested in the ASA Management Accounting Specialisation may choose for their five electives any subjects from any Graduate Diploma at Chisholm which they are qualified to undertake.

Admission Requirements

(a) A recognised degree or diploma, with a major in accounting, from a College of Advanced Education or a University; or
(b) A recognised degree or diploma, without a major in accounting, from a College of Advanced Education or a University, and at least three years' relevant business experience in accounting or finance; or
(c) Recognised professional qualifications, and at least three years of relevant business experience in accounting or finance; or
(d) Equivalent of any of the above as approved by the Institute Admissions Committee.

Graduate Diploma in Agribusiness

Course Code: GJ
Course Leader: W.R. Schroder

The Course

Agribusiness includes all private firms, public agencies, and statutory marketing authorities that bring food and fibre products to consumers or industrial customers.

This course provides applied and practical marketing and management training, including analytical and decision-making skills, for people working within agribusiness.

Admission Requirements

A recognised degree or diploma qualification, or equivalent and a minimum of two years' work experience. Some candidates may be admitted without a qualification as special entry students. Candidates are required to have passed an economics subject as part of their tertiary study. Where this has not been done a preliminary economic subject is required.

Course Structure

The course will be offered as a series of eight intensive five-day sessions presented over a two year period. Eight specific subjects will be required.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td></td>
</tr>
<tr>
<td>MKT671</td>
<td>Agribusiness Marketing</td>
</tr>
<tr>
<td>MKT672</td>
<td>Agribusiness I</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>MKT673</td>
<td>Agribusiness II</td>
</tr>
<tr>
<td>ACC683</td>
<td>Agribusiness Financial Control</td>
</tr>
<tr>
<td>2, Semester 1</td>
<td></td>
</tr>
<tr>
<td>MKT674</td>
<td>Agribusiness Trade and Policy</td>
</tr>
<tr>
<td>ADM642</td>
<td>Agribusiness Management</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>MKT676</td>
<td>Agribusiness Channels</td>
</tr>
<tr>
<td>MKT677</td>
<td>Strategic Agribusiness</td>
</tr>
</tbody>
</table>
Graduate Diploma in Banking and Finance

Course Code: GN
Course Leader: Keith Lambert

Content
This two year part-time course offers specialised studies in banking and finance for people working in the financial services and corporate treasury sectors. The aim of the program is to provide students with the conceptual and managerial decision making skills necessary for effective management in the continuously changing domestic and international financial market environment.

Recognition
The Australian Institute of Bankers recognises this program as satisfying the educational requirements for advancement to Senior Associate status. Prospective applicants should contact the Australian Institute of Bankers for details.

Admission Requirements
A recognised degree or diploma qualification, or equivalent as approved by the Institute Admissions Committee, and a minimum of two years' relevant work experience; or, a minimum of five years' relevant work experience in financial markets.

Course Structure
The program is based on an eight-unit structure, with two subjects of three class contact hours each per week per semester. Exemptions will not be granted from subjects within the course.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td>FIN638 Banking Law and Practice</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FIN626 Capital Markets and Funding Decisions</td>
<td>3</td>
</tr>
<tr>
<td>Semester 2</td>
<td>FIN627 Treasury Management for Financial Institutions</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ADM628 Management and Strategic Planning</td>
<td>3</td>
</tr>
</tbody>
</table>

| 2, Semester 1 | FIN635 Portfolio Management and Theory | 3          |
|              | FIN636 International Finance         | 3          |
| Semester 2   | FIN637 International Banking        | 3          |
|              | ADM638 International Business       | 3          |

Graduate Diploma in Business Technology

Course Code: PO
Course Leaders: Pearl Levin and Ian Beaman

Content
Business Technology is the use of integrated computer and communications systems to support administrative procedures and management decision making in a business environment.

The aim of this course is to provide the opportunity for people such as business managers, professional office workers, computing professionals, business consultants, technology sales personnel and business systems analysts to develop expertise in the introduction and management of advanced technology into business organisations.

Admission Requirements
A recognised degree or diploma or equivalent as approved by the Institute Admissions Committee.

Course Structure
Students are required to successfully complete eight subjects. The subjects are designated as foundation, core and elective subjects.

The streams of study are:
- General Entry Stream – for students with little or no background in either business or computing.
- Business Entry Stream – for students with a background in business.
- Technical Entry Stream – for students with a background in computing.

All subjects are four hours of class contact per week for one semester.

The following subjects are core subjects:
- SYS716 Analysis Techniques for Business Systems
- ADM720 Social and Behavioural Aspects of Business Technology
- COT718 Principles of Data Base
- COT717 Data Communications and Converging Technologies
- FIN750 Legal Implications of Business Technology

The following are foundation subjects:
- SYS705 Introduction to Business Computing
- ACC705 Business and Financial Control Systems
- ADM730 Management of Business Technology and Personnel

This course is administered by the Faculty of Technology. Some of the subject synopses can be found in Volume 6 of the Handbook.

Students with prior qualification in Computing or Business will be required to complete:
- 5 core subjects
- 2 foundation subjects
- 1 elective subject
- 8 subjects in total

Students with prior qualification NOT in Computing or Business will be required to complete:
- 5 core subjects
- 3 foundation subjects
- 8 subjects in total
1. Students with prior qualifications in Computing:

<table>
<thead>
<tr>
<th>Year</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td></td>
</tr>
<tr>
<td>ACC705</td>
<td>4</td>
</tr>
<tr>
<td>SYS716</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>COT718</td>
<td>4</td>
</tr>
<tr>
<td>ADM720</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>COT718</td>
<td>4</td>
</tr>
<tr>
<td>ADM720</td>
<td>4</td>
</tr>
</tbody>
</table>

2. Students with prior qualifications in Business:

<table>
<thead>
<tr>
<th>1, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SYS705</td>
<td>Introduction to Business Computing 4</td>
</tr>
<tr>
<td>SYS716</td>
<td>Analysis Techniques for Business Systems 4</td>
</tr>
<tr>
<td>COT718</td>
<td>Principles of Data Base 4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>ADM720</td>
<td>Social and Behavioural Aspects of Business Technology 4</td>
</tr>
</tbody>
</table>

3. Students with qualifications NOT in Business and NOT in Computing will do the following:

<table>
<thead>
<tr>
<th>1, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SYS705</td>
<td>Introduction to Business Computing 4</td>
</tr>
<tr>
<td>ACC705</td>
<td>Business &amp; Financial Control Systems 4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>COT718</td>
<td>Principles of Data Base 4</td>
</tr>
<tr>
<td>ADM720</td>
<td>Social and Behavioural Aspects of Business Technology 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>COT717</td>
<td>Data Communications &amp; Converging Technologies 4</td>
</tr>
<tr>
<td>SYS716</td>
<td>Analysis Techniques for Business Systems 4</td>
</tr>
</tbody>
</table>

Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN750</td>
<td>4</td>
</tr>
<tr>
<td>ADM730</td>
<td>Management of Business Technology &amp; Personnel 4</td>
</tr>
</tbody>
</table>

4. The following specific Graduate Diploma in Business Technology electives will be offered:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPT719</td>
<td>4</td>
</tr>
<tr>
<td>ACC706</td>
<td>Relevant Costing and Financial Management 4</td>
</tr>
<tr>
<td>COT710</td>
<td>Application Project (in consultation with both Course Leaders) 4</td>
</tr>
</tbody>
</table>

OR

Students may also select appropriate electives from other Computing or Business Graduate Diploma courses in consultation with Course Leaders.

Graduate Diploma in Logistics Management

Course Code: GK

Course Leader: Adrian Furniss

The Course

Logistics Management is the planning, administering, co-ordinating and controlling of the activities, resources and information systems involved in the flow of materials and products from source to the final customer. The aim of this course is to educate persons, currently employed in industry, in the planning and management of logistic support areas of companies, the public service, and the defence forces so that they may more effectively perform their duties.

Admission Requirements

A recognised degree or diploma qualification, or equivalent and a minimum of two years' work experience. Some candidates will be admitted without a qualification as special entry students subject to successful completion of a selection test and appropriate experience levels.

Course Structure

Attendance at eight sessions, each comprising five days of continuous study, is required over a period of two years. Generally, each session will comprise one subject. The following eight subjects must be studied and successfully completed:

<table>
<thead>
<tr>
<th>Year</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MKT640</td>
<td>Logistic Elements</td>
</tr>
<tr>
<td></td>
<td>MKT641</td>
<td>Logistics Management I</td>
</tr>
<tr>
<td></td>
<td>MKT643</td>
<td>Decision Techniques</td>
</tr>
<tr>
<td></td>
<td>MKT642</td>
<td>Logistics Management II</td>
</tr>
<tr>
<td>2</td>
<td>MKT645</td>
<td>Logistics Environment</td>
</tr>
<tr>
<td></td>
<td>MKT644</td>
<td>Logistic Control Systems</td>
</tr>
<tr>
<td></td>
<td>MKT646</td>
<td>Special Project</td>
</tr>
<tr>
<td></td>
<td>MKT647</td>
<td>Strategic Logistic Planning</td>
</tr>
</tbody>
</table>

Graduate Diploma in Marketing

Course Code: PJ

Course Leader: Peter Reed

The Course

The aim of this course is to provide students with an understanding of marketing and marketing functions,
and to develop marketing management analytical and decision-making skills.
The course is designed principally for diplomates and graduates who have undertaken tertiary level study in an area other than marketing.

**Admission Requirements**
An approved degree or diploma, or equivalent. Candidates are required to have passed a statistical component in their tertiary qualification or in an equivalent course. Where this is not the case, candidates will be required to undertake a preliminary statistics subject. A minimum of three years' relevant business experience is also normally required.

**Course Structure**
The course involves two years' part-time study comprising nine subjects. The first year comprises four compulsory core subjects or their equivalent. In second year students may choose from a range of electives. Each unit requires three hours per week. Classes in elective units will not run unless there is sufficient enrolment.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td>MKT616 Marketing Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKT611 Buyer Behaviour</td>
<td>3</td>
</tr>
<tr>
<td>Semester 2</td>
<td>MKT612 Marketing Research and Forecasting</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ADM641 The Management Process</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>MKT635 Special Assignment (Compulsory)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>plus four units from: MKT626 Marketing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Communication Strategies</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKT627 Product Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ACC680 Marketing Financial Control</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKT628 Sales Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>FIN615 Competition and Consumer Law</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKT633 Advanced Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKT634 Marketing in Foreign</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKT636 Marketing Decision Systems</td>
<td>3</td>
</tr>
</tbody>
</table>

**Graduate Diploma in Administrative and Secretarial Studies**

**Course Code:** PS  
**Course Leader:** Kathleen Ralston

**Content**
This course is specially designed to provide students with administrative and secretarial skills to complement the attributes previously acquired in tertiary studies. An industry based research project is also undertaken to develop an understanding of the operations and management of an organisation. Electives are offered in personnel, marketing and editing and publishing.

**Admission Requirements**
An approved degree or diploma.

**Assessment**
Satisfactory completion of ten subjects and a research project.

**Course Structure**
This is a one year full-time course. The course structure is arranged so that subjects are offered on four days of the week and one day is free for conducting research for the research project.

<table>
<thead>
<tr>
<th>Year</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Semester 1</td>
<td>ADM663 Shorthand</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>ADM664 Typewriting</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>ADM665 Business Structures and Systems</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ADM621 Organisational Behaviour and Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ADM662 Office Services Organisation</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>ADM661 Research Project</td>
<td>N/A</td>
</tr>
<tr>
<td>Semester 2</td>
<td>ADM666 Simulated Administrative Assignments</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>ADM667 Effective Transcription</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>ADM661 Research Project</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>ADM660 Automated Office Systems</td>
<td>2</td>
</tr>
<tr>
<td>Electives – two of:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ADM622 Personnel Administration</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>ADM659 Editing and Publishing</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>MKT991 Marketing Principles and Practice</td>
<td>1.5</td>
</tr>
</tbody>
</table>

**Master of Business (Marketing) – by coursework**

**Course Code:** MM  
**Course Leader:** Peter Link

**Content**
This is a part-time afternoon and evening course of four years' duration. It involves attending the campus at Caulfield on one (or occasionally two) afternoons or evenings a week for two semesters each year. This course is designed for middle managers who intend to become marketing directors, and marketing directors who recognise the need in their present job to substantially improve their professional expertise and effectiveness.

The course aims to do three things for these people:
- Provide them with a comprehensive, intellectually demanding and up-to-date understanding of business concepts.
- Improve their current performance at work.
- Enable them to direct a complete marketing operation at the corporate level.

**Admission Requirements**
Normal entry requirements are a Bachelor degree in business, commerce or a related discipline such as economics in which the applicant has read business units at an acceptable level.

Entry is subject to the approval of the Master of Business in Marketing Board.

Students without a Bachelor degree in business, commerce or a related discipline will be eligible for entry provided they have both a Bachelor degree and bridging studies in business, such as an appropriate Graduate Diploma.

All applicants must normally have a minimum of five years' relevant work experience.
Part quality, must be granted for appropriate and equivalent units from Part 1 of the degree. No exemptions will be granted for any part of Part 2 of this degree.

Course Structure
The course is divided into two parts, each of two years duration:
Part 1 is designed to up-date students in the foundation subjects of business providing a level, depth and breadth of knowledge that is not only appropriate for a marketing director but is at the forefront of current knowledge.
The subjects may be studied in any order.

The subjects in Part 1 are:
ZBM501 Accounting
ZBM502 Organisational Dynamics
ZBM503 Decision Support Systems
ZBM504 Economic Analysis and Public Policy
ZBM505 Finance
ZBM506 Legal Analysis
ZBM507 Marketing Analysis
ZBM508 Marketing Strategy and Tactics

Part 2 concentrates on the marketing director's job. This involves integrating the marketing function with other functions as well as simultaneously achieving integration within the marketing function. Part 2 tackles the problem through units studied serially, structured on a management process model.

The subjects in Part 2 are:
ZBM511 Marketing Decision Making
ZBM512 Marketing Planning
ZBM513 Marketing Implementation
ZBM514 Marketing Monitoring and Modification

Teaching Methods and Assessment
The whole course is taught using the seminar method with the Course Leader acting as a discussion facilitator and students providing the major part of the input. Students are expected to prepare thoroughly for each seminar. This means perhaps 12 hours reading each week in addition to the time spent in seminars. All necessary reading matter is provided in the form of study packages for each seminar.

Since the course is a highly practical one in which students are expected to apply theory to practice, particularly in their own organisations, part of the discussion will involve an evaluation of the applicability of theory to practice and where necessary the creation of theory from practice.

The ability to communicate concisely and precisely on paper and verbally is important. Each subject is continuously assessed in terms of the preparation and presentation of views, analyses and papers at seminars. In some subjects, this assessment is supplemented by end of semester examinations. In addition to this on-going assessment, each student must submit a portfolio of project work completed in Part 2 of the course and an article of publishable quality, for examination by the Master of Business in Marketing Board. These will be the subject of discussion at a final viva voce examination by the Board.

Master of Business – by research
Course Code: MB
Course Leader: Graham Chant
The David Syme Business School also offers a Master of Business program by research thesis. Enquiries should be directed in the first instance to the appropriate Head of Department.

Areas for Master's research within the School include:
Accounting (by research) – Studies in all areas of Financial and Management Accounting, and Accounting Information Systems.
Marketing (by research) – This is a two year full-time or four year part-time course in which any marketing topic can be studied in depth. One or more supervisors will be assigned to each student, depending upon the topic. The Master of Business in Marketing Course Leader should be contacted to discuss possible topics.
SUBJECT SYNOPSES

ACC103 Accounting and Financial Decision Making

Contact: Four hours per week for one semester.
Prerequisite: Accounting at Year 12 level or equivalent for Accounting and Banking and Finance students. Nil for all other Bachelor of Business students.
Syllabus: This subject aims to provide all students with an understanding of the nature and purpose of accounting information, so that they are able to use financial data to assist in the decision making and control processes of a business organisation. Topics include nature and environment of accounting, nature and purpose of accounting information and management accounting information for decision making purposes.
References: To be advised.

ACC104 Accounting Systems and Procedures

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject aims to develop an accounting framework for financial reporting through the process of collecting, analysing, classifying and presenting and interpreting financial information. Topics covered will include the accounting cycle, accounting system design, processing accounting data, profit measurement under accrual accounting, accounting for different forms of business organisations and analysis and interpretation of financial reports.
References: To be advised.

ACC105 Accounting Information Systems

Contact: Four hours per week for one semester.
Prerequisite: ACC103 or ACC104.
Syllabus: This subject aims to develop student understanding of accounting as an information systems or series of related information systems within an organisation. Topics include a study of accounting information and accounting information systems, general ledger systems and sub-systems and the development, implementation and review of accounting information systems.
References: To be advised.

ACC198 Accounting - Medical

Contact: Four hours per week for one semester. Laboratory assistance is also available.
Prerequisite: Nil.
Syllabus: This subject aims to give students a vocationally orientated, as well as theoretical grasp of a double entry book-keeping system of service industries, and a special grasp of the requirements of medical practitioners, either as sole trader, or in partnership. This includes recording and summarising of transactions applicable to those practitioners.
References: To be advised.

ACC199 Accounting - Legal

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject aims to give students a vocationally orientated as well as theoretical grasp of a double entry book-keeping system of legal practitioners. This includes recording and summarising of transactions applicable to those practitioners.
References: To be advised.

ACC203 Financial Controllership

Contact: Four hours per week for one semester.
Prerequisite: ACC103.
Syllabus: Functions of cost accounting and managerial finance, cost classifications for control, cost estimation methods, cost-volume-profit analysis, budgets and standards for control, variances, cost allocations, decentralisation and transfer pricing, financial reporting to management; managerial finance, investment valuation, working capital management, capital budgeting.

ACC205 Financial Modelling (replaces ACC259)

Contact: Four hours per week for one semester.
Prerequisite: ACC105 and COT172 (formerly EDP172).
Syllabus: This subject aims to enable students to understand the concepts of systems development necessary in the business environment of the 1980's, particularly in the area of implementation of financial or accounting information system models/packages, computerised financial modelling, and spread sheets. Topics include computer concepts, decision support system development, corporate modelling and spread sheets, financial modelling systems and data base concepts.
References: To be advised.

ACC242 Productive Systems and Accounting (replaces ACC241)

Contact: Four hours per week for one semester.
Prerequisite: ACC105 or equivalent.
Syllabus: This subject aims to enable students to understand the interaction of the productive function with Accounting and to introduce accounting control of the factors of production. Topics include productive systems, production methods, materials planning and control and accounting for labour and overhead costs.
References: To be advised.
ACC243 Management Accounting

Contact: Four hours per week for one semester. 
Prerequisite: ACC242. 
Syllabus: The aim of the subject is to develop the students' ability to use management accounting techniques in decision making. This will require the ability to design cost accounting information systems, to be aware of existing relevant computer packages, and the ability to critically appraise existing practices. Topics include accounting data for decision making, product costing, budgeting for planning and control, capital budgeting and using management accounting data in operating decisions. 
References: To be advised.

ACC246 Accounting – Intercorporate Reporting

Contact: Two hours per week for one semester. 
Prerequisite: ACC245. 
Syllabus: The subject aims to provide an understanding of the importance of intercorporate investments, the reporting requirements and their adequacy and to develop an understanding of the principles involved in preparing group accounts and reports. 
References: To be advised.

ACC249 Company Reporting (replaces ACC245)

Contact: Four hours per week for one semester. 
Prerequisite: ACC105. 
Syllabus: This subject aims to provide students with an understanding of the reporting processes applicable to public companies with one or more fully and/or partly owned subsidiary companies. Accounting standards, professional reporting requirements and legal and stock exchange requirements are also examined. Issues in financial reporting are also explored. 
References: To be advised.

ACC263 Financial Management

Contact: Four hours per week for one semester. 
Prerequisite: ACC103 or ACC104. It is advisable for students to have completed at least 12 subjects in their course before attempting this subject. 
Syllabus: The subject aims to give students an understanding of the conceptual framework of financial management, and to develop the skills of analysis and evaluation needed in applying the concepts to the practical situation. Topics covered include capital budgeting, financing, working capital and other relevant applications. 
References: To be advised.

ACC268 Corporate Takeovers and Insolvency

Contact: Four hours per week for one semester. 
Prerequisites: ACC249 and FIN115. 
Syllabus: This subject aims to provide students with a conceptual and practical appreciation of the economic, legal, managerial, financial and accounting aspects of corporate takeovers and corporate insolvencies and reconstructions. Topics include takeover planning and tactics, evaluation of targets, and legal, financing and accounting aspects of takeovers. The law and practice of corporate failures, causes and avoidance of failures and case studies of corporate failures will also be examined. 
References: To be advised.

ACC280 Financial Controls in Management

Contact: Four hours per week for one semester. 
Prerequisite: Nil. 
Syllabus: This subject will enable the non-accounting major to understand and interpret financial and management accounting data and reports. On completion of this unit students should be able to use financial and managerial accounting to plan and control business activities. In addition students will be able to explain the nature, purpose and limitations of accounting methodology and be able to converse with accountants in their own language, as well as to be able to use appropriate accounting techniques to analyse the financial impact of business actions and strategies. 
References: To be advised.

ACC282 Database Systems for Personnel

Contact: Four hours per week for one semester. 
Prerequisite: COT172. 
Syllabus: Database concepts. DBMS classifications, relational database design, database tools and methods as applied to human resource information systems, payroll administration system, personnel administration system, personnel planning system; hands-on design, coding and documentation of a database system for personnel management. 

ACC300/301 Special Studies Subjects

Contact: Independent study equivalent to four hours per week for one semester. 
Prerequisites: Student will normally have completed the first two years of their business degree course. 
Syllabus: Students electing to undertake special studies subjects offered by the Department of Accounting will need to select a research area for individual investigation under the supervision of an appropriate member of staff. Proposals to undertake a special studies subjects should be prepared at least six weeks before the start of the semester, in order for the student to arrange a supervisor and finalise a viable study program (with a written contract detailing performance requirements and assessment methods). A literature review and a substantial report is normally required for formal assessment and an oral examination may also be required. Information on staff members interests in particular areas of accounting may be obtained from the Secretary of the Accounting Department.
ACC305  Advanced Financial Modelling

Contact: Four hours per week for one semester.
Prerequisite: ACC205 or any introductory modelling unit.
Syllabus: This subject aims to provide students with the opportunity to develop computer supported decision making which is appropriate to the business environment of today, using spreadsheet and data base packages. A further aim of this subject is to encourage students to assess the requirements of the user for this type of software, as well as to define the requirements of software that supports decision making.
References: To be advised.

ACC348  Accounting - Advanced Financial

Contact: Four hours per week for one semester.
Prerequisite: ACC246.
Syllabus: This subject aims to develop further skills of evaluation and synthesis in the areas of financial accounting and reporting and, in the process, to create an awareness of current developments in the field. Topics covered include purpose and structure of financial accounting, alternative methodologies, alternative accounting valuation systems, and funds statements.
References: To be advised.

ACC349  Financial Accounting Issues

Contact: Four hours per week for one semester.
Prerequisite: ACC249.
Syllabus: This subject aims to enable students to critically evaluate the concepts adopted in reporting under contemporary accounting principles. Topics include a review of contemporary accounting, standards and accounting objectives, measurement problems created by uncertainty of status and changing values of the dollar. Funds flow concepts and statements will also be considered.
References: To be advised.

ACC351  Accounting - Management

Contact: Four hours per week for one semester.
Prerequisite: ACC241 or ACC242.
Syllabus: Design of financial planning, control and reporting systems, together with practical problem solving and a management simulation exercise. Topics covered include profit planning and control, responsibility centres, performance measures, relevant costing budgetary systems for planning and control.
References: To be advised.

ACC352  Advanced Management Accounting

Contact: Four hours per week for one semester.
Prerequisites: ACC243.
Syllabus: This subject aims to draw upon the students' existing knowledge of management accounting in the discussion of current issues in management accounting and to extend their use of computer packages for management decision making. Topics include the current state of management accounting knowledge and techniques, divisionalisation and segmentation, budgeting, small business and the management accountant and future trends in management accounting.
References: To be advised.

ACC359  Advanced Computerised Business Systems

Contact: Two hours per week for one semester.
Prerequisite: ACC259.
Syllabus: This subject aims to provide students with a guide to determining the requirements of an accounting system, the selection of the most appropriate method and the selection between various suppliers of accounting computer facilities. Topics dealt with include development of accounting information systems, evaluation of suppliers, requests for proposal, hardware, software, in-house computers, service bureau and EDP controls.

ACC360  Accounting - Business Finance

Contact: Four hours per week for one semester.
Prerequisites: Successful completion of all first year subjects and at least four second year subjects.
Syllabus: Corporate financial objectives, financial planning and forecasting, financial mathematics, working capital management, capital budgeting, financing decisions, capital markets and introduction to portfolio theory.
References: To be advised.

ACC362  Advanced Financial Management

Contact: Four hours per week for one semester.
Prerequisite: ACC263.
Syllabus: This subject aims to extend the students' conceptual framework in financial management into new areas and to develop their capacity to apply financial theory in the practical environment. Conceptual topics relevant to financial management will be examined and students will undertake individual projects and syndicate case studies.
References: To be advised.

ACC363  Auditing

Contact: Four hours per week for one semester.
Prerequisites: FIN115 and ACC249.
Syllabus: This subject aims to familiarise students with the legal requirements governing an audit; audit standards, concepts and methodologies and the accountant's mandatory compliance with ethical pronouncements. An understanding of the principals of internal control in manual and computerised accounting systems will also be developed. Topics include an examination of auditing, the auditing process and audit evidence; internal controls and cycle approach to compliance testing of internal controls; substantive tests of transactions and balances resulting from each cycle and the ethical and legal responsibilities of the auditor.
References: To be advised.
ACC364  EDP Auditing and Controls

Contact: Four hours per week for one semester.
Prerequisites: COT172 (formerly EDP172), ACC363 and ACC208.
Syllabus: This subject aims to enable students to understand the importance of controls in EDP systems, and to develop an understanding of computer assisted audit concepts, procedures and techniques. Topics include the computer audit environment; impact of EDP systems on the auditor's study and evaluation of internal control; general controls; application controls; types of CAATS; computer abuse; computer audit areas requiring special consideration.
References: To be advised.

ACC369  Accounting Theory

Contact: Four hours per week for one semester.
Prerequisites: ACC249.
Syllabus: This subject aims to enable students to appreciate the directions of contemporary debate, research and practice on a number of topics in the area of financial and other corporate information reporting to internal and external user groups. Topics include approaches to the formation of accounting theory, the background to external reporting, research into the usefulness of public accounting, issues in external reporting and the future of external reporting.
References: To be advised.

ACC370  Field Projects

Contact: Two hours per week for one semester.
Prerequisites: ACC348 and ACC351.
Syllabus: Students are required to carry out a field study in an accounting related area and write a comprehensive report. The objective of the unit is to integrate accounting studies relating theory to practice and develop communication skills. Students are allocated to a supervisor for the purpose of the study.
References: As advised for each project.

ACC371  Public Sector Financial Management

Contact: Four hours per week for one semester.
Prerequisite: ACC249.
Syllabus: This subject aims to provide a description of systems of financial management in the public sector in Australia (including control mechanisms, budgeting techniques, financial flows, financial reporting and management accounting practices) at the Federal, State and Local Government levels. Emphasis will be placed on financial management in Statutory Authorities and at the Federal and State levels rather than at the Local Government level. The subject aims to evaluate of the appropriateness and adequacy of these systems, and to consider alternatives, in particular the need for expansion of the role and scope of accounting systems in order to provide more pertinent information in relation to performance measurement.
References: To be advised.

ACC372  Issues in Public Sector Financial Management

Contact: Four hours per week for one semester.
Prerequisite: ACC371.
Syllabus: An examination in depth of major contemporary issues in public sector financial management in Australia, building on topics in the prerequisite. An examination will be made of future changes in public sector financial management practices in Australia.
References: To be advised.

ACC610  Accounting Information Systems

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: The subject reviews the range of computer technology (hardware and software) that can be involved in an accounting information system. This will enable the student to understand contemporary system development methodologies, including the importance of the logical data base approach in the context of an accounting information system. In addition, students will experience, through practical case studies on mainframe and microcomputer respectively, accounting information system usage.
References: To be advised.

ACC611  Financial Modelling

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject aims to develop a theoretical and practical appreciation of computer based financial models and decision support tools for decision makers to use interactively while they are formulating business plans and monitoring results. The subject will discuss the importance of matching the modelling package chosen and models created to the decision styles and needs of users and organisations. Students will investigate the sophisticated ways in which computer based financial models may be used (e.g., analytical techniques, computer collection techniques, interactive techniques). The student's 'hands-on' experience will be extended in building, testing and documenting financial decision models using a microcomputer package (e.g., Multi-Plan) and a main-frame computer package (e.g., SPS).
References: To be advised.

ACC620  Management Accounting Systems

Contact: Three hours per week for one semester.
Prerequisites: ACC611.
Syllabus: The subject reviews the essential elements of a management accounting system as a sub-system of a complete management information system operating in a distributed data-processing environment. Students will identify and discuss the aspects of effective management and operational control of a management accounting system. The subject will develop a practical working knowledge of the use of a computerised management accounting system that is concerned with profitability and cash flow accounting in the manufacturing, retail and service industries. This includes
interpretation of results from this system in various case situations.
References: To be advised.

ACC621 Management for Decision Systems

Contact: Three hours per week for one semester.
Prerequisite: ACC620 as a prerequisite or concurrent subject.
Syllabus: This subject aims to build on the structure of the management accounting system developed in the unit ACC620 Management Accounting Systems. Uses of this structure are to be extended to more complex and controversial areas of management accounting and management decision making. Students will identify and discuss the many implications of accounting information systems for managerial performance and decision-making, as well as for organisational structure and processes.
References: To be advised.

ACC625 Financial Management and Theory

Contact: Three hours per week for one semester.
Prerequisites: Nil.
Syllabus: This subject aims to review the theoretical framework for financial management and policy. Students will become familiar with the application of analytical techniques to a wide variety of problems involving financial decisions and be exposed to the design and use of computer models for assisting in the resolution of financial management decisions. In addition students will use case material for an appreciation of the environment in which financial decisions are made.
References: To be advised.

ACC630 Financial Control of Production

Contact: Three hours per week for one semester.
Prerequisites: ACC620 and ACC621.
Syllabus: To develop a systems approach to the production function, with emphasis on computer-based techniques of financial control of both production processes and plans. Students will become familiar with the use of various mathematically-based decision models for financial decision-making by the production account.
References: To be advised.

ACC631 Management Accounting Issues

Contact: Three hours per week for one semester.
Prerequisites: ACC620 and ACC621.
Syllabus: To introduce students to problem areas and controversies in management accounting theory and practice, by presenting them with both a theoretical interpretation and a practical application of each of several management accounting topics. Topics selected for discussion will vary each year.
References: To be advised.

ACC640 Corporate Financial Strategy

Contact: Three hours per week for one semester.
Prerequisites: All first year.
Syllabus: This subject develops an understanding of the management process and its specific relationship to strategic planning. This understanding will be extended to include the specific skills required to formulate and administer strategic plans. The integration of behavioural, economic, financial, marketing and management concepts will be used to demonstrate the requirements of a corporate plan and the financial analysis required to assist evaluation of such a plan.

ACC680 Marketing Financial Control

Contact: Three hours per week for one semester.
Prerequisites: Nil. Students with accounting studies at the undergraduate level are advised to seek permission from the Course Leader of the Graduate Diploma in Marketing to attempt another subject in lieu of ACC680.
Syllabus: This subject aims to enable marketing students to understand and interpret major financial and management accounting data and reports. To explain the nature and importance of planning, co-ordination and control using financial data that particularly relates to the marketing function.
References: To be advised.

ACC683 Agribusiness Financial Control

Contact: Forty-five hours over five day module.
Prerequisite: Nil.
Syllabus: This subject has an emphasis upon using accounting financial information in managing the agribusiness firm, explores accounting methodology; use of agribusiness data; corporate performance; profit planning; revenue and expense planning; cash planning and working capital management; inventory planning; capital expenditures; control of revenue, profit and investment centres; and international accounting.

ADM119 Communication Method I

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: The development of competence in effective keyboarding and the use of the keyboard as a means of communication. Acquisition of basic word processing skills. This unit provides a basis for further studies in Office Administration or transferable skills to complement studies in other disciplines.
References: To be advised. Selection of suitable texts is available in the Office Administration Resource Centre.

ADM121 Business Communication

Contact: Two hours per week for one semester.
Prerequisite: Nil.
Syllabus: This unit aims to develop and extend skills in their application of oral and written communication within a business environment. Common forms for verbal and non-verbal communication are explored and considerable emphasis is placed on strategies for effective letter and report writing. Opportunities are provided for students to obtain feedback on their ability to make brief speeches.

References: To be advised during the first week of classes.

ADM123 Business Communication

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: Seminars and skill workshop sessions are designed to develop oral and written communication skills with particular reference to the preparation and presentation in business reports. Areas to be covered include: the communication process and basic principles of business writing; effective message organisation and types of business reports; report writing techniques and use of word processing packages and equipment; practical job search techniques and oral presentation skills.

References: To be advised in the first week of classes.

ADM129 Communication Method II

Contact: Four hours per week for one semester.
Prerequisite: ADM119.
Syllabus: The further development and consolidation of keyboarding skills. Instruction in the formatting of complex documents using both typewriters and word processing equipment. Analysis of basic office roles and provision of office-centred communication experiences and theory.

References: To be advised. Selection of suitable texts is available in the Office Administration Resource Centre.

ADM130 Introduction to Management (replaces ADM122)

Contact: One two-hour lecture and one two-hour tutorial per week for one semester.
Prerequisite: Nil.
Syllabus: This subject provides students with a basic understanding of management functions and the process by which Australian managers influence individual and work group performance. Topics include organisational variables and the informational, interpersonal and decision making roles of contemporary managers; structural influences on organisational performance and strategies for dealing with conflict and change; group and motivational and leadership issues in the management of individual/group performance.

ADM141 Secretarial Practice 1

Contact: Five hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject aims to introduce the alphanumeric typewriter keyboard for students who have no previous typewriting experience. This is an intensive course which concentrates on teaching students a thorough mastery of the typewriting keyboard including the acquisition of correct touch and manipulating techniques. Concentration will be placed on speed and accuracy development through the use of timed writings and pacing techniques. It is anticipated that students will have developed the ability to reproduce typewritten data at approximately 30-35 wpm.

Laboratory Facilities: Students are expected to use programmed materials in the Office Administration Laboratory to supplement class work.

References: As for ADM143.

ADM142 Secretarial Practice 3

Contact: Five hours per week for one semester.
Prerequisite: ADM141.
Syllabus: This subject aims to develop further the skill of typewriting and apply that skill to a variety of office typing tasks. Correct techniques for operation of the typewriter, speed and accuracy in typing letters, business forms, tabulation problems, manuscripts, and reproduction masters, concentration on further development of typewriting speed through the use of timed writings and pacing technique. It is anticipated that students will have developed the ability to reproduce typewritten data at approximately 35-40 wpm.

Laboratory Facilities: Students are expected to use programmed materials in the Office Administration Laboratory to supplement class work.

References: To be advised. Selection of typewriting texts available in the Office Administration Laboratory.

ADM143 Secretarial Practice 2

Contact: Eight hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject aims to provide an overall view of private secretarial work including an analysis of the secretarial profession and the role of the secretary in the business world. An intensive study, using the functional approach, of the theory of Pitman shorthand.


ADM144 Secretarial Practice 4

Contact: Eight hours per week for one semester.
Prerequisite: ADM143.
Syllabus: This subject aims to provide a continuation of the introduction to the principles and practices of executive assisting procedures with studies in editing procedures, business documents, conference and social functions, travel arrangements and meeting procedures.

A review of the principles of Pitman shorthand and an examination of their application to a general vocabulary while developing note taking skills.

Laboratory Facilities: Students are expected to use programmed materials in the Office Administration Laboratory to supplement class work.

References: As for ADM143.
ADM171 Australian Health Care Systems

Contact: Two hours per week for one semester.

Prerequisite: Nil.


References:


ADM180 Keyboarding

Contact: Two hours per week for one semester. (May be taken as a half-unit four hours for seven weeks.)

Prerequisite: Nil.

Syllabus: This unit is designed to meet the needs of students who are keyboard users as part of their course of study and yet for whom keyboarding is not their primary skill. It is suitable for future computer terminal operators and for all keyboard users who would benefit from developing the correct positioning of hands/wrists/body from an occupational health point of view. Instruction in elementary display and tabulation, letter formatting, simple forms, memorandums, business reports and manuscript typing. Attainment of a speed of 25 wpm on a five-minute timed writing with a maximum of five errors.

References: To be advised.

ADM212 Innovative Management

Contact: Four hours per week for one semester.

Prerequisites: ADM130.

Syllabus: This subject focuses on an understanding of the theory and principles of management which allow an entrepreneurial culture to develop within organisations. Topics include the innovative organisation; leadership of task groups; creative planning process; motivation theories and techniques; decision making; power, politics and influence and the concept of 'intrapreneurship'.

References: To be advised.

ADM219 Control of Office Services

Contact: Four hours per week for one semester.

Prerequisite: ADM119, ADM129.

Syllabus: Analysis of the administrative control process. Application of this process in areas of reprographics, records management, forms design and office supplies and equipment. Examination of office security functions. Development of competence in various control techniques involving quality, quantity, cost, feedback and the use of desk manuals.

References: To be advised.

ADM225 Shorthand

Contact: Four hours per week for two semesters.

Prerequisite: ADM119, ADM129. (This is an elective, two-unit, one-semester subject).

Syllabus: Exposition of the history and principles of a shorthand system (Pitman 2000). Acquisition and application of the theory to develop systematic and careful note taking skills to use shorthand for rapid note-taking.

References: To be advised.

ADM229 Business Support Services

Contact: Four hours per week for one semester.

Prerequisite: ADM119, ADM129.

Syllabus: Examination of the means of dispersion of information throughout the organisation, the various types of manual, electronic and computer-based equipment available for communication and work management within the organisation. The procedures and practices necessary for effective office communication.

References: To be advised.

ADM230 Planning for Conferences and Meetings

Contact: Four hours per week for one semester.

Prerequisite: Nil.

Syllabus: The administrative planning process at various levels in an organisation. Application of planning processes for conferences, meetings, seminars and associated travel arrangements. Law and practice of meetings.

References: To be advised.

ADM237 Office Administration

Contact: Four hours per week for one semester. (This subject is for students completing Bachelor of Business (Office Administration) under previous course.)

Prerequisite: Nil.

Syllabus: Evaluation of administrative techniques with emphasis on effective supervision, staff selection and training, clerical methods improvement, preparation of office manuals, establishment of work standards and an appreciation of work simplification; objectives of office planning and layout; principles of forms design and records control, selection of office equipment.

References:


ADM239 Supervision of Office Systems Personnel

Contact: Four hours per week for one semester.

Prerequisite: ADM130.

Syllabus: The principles and practices involved with supervising office personnel. Exploration of the theo-
Assessment:
References: To be advised.

ADM240/ Work Placement ADM241

Contact: A program of work experience of two full days per week during the final semester of the course. 
Prerequisite: Satisfactory completion of the first three semesters of the Associate Diploma in Secretarial Studies (Medical or Legal).
Syllabus: Students will be required to work in approved placements during the final semester(s) of the course. Any organisation which is representative of the medical or legal environment may be selected for practice experience.

ADM242 Work Systems: Process and Issues

Contact: Four hours per week for one semester.
Prerequisite: Students should normally have completed the first academic year of their Bachelor of Business course.
Syllabus: This elective subject investigates the nature of work process characteristics and productivity outcomes arising from the application of system analysis/design considerations and quality control and planning techniques. Topics will include systems thinking and frameworks for analysing productivity issues and work systems; managerial inter-relationships, work process flows and 'value added' analysis; systems design layout and logistics management. Seminars on practical issues and techniques for achieving work system productivity will be provided.
References: To be advised in the first week of classes.

ADM247 Practice Management

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject aims to develop an understanding of the principles and practices involved with supervising an office with particular emphasis given to the professional practice.
Assessment: Assessment will be progressive through assignments, case studies and final examination.
References: To be advised.

ADM254 Office Automation

Contact: Four hours per week for one semester.
Prerequisite: Nil.


ADM255 Secretarial Practice (Legal) 1

Contact: Eight hours per week for one semester.
Prerequisite: ADM144 and ADM142.
Syllabus: Introduction to legal shorthand and typing-writing of legal documents with practical work timed to coincide with terminology taught in the subject Legal Procedures II. Reception duties, making appointments, telephone techniques, ethics and etiquette necessary in a legal office, time management, introduction to legal filing, consultation, professional confidence and secrecy, and client interviewing.

ADM256 Secretarial Practice (Legal) 2

Contact: Eight hours per week for one semester.
Prerequisite: ADM255 and FIN254.
Syllabus: Extension of legal shorthand practised parallel with categories taught in Legal Procedures III. Legal correspondence, legal documents – particularly relating to conveyancing, committee work, agendas, minutes, legal office technology, job seeking and job success.
References: As for ADM255 Secretarial Practice (Legal) 1.

ADM261 Management Decision Making

Contact: Four hours per week for one semester.
Prerequisites: MAT161 or MAT164 or MAT166.
Syllabus: This subject is designed to extend student awareness of quantitative techniques that can be used to aid management decision making. Classes are used to understand the uses, limitations and applicability of a variety of statistical tools widely used in management decision making for increasing the effectiveness of organisational performance and business operations. A problem solving approach is taken in this subject and use will be made of computer based exercises and operations research concepts.
References: To be advised in the first week of classes.

ADM262 Organisational Change

Contact: Four hours per week for one semester.
Prerequisite: ADM122 or ADM130.
Syllabus: This elective subject develops and extends student awareness of practical problems in coping with and adapting to organisational change. Emphasis is placed on examining techniques for describing and anticipating change, as well as evaluating strategies for effective management of planned changes within work organisations.
References: A comprehensive list of reference materials will be provided during the first week of classes. This will include a wide range of journal references, as
well as resource materials from the Productivity Promotion Council of Australia.

ADM263 Management Projects

Contact: Four hours per week for one semester.
Prerequisite: ADM232 or ADM269.
Syllabus: This core subject explores practical considerations in the analysis and design of management systems and procedures. Students completing the subject are expected to acquire a sound understanding of relevant tools, techniques, services and equipment necessary for conducting and/or evaluating management projects.
Reference:

ADM264 Managerial Communication

Contact: Four hours per week for one semester.
Prerequisites: ADM121 or ADM123.
Syllabus: Content of the course is designed principally to improve oral skills in a business context. Students are provided with workshops in oral communication, persuasive communication, interviewing techniques and the preparation and presentation of action oriented reports.
References: Specific reference materials will be advised in the first class.

ADM265 Public Administration

Contact: Four hours per week for one semester.
Prerequisite: ADM122 or ADM130.
Syllabus: This elective subject examines structural characteristics, process assumptions and relationships between different systems of public administration in Australia. Topics include similarities and differences between public/private sector management; Federal, State and Local government interrelationships in a changing society; administrative discretion, accountability and responsiveness; privatisation issues and control mechanisms for regulating organisational performance.
Reference:

ADM266 Human Resource Management

Contact: Four hours per week for one semester.
Prerequisite: ADM122 or ADM130.
Syllabus: This subject provides students with an appreciation of the human resource management function within organisations and its contribution to organisational effectiveness. Topics include human resource planning, recruitment, selection, placement, training and development. Current issues are explored from the perspective of both the line manager and the human resource specialist. Class sessions are planned to maximise active student participation.
References:

ADM267 Entrepreneurship and Small Business Management

Contact: Four hours per week for one semester.
Prerequisite: Students will normally have completed the first two years of their business degree course.
Syllabus: This subject is designed to assist participants to understand the elements of entrepreneurship and small business management. Topics covered include the personal characteristics of entrepreneurs, marketing and financial planning for a new venture, development of feasibility studies and business plans, philosophies of successful entrepreneurs. A special feature of this program will involve the participants working in groups of four on the conduct of a feasibility study and the development of a business plan for a new venture. They will be provided with the opportunity to present business plans to a group of financiers and/or venture capitalists for evaluation.
References:

ADM268 International Management

Contact: Four hours per week for one semester, to include classes, seminars and visiting speakers. Where offered during summer semester this course may incorporate overseas visits.
Prerequisites: MKT112 and ADM122 or ADM130.
Syllabus: Content of this elective subject relates management theory to varying cultures, as well as exploring the complex challenges of the multinational business enterprise and the significance of cross-cultural variables in the business environment. After an examination of the environment and concerns of international business, topics will focus on current issues associated with managerial values, practices and strategies.
References:
Various international journals.
ADM269 Management of Organisational Performance (replaces ADM232)

Contact: Four hours per week for one semester.  
Prerequisite: ADM130 should normally be completed before this unit is taken.  
Syllabus: This unit continues directly on from ADM130 and focuses on the process of management with particular emphasis on productivity techniques/issues.  
Topics include leadership skills, achieving results through people, organisational design and current issues in management.  
References:  

ADM273 Secretarial Practice (Medical) 1

Contact: Eight hours per week for one semester.  
Prerequisite: ADM144 and ADM142.  
Syllabus: Introduction to medical shorthand and medical typewriting with categories timed to coincide with terminology as taught in the subject Medical Language.  
Reception and appointments, telephone, ethics and etiquette in the medical office.  
Introduction to medical filing, publicity, consultation, professional confidence and secrecy, acceptance of patients, chaperoning.  
Medical correspondence, addressing doctors, scientific papers, manuscripts.  
Medical case histories and reports.  
Introduction to medical machine transcription.  
References:  
LANGDON, A., The Australian Medical Secretary — A Course of Medical Secretarial Assignments, Chisholm Institute of Technology, 1987.

ADM274 Secretarial Practice (Medical) 2

Contact: Eight hours per week for one semester.  
Prerequisite: ADM273.  
Syllabus: Extension of medical shorthand practised parallel with categories taught in Medical Language, medical correspondence, scientific papers, manuscripts. Committee work; agendas, minutes; admission of patients, booking theatre.  
Medical statistics and research, references and resources, biographic material.  
Assessment: Assessment will be on the basis of class tests, assignments and final speed tests.  
References:  
LANGDON, A., The Australian Medical Secretary — A Course of Medical Secretarial Assignments, Chisholm Institute of Technology, 1987.

ADM275 Medical Language 1

Contact: Four hours per week for one semester.  
Prerequisite: Nil.  
Syllabus: Introduction to physiology, medical terminology, anatomical terminology — cells and tissues; planes and surfaces. The body as a whole. The skin and breast. Musculoskeletal system. Cardiovascular system. Respiratory system.  
In all units both medical and surgical procedures will be covered with common diagnostic tests (Pathology and Radiology).  
Text:  
References:  
Clinical Abbreviations for Hospital Use, Victorian Hospitals Association, 1973.  
Dorlands Pocket Medical Dictionary.

ADM276 Medical Language 2

Contact: Three hours per week for one semester.  
Prerequisite: ADM275.  
In all units, both medical and surgical procedures will be covered with common diagnostic testing (Pathology and Radiology). Medical Terminology will be reinforced in ADM274 Secretarial Practice 2  
Text:  
References:  
Clinical Abbreviations for Hospital Use, Victorian Hospitals Association, 1973.  
Dorlands Pocket Medical Dictionary.

ADM300/301 Special Studies Subject

Contact: Independent study equivalent to four hours per week for one semester.  
Prerequisite: Nil.  
Syllabus: Students opting for special studies subjects offered by the Management Department will need to find a research area for individual investigation under the supervision of an appropriate member of staff. Proposals to undertake a special studies subject should be prepared at least six weeks before the start of semester, in order for the student to arrange a supervisor and finalise a viable study program (with a written contract detailing performance requirements and assessment methods). A literature review and a substantial report is normally required for formal assessment and an oral examination may also be requested. Information on staff members' interests in
particular areas of management can be obtained from the Secretary of the Management Department, or the DSBS office.

**ADM302 Issues in Office Administration**

*Contact:* Four hours per week for one semester.

*Prerequisite:* A major study in the Office Administration strand of the Bachelor of Business, usually involving all strand subjects.

*Syllabus:* Examination of the issues currently affecting the office administration function in the organisation and in society. Development of expertise in research design methodology and information gathering and the analysis and interpretation of such information. Development of logical and considered report writing and presentation skills.

*References:* To be advised.

**ADM323 Strategic Planning for Financial Institutions**

*Contact:* Four hours per week for one semester.

*Prerequisites:* ADM130, FIN240.

*Syllabus:* Strategic planning overview, stakeholders and strategists, corporate mission and objectives, appraisal of present position, strategy formulation and statement, finalisation of objectives, compilation of strategic plan, annual budget, managing the plan, strategy evaluation.

*References:*


**ADM325 Administrative Skills Through Individual Learning**

*Contact:* Four hours per week for one semester.

*Prerequisite:* ADM225 or students with pre-tested levels in shorthand and typewriting with relevant work experience. Course Leader will interview all prospective students.

*Syllabus:* Application of the advanced skills of shorthand and typewriting and word processor operation through the use of self-paced skills packages. Execution of a variety of business tasks using multiple input and output media. Simulation activities providing experience in a variety of office roles and in acting in the capacity similar to that of an administrative or executive assistant. Development of the practical skills required to operate as an independent organiser, co-ordinator and decision maker.

*References:* To be advised. Selection of suitable texts is available in the Office Administration Resource Centre.

**ADM334 Labour Relations**

*Contact:* Four hours per week for one semester.

*Prerequisite:* ADM130 or an approved equivalent.

*Syllabus:* This unit is an interdisciplinary study. It aims to extend student awareness of environmental considerations in Australian industrial relations and to develop an appreciation of the relationship between labour and management, including vested interests and current concerns.

On completion of the subject, students will be able to identify major participants; recognise the major features of Australian industrial relations system and process inter-relationships; recognise the costs of unfavourable environments; devise ways of constructively dealing with conflict issues; and understand the negotiating process.

*References:*


**ADM335 International Business**

*Contact:* The equivalent of four hours per week for one semester. The summer semester offering may incorporate overseas visits.

*Prerequisites:* Students will normally have completed the first academic year of the Bachelor of Business degree course.

*Syllabus:* This subject examines the various forms of international business operation. Topics include the international environment (including cultural variables); the role, structure and impact of multinationals; strategies and structures of the firm in international business.

*References:*


**ADM336 HRM Appraisal and Development**

*Contact:* Four hours per week for one semester.

*Prerequisite:* ADM266.

*Syllabus:* Appraisal of performance, setting performance standards, appraisal methods, problems in performance appraisal, links with reward decisions; appraising skills training, interviewing skills; training and development objectives, determining training needs, training and development methods and evaluation of outcomes; introduction to organisational development methods.

*References:*


**ADM337 Managing the Environment**

*Contact:* Four hours per week for one semester.

*Prerequisite:* Students will normally be in the second year of their Bachelor of Business degree course.

*Syllabus:* Early emphasis is placed on indentification of emerging environmental issues and trends that will require successful management of change opportuni-
ties. Considerable attention is given to providing practical framework for environmental scanning, scenario building and techniques for strategic issue analysis and management.

References: To be advised in the first class.

**ADM338 Information Management**

Contact: Four hours per week for one semester.

Prerequisite: Nil.

Syllabus: The aims are to develop an awareness of office procedures and systems and their integration, to develop the skills and knowledge to adapt changing technological systems to the human need of the office and to enable the student to develop an awareness of the role of the administrative information manager and the need to provide a smoothly operating information complex.

The subject will be studied in the general context of communication networks and office systems theory and will also specify telecommunication technologies, the inter-relationship of office functions and a range of leadership techniques.

References: To be advised.

**ADM339 Designing Productive Office Systems**

Contact: Four hours per week for one semester.

Prerequisite: ADM219, ADM130, ADM239.

Syllabus: The interaction between the technical and behavioural factors to be provided for, in office systems design and the resultant impact on productivity: productivity analysis; occupational health and safety; job design, office design.

References: To be advised.

**ADM340 Strategic Management**

Contact: Four hours per week for one semester, with emphasis on case study preparation and presentation.

Prerequisites: Students undertaking this subject should be in the final academic year of their Bachelor of Business degree course and will normally have completed ADM337.

Syllabus: This integrative subject develops skills in the practical analysis and evaluation of business policy. Specific areas covered include the nature of business policy making and strategic management: the strategic decision process; formulation of strategic plans; policy implementation and strategy evaluation.


Students are required to read widely from current journals.

**ADM350 Problem Solving Theory and Practice**

Contact: Four hours per week for one semester.

Prerequisite: Completion of the first academic year of a Business degree.

Syllabus: The basic problem solving process in theory and practice; group and individual problem solving; problem identification methods, perception, assumptions, communication processes, syncetic tools, probing systems; idea generation tools including morphology, brainstorming, reversal; idea evaluation systems; decision making; implementation processes; problem solving strategies.

References: A comprehensive reading list is provided at the start of the subject.

**ADM388 Issues in Human Resource Management**

Contact: Four hours per week for one semester.

Prerequisites: ADM266.

Syllabus: This elective subject in the Bachelor of Business degree gives students an in depth exposure to and knowledge of major issues impacting on human resource management in Australian organisations in the 1990's and beyond. Topics explored will depend on current developments in human resource management and the specific interest of students enrolled in the subject. Possible topical areas of interest include:

- how HRM can deal with productivity issues.
- EEO, Affirmative Action and Freedom of Information.
- occupational health and safety.
- managing careers in shrinking organisations.
- the uses of psychological tests in selection.

References: To be advised.

**ADM390 Entrepreneurship**

Contact: Four hours per week for one semester.

Prerequisites: Completion of at least half the Bachelor of Business course.

Syllabus: Perspectives on entrepreneurship and entrepreneurs; venture creation and entry hurdles; venture ideas, their sources and evaluation; main competitive entry wedges; the technological innovation process; financing new ventures; people management in small businesses; marketing in small businesses; preparing the 'business plan'.


**ADM613 Personnel Administration**

Contact: Three hours per week for one semester.

Prerequisite: Nil.

ADM621 Organisational Behaviour and Management

Contact: Three hours per week for one semester. (This subject is for students in the Graduate Diploma in Administrative and Secretarial Studies).

Prerequisite: Nil.

Syllabus: This subject is concerned with the nature of organisations, and administrative factors affecting their performance. Leading theories of organisations will be reviewed, the influence of behavioural, technological and environmental variables examined, and the role of the manager analysed and discussed.

References: To be advised.

ADM622 Personnel Administration

Contact: One and a half hours per week for one semester (for students in the Graduate Diploma in Administrative and Secretarial Studies).

Prerequisite: Nil.

Syllabus: Students will be introduced to a range of personnel practices and techniques including manpower planning, recruitment, selection and assessment; compensation schemes; training and development, and industrial relations. Emphasis will be placed throughout on contemporary issues and developments in personnel management.

References: To be advised.

ADM628 Management and Strategic Planning

Contact: Three hours per week for one semester.

Prerequisites: FIN638 and FIN626.

Syllabus: Introduction to strategic management; strategic planning process; strategy formulation, evaluation and implementation, with emphasis on the financial services sector.

References: To be advised.

ADM638 International Business

Contact: Three hours per week for one semester.

Prerequisites: FIN635 and FIN636.

Syllabus: Evaluation of the role of Australian business in the world of economy; strategies and structures of the firm in international business; international business and technology transfer; role of multinationals.

References: To be advised.

ADM642 Agribusiness Management

Contact: Forty-five hours over five day module.

Prerequisite: Nil.

Syllabus: An introduction to management theory focusing upon individual and group behaviour within the organisation; leadership and communication; motivation; planning; decision-making; organising individuals and groups; handling conflict; control, power, and influence; managing change; and exploring current issues in Australian Industrial Relations.

References: To be advised.

ADM660 Automated Office Systems

Contact: Two hours per week for one semester.

Prerequisite: Nil.

Syllabus: This subject aims to introduce the various equipment components of a computerised system and give an understanding of the data processing cycle. Various types of computer equipment and office automation software will be examined and practical experience in their use given. The unit will provide basic training in the operation of an integrated office automation system. Students will recognise the need for producing information for management decision making and the tools available.

References: To be advised.

ADM661 Research Project

Contact: A course of two semesters of individually supervised research. No formal classes are timetabled.

Prerequisite: Nil.

Syllabus: Students are required to prepare an original research paper which either researches critically and evaluates the operations of an organisation or investigates a problem area and provides a solution.

References: To be advised.

ADM662 Office Services Organisation

Contact: One two-hour seminar per week for one semester.

Prerequisite: Nil.

Syllabus: This subject consists of a study of modern office procedures. Students will obtain instruction in the selection, operation and maintenance of office equipment. Discussion will be held on office planning and layout, management of supplies, records management, office communications and time management.

References: To be advised.

ADM663 Shorthand

Contact: Five hours per week for one semester.

Prerequisite: Nil.

Syllabus: This will be an intensive study, using the functional approach, of Pitman shorthand. Concentration will be placed on the writing of smooth, naturally connected, vocational shorthand material through simple logical presentation of the principles governing the construction of outlines. It is anticipated that students will obtain a shorthand writing skill of approximately 50 wpm upon completion of the subject.

Laboratory Facilities: Students are expected to use programmed materials in the Office Administration Laboratory to supplement class work.

References: To be advised.

ADM664 Typewriting

Contact: Five hours per week for one semester.

Prerequisite: Nil.
Syllabus: This will be an intensive study of the principles of typewriting. Concentration will be placed on rapid, accurate production of material through the acquisition of correct touch and manipulating techniques. It is anticipated that students will have developed the ability and judgement to reproduce data with suitable presentation at approximately 35 wpm upon completion of the subject.

Laboratory Facilities: Students are expected to use programmed materials in the Secretarial Laboratory to supplement class work.

References: To be advised.

ADM665 Business Structures and Systems

Contact: Three hours per week of seminars for one semester.
Prerequisite: Nil.
Syllabus: This subject aims to provide a basic knowledge and understanding of business organisations, their structures, systems and the constraints under which they operate. The constraints discussed include those imposed by trade unions, government, the stock exchange and the legal system. Emphasis is also placed on the importance of communications in the business environment. Where appropriate, preparation and interpretation of business statistics and financial statements are included. Student discussion is at all times encouraged and developed. Speakers are invited to talk to students and, if time permits, external visits are arranged. Wherever possible the topics discussed are inter-related with other areas students are currently studying.

References: To be advised.

ADM666 Simulated Administrative Assignments

Contact: Five hours per week for one semester.
Prerequisites: ADM662 and ADM664.
Syllabus: This subject develops the many skills required of modern administrative support personnel such as typewriting, audio-typewriting, word processing, problem solving, meeting procedure and minute taking skills.

Laboratory Facilities: Students are expected to use programmed materials in the Office Administration Laboratory to supplement class work.

References: To be advised.

ADM667 Effective Transcription

Contact: Five hours per week for one semester.
Prerequisites: ADM663 and ADM664.
Syllabus: This subject will consist of practical shorthand writing and transcription of notes into accurate mailable typewritten matter. Students should develop the ability to record vocationally material dictated at approximately 80 words a minute for minute for three minutes.

References: To be advised.

ADM669 Editing and Publishing

Contact: One and a half hours per week of lectures, tutorials and workshops for one semester.

Prerequisite: Nil.
Syllabus: A history of the publishing and printing industry underpinning discussion of the modern book. The functions of the various specialists in a publishing house are analysed (commissioning editor, house editor, designer, production manager and sales manager). The study of modern publishing is focused on Australia, and the place of the book in a multi-media society is considered. A practical course in copy editing and proof reading is followed in tutorials.

Reference: AGPS Style Manual for Authors, Editors and Printers, (latest edn.).

COT172 Data Processing

Contact: A course of four hours per week for one semester.
Prerequisites: Nil.

Aim: To introduce students to the use of computers in business.
Syllabus: Hardware: Components of a computer, classification of computers, evaluating hardware requirements, future directions.
Software: Introduction to operating systems, interactive file manipulation and editing, introduction to application programs.

Assessment: Practical work and examination.

COT173 Information Technology

Contact: Four hours per week for one semester.

Prerequisites: Nil.
Syllabus: This unit will provide students with a basic appreciation of the role, usefulness and limitations of information technology in a business environment.

Assessment: Examination and practical assignments.


FIN111 Contract Law

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: Contract Law in Australia; elements of a contract; terms of a contract; matters affecting the validity and enforceability of a contract; parties' rights and obligations; discharge of a contract; and remedies for breach.

FIN115  Law of Business Organisations
Contact: Four hours per week for one semester.
Prerequisites: FIN111.
Syllabus: Law relating to sole trader, partners, joint ventures, companies, trusts.
Assessment: Assignment 20 per cent, Exam 80 per cent.
Reference: To be advised.

FIN122  Business Law
Contact: Four hours per week for one semester.
Prerequisites: Nil.
Syllabus: Australian legal systems; law of contract; law relating to business entities; legal regulation of business.

FIN130  Money and Capital Markets
Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: The purpose and function of financial markets; financial development; characteristics and functions of money and financial assets; money demand and money supply; financial flows; financial intermediation and financial institutions; the mathematics of finance; the determination of interest rates; types sources and conditions attached to short, medium and long-term business finance.
Other references to be advised.

FIN151  Legal Procedures 1
Contact: Two hours per week for one semester.
Prerequisite: Nil.
Syllabus: An understanding of the legal terminology and concepts in conveyancing, family law, corporate affairs, business names and criminal litigation.

FIN171  Macroeconomics
Contact: One two-hour lecture and two hours of tutorial work per week for one semester. Tutorial work is broken down into workshop and discussion sessions.
Prerequisite: Nil.
Syllabus: Analysis of movements in and determinants of the major components of aggregate demand; consumption, investment, government, exports, imports. An evaluation of government policies and their effects on full employment, price stability and external viability in the context of the Australian economy.

FIN212  Pricing for Marketers
Contact: Four hours per week for one semester.
Prerequisites: MKT112.
Syllabus: Influences on pricing decisions; theory of the firm; pricing models; implementing pricing decisions.
McLOSKEY, Pricing in Marketing, 1982.
WINKLER, J., Pricing for Results, Pan, 1979.

FIN217  Business Statistics and Forecasting
Contact: Four hours per week for one semester.
Prerequisites: MAT164.
Syllabus: Students will study the appreciation of power and limitations of a number of the important statistical and forecasting techniques used in the analysis of basic business problems. Topics covered include:
- Probability and commonly used probability distributions; Estimation and hypotheses testing; Analysis of variance; Correlation Analysis; Techniques of business forecasting; time series decomposition, simple linear and logarithmic regression, multiple regression, exponential smoothing, growth curves; Index numbers.
References: To be advised.

FIN218  Marketing Law
Contact: Four hours per week for one semester.
Prerequisite: FIN111.
Syllabus: The focus of the course will be upon the current Trade Practices Act and an examination of the legal control of restraint of trade, monopolisation, exclusive dealing, mergers and price discrimination and the problems raised by these phenomena in the national economic context. The legislation will be discussed from the viewpoints of government, businessmen and lawyer.
Legislation relating to justification of prices and consumer protection with the allied problems of product liability and techniques of marketing will also be examined.
References: To be advised.

FIN222  Commercial Law
Contact: Four hours per week for one semester.
Prerequisite: FIN111.
Syllabus: The aim of this subject is to make students aware of the commercial implications of financial decisions and to enhance students’ analytical skills in this area. Topics covered include: negotiable instruments, insurance law, consumer credit law and bankruptcy.

FIN230  Money Market Operations
Contact: Four hours per week for one semester.
Prerequisite: FIN130.
Syllabus: This subject will combine classroom teaching and direct observance experience of the money markets covering the following areas: background to the money markets, participants, interest rate and exchange rate determination, instruments traded in the money and currency markets, strategies and money and currency market trading operations.
References:

FIN233 Monetary Theory and Policy

Contact: Four hours per week for one semester.
Prerequisite: FIN171, FIN271.
Syllabus: This subject examines the major factors determining interest rates and exchange rates in a modern monetary economy. Topics include: home determination, financial flows, government intervention, inflation and policy options.
References: To be advised.

FIN240 Commercial Banking and Finance

Contact: A course of four hours per week for one semester.
Prerequisite: FIN130.
Syllabus: The aim of the subject is to provide an overview of commercial banking, and to introduce students to the concepts and issues involved in the decision-making processes of bank management. Topics include the commercial banking environment, banking risks and capital adequacy, liquidity management, lending principles and policies, investment management, and intergregative asset-liability management concepts.
References:
Other references from reports, periodicals and journals will be advised.

FIN245 Company Law and Accounting

Contact: Four hours per week for one semester.
Prerequisites: FIN111 and either ACC103 or ACC104.
Syllabus: Background to company law and the National Companies and Securities Legislation, the corporate entity, the process of incorporation, the company constitution, company finance, management and control, understanding and interpreting company reports, the Seventh Schedule, accounting standards, issues in company reporting.
References:

FIN254 Legal Procedures 2

Contact: Four hours per week for one semester.
Prerequisites: FIN151.
Syllabus: A detailed working knowledge of the civil legal procedure and forms involved in legal work in Victoria: the parties and documents involved in civil litigation work, the structure of the courts and role of solicitors and barristers.
References:
Supreme Court Rules, County Court Rules, Justices Act and Rules.
Other references to be advised.

FIN255 Legal Procedures 3

Contact: Four hours per week for one semester.
Prerequisite: FIN254.
Syllabus: A detailed working knowledge of procedures and forms in regard to conveyancing, opening a file, arranging for search of title, letters to clients and solicitors, arranging settlement and costing out.
References:

FIN260 Banking and Lending Practice

Contact: Four hours per week for one semester.
Prerequisite: FIN130, FIN111.
Syllabus: Credit and lending decisions — objectives, analysis of borrowers' financial statements, banker and customer, negotiable instruments, securities law, legal aspects of international trade, electronic banking.
References:

FIN271 Microeconomics

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: Examination of the inputs for decision making in respect to pricing and output by business firms in the Australian economy. An emphasis on those aspects of traditional economic theory which have applicability in the business world today.
References: To be advised.

FIN273 The International Economy

Contact: Four hours per week for one semester.
Prerequisites: FIN171 and FIN271.
Syllabus: Students should gain an appreciation of the economic development, structure and operation of the world economy and the impact that these factors have on the Australian economy. Topics include: development of the capitalistic economic order; alternative approaches to economic development and the impact of these approaches on the world economy; world trade; international organisations and trading blocs; dynamic world influence on the Australian economy.

References: To be advised.

FIN275 Futures and Options Markets

Contact: Four hours per week for one semester.
Prerequisite: FIN240.
Syllabus: Introduction to the futures markets, price relationships, development of futures in Australia, hedging uses and techniques, introduction to options, role and use of options, price relationships.

References:

FIN280 Financial Institutions Law

Contact: Four hours per week for one semester.
Prerequisite: FIN260.
Syllabus: Legislation and laws covering different types of financial institutions (banks, building societies, merchant banks, credit unions, finance companies, insurance companies), regulation of securities markets, legal issues in financial institutions operations (guarantees, mortgages, consumer lending and credit laws, specialist banking transactions), international banking.

References:

FIN300/301 Special Studies Subjects

Contact: Independent study equivalent to four hours per week for one semester.
Prerequisite: Students will normally have completed the first two years of their Business degree course.
Syllabus: Students opting for special studies subjects offered by the Banking and Finance Department will need to find a research area for individual investigation under the supervision of an appropriate member of staff. Proposals to undertake a special studies subject should be prepared at least six weeks before the start of the semester, in order for the student to arrange a supervisor and finalise a viable study program (with a written contract detailing performance requirements and assessment methods). A literature review and a substantial report is normally required for formal assessment and an oral examination may also be requested. Information on staff members particular areas of banking and finance can be obtained from the Secretary of the Banking and Finance Department, or the DSBS office.

FIN320 International Law

Contact: Four hours per week for one semester.
Prerequisite: FIN111.
Syllabus: This subject examines the law affecting a person engaged in international business either in Australia or from Australia. Areas treated are international trade conventions, tariffs and trade, exports, carriage of goods by sea and air, bill of landing and The Hague rules, payment and documentary credits, negotiable instruments, international commercial arbitration, the role of confirming houses and merchant banks, marine insurance, taxation and the protection of trade marks and patents.
References: To be advised.

FIN333 International Banking and Finance

Contact: Four hours per week for one semester.
Prerequisite: FIN240.
Syllabus: The international monetary system, debt and county risk, the foreign exchange market, hedging, corporate use of the foreign exchange market, the Euromarkets, foreign banks, multinational banking, tax havens and offshore financial centres.
Reference: To be advised.

FIN361 Law in Labour Relations

Contact: Four hours per week for one semester.
Prerequisite: FIN111.
Aim: The aim of this subject is to provide students with a sound knowledge of the legal background to relationships between labour and management.
Syllabus: The contract of employment and the common law; the effect of Federal and State awards on the contract of employment; industrial injuries; discrimination; unemployment benefits and retraining.
References: To be advised.

FIN363 Investments and Portfolio Management

Contact: Four hours per week for one semester.
Prerequisite: FIN240.
Syllabus: Evaluation, formulation and implementation of a flexible portfolio policy and management. Yield patterns in the Australian capital market, value analysis and selection of securities, forecasting, portfolio theory, construction and management.
References:
FIN365  Treasury Management

Contact: Four hours per week for one semester.
Prerequisite: FIN240.
Syllabus: Treasury functions, risk assessment evaluation, strategy formulation and implementation, liquidity and cash management, audit and control.

FIN370  Labour Economics

Contact: Four hours per week for one semester.
Prerequisites: FIN171 and FIN271.
Syllabus: A study of the Australian labour market with a view to identifying the factors which influence the supply of and demand for labour in that market. An examination of the system of wage determination will be undertaken to ascertain what contributes to wage differentials and labour market issues such as institutional rigidities and technological change will be considered.
References: To be advised.

FIN372  Public Finance

Contact: Four hours per week for one semester.
Prerequisites: FIN171 and FIN271.
Other readings referred to in lectures.

FIN373  Managerial Economics

Contact: Four hours per week for one semester.
Prerequisites: FIN171, FIN271 and MAT164.
Syllabus: An overview of corporate economics; demand and supply analysis; analysis of market structure; budget decisions; strategic planning.
Reference: To be advised.

FIN380  Lending Decisions and Pricing

Contact: Four hours per week for one semester.
Prerequisites: FIN240 and FIN260.
Syllabus: Background to lending decisions, loan pricing - methods and realities, project finance, cash flow finance, company expansion, diversification and start-up finance, takeover, acquisition, merger and management finance, liquidations, inventory and accounts receivable finance, international lending, syndicated lending, real estate lending, consumer lending and pricing.
Chisholm Institute of Technology Case Study Notes.

FIN393  Taxation Law

Contact: Four hours per week for one semester.
Prerequisites: FIN115 and ACC249 for Accounting students; and FIN111 and FIN245 for Banking and Finance students.
Syllabus: The taxable subject; income recognition; nature of income; classes of income; trading stock; assessable income and exempt income; allowable deductions; special classes of taxpayers including trusts, partnerships, and companies, primary production; objections and appeals.
References: To be advised.

FIN395  Tax Planning

Contact: Four hours per week for one semester made up of either two hours of lectures and two hours of tutorials, or four hours of classes.
Prerequisite: FIN393.
Syllabus: Tax planning with particular reference to legal decisions affecting trusts, partnerships, companies, tax avoidance, residence, source, objectives and appeals.
References: To be advised.

FIN418  Marketing Law

Contact: Four hours per week for one semester.
Prerequisite: FIN111.
Syllabus: The regulation of marketing mix elements; the product itself, pricing, packaging, advertising, sales, distribution and after sales service. The regulation of competition.
References: To be advised.

FIN613  Advanced Company Law

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: An in-depth study of the company as a corporate entity, contractual effect of the memorandum and articles of association, the raising and maintenance of capital (including loan finance, and a consideration of the kinds of securities available), the rights of shareholders, the relationship of the company to parties dealing with it, reporting requirements, the duties of its directors and officers, and the control of takeovers.
References: To be advised.

FIN615  Competition and Consumer Law

Contact: Three hours per week for one semester.
FIN617 Corporate Secretarial Practice

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject comprises two segments:
The Administrative Function in Business and Government:
Management fundamentals; investigations, planning co-ordination, control, communication, forecasting, budgeting, committees; departmental organisation; record maintenance, security; system analysis and design; documents and form design; office equipment and layout; management responsibility and EDP; credit management; insurance; business names, patents, trade marks, copyright; export and import procedures; the law and procedure of meetings.
References: To be advised.
The Law and Procedure of Meetings: Private and public meetings; conduct, notice, quorum, agenda; rules of debate; notions, amendments, addendums, proxies; defamation; terms; minutes; company meetings - directors, members, creditors; Stock Exchange requirements as to meetings of listed companies.
References: To be advised.

FIN626 Capital Markets and Funding Decisions

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Structure and operations of the Australian financial system; financial industry regulations and prudential controls; interest rate determination; sources of finance and borrowing/lending criteria.
References: To be advised.

FIN627 Treasury Management for Financial Institutions

Contact: Three hours per week for one semester.
Prerequisites: FIN638 and FIN626.
Syllabus: Risk-return evaluation; management of interest rate and liquidity risks; interest rate futures and swaps; capital adequacy and prudential management; pricing decisions.
References: To be advised.

FIN635 Portfolio Management and Theory

Contact: Three hours per week for one semester.
Prerequisites: FIN627 and ADM628.
Syllabus: Capital markets behaviour; valuation theory; portfolio analysis; asset pricing models; portfolio management and performance measurement; options; futures; fixed interest investments.
References: To be advised.

FIN636 International Finance

Contact: Three hours per week for one semester.
Prerequisites: FIN627 and ADM628.
Syllabus: Overview of the international financial system; exchange rate determination and forecasting; offshore financial centres; international borrowing/lending criteria; multinational financial management; Euromarkets.
References: To be advised.

FIN637 International Banking

Contact: Three hours per week for one semester.
Prerequisites: FIN635 and FIN636.
Syllabus: International banking operations; global asset-liability management; swaps and arbitrage operations; foreign currency operations; country risk analysis; evaluation of international financial controls and regulations.
References: To be advised.

FIN638 Banking Law and Practice

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Legal background of the Australian financial system; banker-customer relationship; negotiable instruments; legal aspects of international trade; securities law; lending on the security of proceeds.
References: To be advised.

FIN691 Tax Planning

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Common techniques used in tax planning; the use of various forms of taxpaying entities - partnerships, trusts, interposed companies; the special problems of private companies; taxation of dividends - problems concerning rebates; loss companies - utilisation of past losses; tax problems of international and offshore operations - international agreements; the use of superannuation and other fringe benefits for employees; tax planning for senior executives; statutory attempts to avoid avoidance.
References: The relevant statutes. Other to be advised.

MAT161 Business Statistics

Contact: Two hours per week for one semester.
Prerequisite: Nil.
Syllabus: Use and interpretation of statistics; frequency distributions; association of variables; summary statistics for average value, variation, correlation; time series; simple linear regression; graphical techniques.
Reference: To be advised. Students will be required to have the use of a suitable calculator.

MAT164 Business Mathematics and Statistics

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: Descriptive statistics for one and two variables; time series and forecasting; linear functions; use of a statistical package; introduction to probability; confidence limits and hypothesis tests; simple and compound interest; mathematics of finance.

References: To be advised.

MAT166 Statistics and Business Mathematics

Contact: Two hours per week for one semester.
Prerequisite: Nil.
Syllabus: Review of basic algebra; solution of equations; introductory calculus; introductory (descriptive) statistics; introduction to probability.
References: To be advised.

MAT665 Statistics for Marketers

Contact: Three hours per week for one semester.
Syllabus: A course in basic statistics designed for postgraduate students in the field of marketing. The topics to be covered include: descriptive statistics, empirical distributions, probability distribution, probability models, hypothesis testing, goodness-of-fit tests, contingency tables, short term forecasting and least squares curve fitting techniques.
References:

MKT112 Marketing Theory and Practice

Contact: Four hours per week comprising two hours of lectures and two hours of tutorial time.
Prerequisite: Nil.
Syllabus: The history of marketing and the development of the marketing concept; the analysis of marketing situations into organisation, market, competition, resources supply, regulation, pressure group and economics components; marketing strategy and public relations; tactical marketing including the product, pricing, packaging, advertising, direct mail, exhibition, sales literature, merchandising, sales promotion, selling, distribution and after sales service; organising and controlling marketing.
References: To be advised.

MKT113 Statistics for Marketing

Contact: Four hours per week for one semester.
Prerequisite: MAT166.
Syllabus: Normal distribution; sampling distributions; introduction to SPSS; relationships between variables; cross-tabulation, simple and multiple linear regression, one way ANOVA; introduction to forecasting.
References: To be advised.

MKT115 Applied Marketing

Contact: Two hours per week for one semester.
Prerequisites: MKT112.

MKT210 Operations Process

Contact: Four hours per week for one semester.
Prerequisite: MAT166.
Syllabus: To enable business graduates to interact and communicate effectively with the operations functions. This requires an understanding of both the activities involved in the operations function and the decision making techniques needed to manage and control it.
Assessment: Assignment 30 per cent; Field Study Report 30 per cent; Examination 40 per cent.
References:

MKT211 Buyer Behaviour

Contact: Four hours per week for one semester.
Prerequisite: MKT112 and MKT115.
Syllabus: Introduction to consumer and industrial buyer behaviour, the individual, personality, attitudes, attitudes change, culture, social influences, family influences, diffusion and adoption, decision processes, market segmentation, consumerism.
References:

MKT212 Marketing Research

Contact: Four hours per week for one semester.
Prerequisite: MKT113 and MKT115.
Syllabus: Introduction, importance to marketing, decision process, problem identification, planning and overseeing a research project, sources of information, questionnaire design, sampling, group interviews, depth interviews, data analysis, research reporting, managing marketing research.
References:
- AAKER & DAY, Marketing Research, Wiley, 1983.

MKT213 Marketing Support Systems

Contact: Four hours per week for one semester.
Prerequisites: COT173 (formerly EDP172), MKT113 and MKT112.
Syllabus: Information Technology, impact of Information Technology on marketing, Decision support systems in marketing. Creating models for decision making in marketing, information needs of decision makers, data base utilisation, solving non-routine and financial marketing problems with software packages. A "hands-on" course with spreadsheets, databases, modelling packages and communication systems.
References:

MKT220 Marketing Planning and Control
Contact: Four hours per week for one semester.
Prerequisites: MKT112.
Syllabus: Marketing planning procedure and administration; evaluation and control in marketing planning; Australian case studies in corporate marketing planning and strategy; designing a product strategy; monitoring existing products, developing new products; promotion strategies; distribution strategies.

MKT249 Product Management
Contact: Classes of four hours per week for one semester.
Prerequisites: MKT112, ACC103.
Syllabus: This subject aims to develop an in-depth understanding of the techniques used to successfully develop and manage products and brands. It also aims to explore the role of a product and brand manager within the organisation.
Assessment: Assignments and Cases, Field Work Study, Participation and Examination.

MKT250 Retail Management Principles
Contact: Four hours per week for one semester.
Prerequisites: MKT112.
Syllabus: An overview of retailing from a management perspective. The development of retailing; the Australian retail industry and its environment; merchandising planning, control and distribution; pricing merchandising; selling and sales promotion; store location, layout and presentation.

MKT251 Social Marketing
Contact: Four hours per week for one semester.
Prerequisites: MKT115 and MKT112.
Syllabus: Understanding the non-profit market; market analysis; the marketing program; administration and control and applications.

MKT252 Basic Japanese
Contact: Full year subject.
Prerequisite: Nil.
Syllabus: Special teaching arrangements may be made for marketing students interested in undertaking this subject. Enquiries should be directed to the Course Leader.
References: To be advised.

MKT276 Food and Fibre Marketing
Contact: Four hours per week for one semester.
Prerequisite: MKT112.
Syllabus: This subject provides an overview of the role of agribusiness within agriculture and the Australian economy, to relate basic marketing concepts to the agribusiness sector, and to combine marketing channels theory with agribusiness.
Assessment: Cases, a major project, final examination and participation.

MKT280 Logistics Elements
Contact: Four hours per week for one semester.
Prerequisites: Nil.
Syllabus: Overview of logistics elements; introduction to physical distribution functions; commercial logistics information systems; materials management; customer service via distribution channels.

MKT300/301 Special Studies Subjects
Contact: Independent study equivalent to four hours per week for one semester.
Prerequisite: Students will normally have completed the first two years of their Business degree course.
Syllabus: Students opting for special studies subjects offered by the Marketing Department will need to find a research area for individual investigation under the supervision of an appropriate member of staff. Proposals to undertake a special studies subject should be prepared at least six weeks before the start of the semester, in order for the student to arrange a supervisor and finalise a viable study program (with a written contract detailing performance requirements and assessment methods). A literature review and a substantial report is normally required for formal assessment and an oral examination may also be requested. Information on staff members' interests in particular areas of marketing can be obtained from the Secretary of the Marketing Department, or the DSBS Administrative Office.
MKT302 Seminar Series

Contact: Five seminars of two hours each.
Prerequisite: Subject to be taken in final year.
Syllabus: This subject aims to broaden students understanding of forces impacting on the business environment and to improve their level of general knowledge preparatory to entering the work force. Each seminar will involve a presentation by a leading person in that field followed by open discussion.

MKT312 Marketing Management

Contact: Four hours of class work for one semester.
Prerequisite: MKT212, MKT213 and MKT249.
Syllabus: The development of corporate marketing strategies; marketing planning procedure and administration; evaluation and control in marketing planning; Australian case studies in corporate marketing planning and strategy. Concepts of product management; designing a product strategy; monitoring existing products; developing new products.
References:
CRAWFORD, C.M., New Products.

MKT313 Strategic Marketing

Contact: Four hours class work for one semester.
Prerequisite: MKT211, MKT212 and MKT312. If possible this unit should be studied after all other compulsory units are completed.
Syllabus: The development of appropriate market strategies and plans for a range of products, through the use of cases. This course builds on the theories explored in MKT112 and sharpens the students ability to analyse, evaluate and implement successful changes in the marketing mix. A theoretical grounding in sales management, marketing research, buyer behaviour and promotion will be helpful to the student undertaking this unit.
References:

MKT320 Industrial Marketing

Contact: Four hours per week for one semester.
Prerequisites: All first year subjects and MKT212.
Syllabus: Industrial marketing in perspective, industrial marketing research, organisational buyer behaviour, structure of Australian industry, new industrial products, marketing strategy and program development, production and logistical interface, industrial channel decisions, industrial communications, selling and industrial Salesforce issues, industrial post-sale service. The subject is taught by case studies and specified literature reading plus a field study done in a syndicate mode.

References:

MKT330 Services Marketing

Contact: Four hours per week for one semester.
Prerequisites: MKT112 and all other first year subjects.
Syllabus: An in-depth analysis of the different marketing techniques that apply to service professional and non-profit organisations.
References:

MKT340 Promotion: Direct and Public Relations/Publicity

Contact: Four hours per week for one semester.
Prerequisites: MKT346.
Syllabus: The scope of direct marketing and the development of the direct marketing plan. In addition to 'below the line' activities of sales, promotion and public relations/publicity will be studied as they relate to the overall promotional plan.
References:

MKT342 Advanced Marketing Research

Contact: Four hours per week for one semester.
Prerequisites: MKT112, MKT212 and MKT211.
Syllabus: This subject takes the prerequisite subject MKT212 on to an advanced level. The emphasis is on the logic of analysis and techniques associated with data analysis and marketing information systems. The course also covers the development of market specific models oriented towards forecasting.
References:

MKT346 Marketing Communication

Contact: Four hours per week for one semester.
Prerequisites: MKT112, MKT115 and MKT212.
Syllabus: This subject focuses on the marketing communication mix of marketing strategy based on a marketing management's perspective. It reviews the role of advertising, sales promotion, publicity and the interface with personal selling.
Assessment: Combination case study examination.
Reference: To be advised.

MKT347 Sales Strategy and Negotiation

Contact: Four hours per week for one semester.
Prerequisite: MKT112.

Syllabus: The role of selling and sales management in marketing today; the sales management process and determination of the field force effort; principles of territory and account management; development of call and sales strategies; communication and selling principles; practical application and development of personal communication skills.

References: To be advised.

MKT348 Logistics

Contact: Four hours per week for one semester.

Prerequisites: MKT112, MKT113, MKT213 and MAT166.

Syllabus: The course covers the essentials of business logistics. Physical distribution and supply as a major management function. The elements of a business logistics system. The role of purchasing and supply management. Transportation and the concept of door to door freight forwarding. How physical distribution and supply relate to marketing and production. The communication process and information system design. The administrative structure of an integrated logistics system, the human factors.

Assessment: Continuous throughout the semester based on class participation, assignments, and final examination.

References:

MKT350 Retail Buying and Merchandising

Contact: Four hours per week for one semester.

Prerequisite: MKT112.

Syllabus: Merchandise planning and budgeting, including concepts of merchandise classification, stock replenishment, and retail inventory control; pricing and repricing; sourcing; selection and negotiation; sales management and sales force scheduling and productivity analysis; profit performance and information needs.

References:


MKT352 Basic Japanese

Contact: Full year subject.

Prerequisite: Nil.

Syllabus: Special teaching arrangements may be made for marketing students interested in undertaking this subject. Enquiries should be directed to the Course Leader.

References: To be advised.

MKT353 International Marketing

Contact: Four hours for one semester.

Prerequisite: MKT112.

Syllabus: Scope of multi-national marketing, multinational environment, managing foreign markets, product policy in foreign markets, promotion in a foreign market, distribution and pricing, export procedures, finance and control of foreign marketing.

Assessment: Students are required to make detailed seminar presentations on a specific topic and prepare a major report on an aspect of multinational marketing. A semester test is also required.

References:


MKT360 Retail Internship

MKT361

Contact: An attachment to a retail organisation on three days per week in the semester.

Prerequisites: MKT250, MKT360 (the latter may be taken in the same semester).

Syllabus: The aim of the internship is to provide students with in-company, practical experience. They will be required to undertake a range of tasks, carry responsibilities, and submit reports related to both retail buying and selling. Assessment based on projects completed and satisfactory performance.

Assessment: The PQ grading will apply.

MKT362 Advertising Management

Contact: Four hours per week for one semester.

Prerequisite: MKT346.

Syllabus: Students will obtain an understanding and appreciation of the role of advertising management and an appreciation of how an advertising agency works.

References: To be advised.

MKT363 Marketing Internship

Contact: Four hours per week for one semester (equivalent).

Prerequisite: A marketing elective.

Syllabus: The objective of an internship is to give students first hand experience in working in business in the marketing speciality in which they expect to be employed on graduation and to integrate theory with practice. Separate internship programs are drawn up for each student.

References: To be advised.

MKT364 Sales Management

Contact: Four hours per week for one semester.

Prerequisite: MKT346.

Syllabus: Sales Planning; sales force organisation; sales person selection, training supervision and compensation; sales operation analysis and control.

References: To be advised.

MKT365 Manufacturing Processes

Contact: Four hours per week for one semester.

Prerequisite: MKT348.

Syllabus: The nature of manufacturing processes, including production methods, resource requirements
and quality control. The interrelationship between manufacturing and marketing including production planning and scheduling.

Reference:

MKT366 Retail Project

Contact: One semester.
Prerequisite: MKT250.
Syllabus: Students undertake a project on an individual basis which requires an in-depth analysis, interpretation and formal presentation of a retail issue or problem.
References: To be advised.

MKT367 Retail Cases

Contact: Four hours per week for one semester.
Syllabus: Framework for approaching retail management problems through case studies: break even analysis; marketing research, influence of consumer purchasing patterns, competition and the environment; formulation of merchandise, promotion, presentation, pricing, location and distribution strategies.
References: To be advised.

MKT370 Advanced International Marketing

Contact: Students will be required to keep in regular contact with subject leader during semester. At least eight contact periods per semester is suggested.
Prerequisite: MKT353.
Syllabus: This is a project based subject requiring detailed analysis and research of an international marketing topic approved by the subject leader.
Assessment: Students are required to prepare an in-depth research paper and verbally present their report to a panel. Research progress reports through the semester are also received.
References: To be advised separately to each student based on selected research area.

MKT371 Financial Services Marketing

Contact: Four hours per week for one semester.
Prerequisites: MKT112 and FIN240.
Syllabus: Product and services marketing, impact of financial markets, deregulation of our marketing financial services, management and organisational focus in financial services, selecting and positioning in financial markets, relationship banking, developing and delivering new financial services, pricing and promotion in financial services, internal marketing.
References:

MKT372 Marketing Internship

Contact: Four hours per week for one semester (equivalent).
Prerequisite: A marketing elective.
Syllabus: The objective of an internship is to give students first hand experience in working in business in the marketing speciality in which they expect to be employed on graduation and to integrate theory with practice. Separate internship programs are drawn up for each student.
References: To be advised.

MKT374 Advanced Marketing Research: Quantitative Techniques

Contact: Four hours per week for one semester.
Prerequisites: MKT212, and MKT211.
Syllabus: This subject has a 'Supplier' orientation rather than the 'Buyer' orientation of MKT212. It aims to provide students with skills in Marketing Research quantitative techniques in addition to providing the opportunity to discuss some of the important issues in Marketing Research.
Assessment: Group project and presentation, seminar and participation.

MKT375 Advanced Marketing Research: Qualitative Techniques

Contact: Four hours per week for one semester.
Prerequisites: MKT212 and MKT211.
Syllabus: This subject has a 'Supplier' orientation rather than the 'Buyer' orientation of MKT212. It aims to provide students with skills in Marketing Research qualitative techniques in addition to providing the opportunity to discuss some of the issues in Marketing Research.
Assessment: Group project, seminar and participation.

MKT376 International Agribusiness

Contact: Four hours per week for one semester.
Prerequisites: MKT112.
Syllabus: Agribusiness marketing alternatives; subsector description and institutions; grades and standards; managing the agribusiness firm; the role of public policy in agribusiness; international trade in agribusiness.
References:
MKT377 Sales Promotion and Public Relations

Contact: Four hours per week for one semester.
Prerequisite: MKT346.
Syllabus: This subject develops further understanding of 'below the line' (sales promotion, public relations/ publicity) tools as they relate to an overall promotional program.
Assessment: Examination and assignments.
References:

MKT378 Direct Marketing

Contact: Four hours per week for one semester.
Prerequisite: MKT346.
Syllabus: Scope of direct marketing. Determining the market and the 'offer'. Direct marketing media strategy including direct response (broadcast and print media) and direct mail (list building, procurement, evaluation and maintenance). Direct marketing and creating strategy. Control and evaluation procedures for direct marketing strategies. Content and purpose of a direct marketing plan.
Assessment: Examinations and assignment.
References:

MKT379 Marketing High Technology Products

Contact: Four hours per week for one semester.
Prerequisites: All of first and second years of Marketing degree.
Assessment: Assignments, case studies and a project.
References:

MKT380 Logistics Systems and Strategy

Contact: Four hours per week for one semester.
Prerequisite: MKT280.
Syllabus: This subject aims to provide understanding how the individual processes in logistics systems can be welded into successful operational and forward plans. Topics such as Logistic Information Communication, Operational Planning and System Control and Forward Planning will be covered.
Assessment: Syndicate Report, Game Participation and Examination.

References:

MKT411 Marketing Planning and Control

Contact: Four hours per week for one semester.
Prerequisite: MKT112.
Syllabus: The marketing planning function and types of marketing plans; the development of corporate goals and corporate marketing strategies to meet those goals; marketing planning procedures and the integration of marketing plans into corporate plans; the administration of planning; evaluation and control in marketing planning, analysis and compilation of marketing plans in practice.
References:

MKT412 Marketing Research Techniques

Contact: Four hours per week for one semester.
Prerequisites: MKT112 and MAT166.
Syllabus: The subject aims to provide students with an understanding of tools and techniques of marketing research applicable to consumer and industrial marketing. Purposes of marketing research; planning a project; formulating the problem; marketing information systems; primary and secondary sources of information; sampling techniques; bias; data analysis; questionnaire design; attitude research; test marketing; forecasting; the research report.
References:

MKT413 Case Studies in Marketing

Contact: Four hours per week for one semester.
Prerequisites: MKT112, and should be taken in final semester.
Syllabus: Framework for approaching marketing problems through case studies: break-even analysis, marketing research, demand concepts, influence of the consumer, product policy, pricing policy, advertising, sales management and competition. Seminars in effective communication.
References:

MKT414 Buyer Behaviour

Contact: Four hours per week for one semester.
Prerequisite: MKT112.
Syllabus: Introduction to Buyer Behaviour, Psychological influences on Buyer Behaviour, Sociological
influences on Buyer Behaviour, Economic influence on Buyer Behaviour, Consumerism, Industrial and Organisational Buyer Behaviour, Buyer response to innovation, Business decisions; their impact on Buyer Behaviour, Application of Buyer Behaviour Theories, Models of Buyer Behaviour.

References:

MKT443 Product Management

Contact: Four hours per week for one semester.
Prerequisite: MKT112.
Syllabus: The product planning function and organisational structures for product management, including analysis of the product manager's role; the nature, importance and development of product policies; monitoring, reviewing, revitalising and deleting existing products; developing new products from idea generation to test marketing and commercialisation; control of new product, analysis through the use of case studies and simulated management games.
References: To be advised.

MKT446 Promotional Planning

Contact: Four hours per week for one semester.
Prerequisite: MKT112.
Syllabus: The process of controlling the promotional element of the marketing mix. The course focuses on a marketing/product management perspective of initiating and controlling the process of marketing communication, including the use of advertising, sales promotion, publicity and the interface with personal selling.
Reference: To be advised.

MKT447 Personal Selling Strategy

Contact: Four hours per week for one semester.
Prerequisite: MKT112.
Syllabus: Planning personal selling skills, account management, strategy implementation and control. An outline of the dynamics of commercial negotiations. An overview of the management of the sales function.
References: To be advised.

MKT448 Distribution Management

Contact: Four hours per week for one semester.
Prerequisite: MKT113.
Syllabus: The subject covers the essentials of business logistics. Physical distribution and supply as a major management function. The elements of a business logistics system. The role of purchasing and supply management. Transportation and the concept of door to door freight forwarding. How physical distribution and supply relate to marketing and production. The communication process and information system design. The administrative structure of an integrated logistics system, the human factors.


MKT453 International Marketing

Contact: Four hours per week for one semester.
Prerequisites: MKT112 and MKT411.
Text: CATEORA, P.R., International Marketing, (5th edn.), Irwin, 1982.

MKT462 Advertising Management

Contact: Four hours per week for one semester. An elective subject for the Associate Diploma in Marketing.
Prerequisite: MKT446.
Syllabus: Students will develop the creative and media processes of advertising, building on the work conducted in MKT446 Promotional Planning.
Reference: To be advised.

MKT464 Sales Management

Contact: Four hours per week for one semester.
Prerequisite: MKT447.
Syllabus: Planning for sales management, organisation of the field force, performance measurement, selection recruitment and training, supervision, compensation control and evaluation of sales staff.

MKT470 Retail Principles

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: Principles and practice of retail management with particular emphasis on those aspects of special relevance to suppliers of goods and services to the retail industry; the structure of the industry, trends, merchandise planning and control, pricing and promotion, store location, layout and presentation, store management.
MKT471 Retail Merchandise Management

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: The role of the retail buyer, strategic merchandising, the development, ranging, budgeting, and selection of merchandise, inventory control and ordering, negotiation, and merchandising arithmetic, channel relationships, interface with suppliers, information flow.
References:
BOHLINGER, M.S., Merchandise Buying, WC Brown, 1983.

MKT611 Buyer Behaviour

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Essential concepts in psychology and sociology relevant to consumer behaviour; essential frameworks, models and concepts; fundamental processes of motivation, perception and learning in individual behaviour; nature and influence of individual predispositions, including personality characteristics, attitude formation and change; the social influence of culture, class reference groups and family; consumer decision processes; diffusions of innovations and fads; aspects of industrial buying.
References:

MKT612 Marketing Research and Forecasting

Contact: Three hours per week for one semester.
Prerequisite: MAT611.
Syllabus: Nature and scope of marketing research, methodology in marketing research, sources of information, questionnaire design, sampling techniques, interpretation and analysis of data, managing the marketing research process, forecasting, specialised areas of marketing research.
References:
AAKER & DAY, Marketing Research, Wiley, 1983.

MKT616 Marketing Theory and Practice

Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: The marketing concept and corporate objectives and strategies; the marketing environment; marketing decision making and problem solving; designing the marketing strategic mix; planning, controlling and evaluating the marketing effort.
Reference:

MKT626 Marketing Communication Strategies

Contact: Three hours class work and three hours private assignment work for one semester.
Prerequisite: MKT616.
Syllabus: Importance of promotion; role of communication in promotional strategy; elements of the promotional mix; establishing the promotional budget; promotional strategy; consumer behaviour; advertising and society.
Reference: To be advised.

MKT627 Product Management

Contact: Three hours per week for one semester.
Prerequisite: MKT616.
Syllabus: The product management system; the concept of the product manager; his role, responsibilities and scope of function; the management of innovation; developing product strategies and brand positioning policies; managing and monitoring existing products; rejuvenating and rationalising the product line; developing, testing, and launching new products; legal, social and environmental considerations in new product development; development of product line marketing plan and relationship to corporate marketing planning process.
Reference: To be advised.

MKT628 Sales Management

Contact: Three hours per week for one semester.
Prerequisite: MKT612.
Syllabus: The nature, role and scope of sales management; the sales organisation; the selection, recruitment, training and development of salesmen; the motivation, compensation and evaluation of salesmen; the sales process; sales forecasting and estimating market potential; sales budgeting and profitability; planning sales territories; determining sales quotas and the optimum allocation of sales effort and resources.
References:

MKT633 Advanced Marketing Research

Contact: Three hours per week for one semester.
Prerequisite: MKT612.
Syllabus: The nature and role of Marketing research, advanced research design issues, information collection, advanced data analysis techniques, presenting results and their relationship with marketing recommendations, ethical issues in marketing research applications.
References:
MKT634 Marketing in Foreign Environments

Contact: Three hours per week for one semester.  
Prerequisite: MKT616.  
Syllabus: The distinctions in overseas marketing; environmental influences; marketing intelligence; marketing mix implications; export procedure. Case work will be used where appropriate.  
References:  

MKT635 Special Assignment

Contact: Full year subject.  
To qualify for the award of Graduate Diploma in Marketing, each student is required to submit a major assignment on a subject relating to either a macro or micro marketing issue. This major assignment covering two semesters provides the student with the opportunity to advance marketing knowledge, especially with regard to Australian practices in marketing management. Furthermore, this subject is the culmination of studies in Marketing at the Graduate Diploma level and provides tangible evidence of the knowledge and ability gained by the students. Students are required to enrol in this subject at the start of their third semester of the course and to complete the subject at the end of their final semester, i.e. their fourth semester. Students are required to complete the Special Assignment within the two year duration of the course, and must not attempt to 'carry it over' outside that period.  
Assessment: The PQ grading will apply.

MKT636 Marketing Decision Systems

Contact: Three hours per week for one semester.  
Prerequisite: MKT616.  
Syllabus: Review of marketing decision making concepts, modelling marketing phenomena, the concept of a marketing decision support system, the impact of current and future technological development and marketing.  
References:  

MKT640 Logistics Elements

Contact: Forty-two hours over five day modules.  
Prerequisite: Nil.  
Syllabus: Overview of Logistics Elements; logistic customer service; logistics as a system for creating flows of materials from point of supply to point of production and flows of goods from production to consumer; and concept of integrated logistics management and functions of the major operational activities it comprises.  
References:  

MKT641 Logistics Management I

Contact: Forty-two hours over five day modules.  
Prerequisite: Nil.  
Syllabus: Packing and materials handling and transport economics. Modern packaging, use of shippers to assemble effective loads, coding, automated picking, interaction of packaging within company, materials handling processes and objectives, and selection of handling equipment. Distributions centres: the operation of a distribution centre-receiving, picking, and despatch; automatic picking; impact of warehouse location on distribution channel; choosing a warehouse location; and warehouse design.  
References:  

MKT642 Logistics Management II

Contact: Forty-two hours over five day modules.  
Prerequisite: Nil.  
Syllabus: Material and product inventory control: the use and implementation of a materials requirements planning systems; EOQ and just-in-time inventory strategies; and changes to inventory control for different types of product. Resources used in transport, characteristics and costs of modes, terminals, line haul and local delivery trade-offs, regulation, and technology impacts.  
References:  

MKT643 Decision Techniques

Contact: Forty-two hours over five day modules.  
Prerequisite: Nil.  
Syllabus: Management decision making through analytical techniques: nature and methods of forecasting, decision trees, collection and estimation of data, linear programming, load allocation, spreadsheets on a personal computer, and applying quantitative techniques to management. And simulation methods: deterministic and stochastic models, hand simulations, building computer simulations, using simulation models in managing logistics, and implementation of simulation results.  
Reference:  

MKT644 Logistics Control Systems

Contact: Forty-two hours over five day modules.  
Prerequisite: Nil.  
Syllabus: Timed availability of goods, manufacturing
costs, and lot size; production planning constraints, machine capacity, manpower and material availability; production planning documents; sales forecasts and purchasing; and quality control. Cost definition, cost allocation and cost/volume profit analysis; budgets for cost variance analysis; logistic profit centres, planning and evaluating capital investment; cost and customer service levels. Logistics information systems: order processing, inventory control, point-of-sale, requirements planning, routes, loads, vehicles, and warehouse systems; and overall interface of logistics and marketing information systems.

References:

MKT645 Distribution Environment

Contact: Forty-two hours over five day modules.
Prerequisite: Nil.
Syllabus: Legal aspects of logistics: bills of lading, air waybills, bills of exchange, customs, responsibilities of carriers, and hazardous materials. Organisational behaviour including managing individuals and groups including safety; group dynamics in decision-making; leadership; techniques and skills of negotiating; and identifying reducing/resolving conflict. The effect of the economic environment, international trade and protection, business environment, government regulation, and prevailing social norms on the logistic operations. The logistic function in a firm: line and staff authority over logistics; interface with marketing, production and accounting; corporate planning and investment; and product life cycles and product design.
Reference:

MKT646 Special Project

Contact: Ten hours over several modules.
Prerequisite: Nil.
Syllabus: Students will demonstrate their ability to analyse logistic problems by investigating a relevant area connected with their employment. They will plan a strategic change in logistics infrastructure, study the distribution channels used, carry out a logistics audit, review and re-design a logistics information system, and demonstrate the profit contribution of the logistics system with the company.
References: Nil.

MKT647 Strategic Logistic Planning

Contact: Forty-two hours over five day modules.
Prerequisite: Nil.
Syllabus: Operational planning and system control: information requirements for planning, definition of detailed objectives, conducting a distribution audit, monitoring and controlling to achieve plans. Forward planning including future logistics investment, generation and assessment of strategic options, contribution of logistics to corporate profits, and relationship between logistics strategy and corporate plans.

References:

MKT670 Agribusiness Microeconomics

Contact: Fourteen hours over two sessions.
Prerequisite: Nil.
Syllabus: Explores the theory of demand and consumer behaviour, supply and firm response within profit maximisation, price determination, and industrial structure with applications to the agribusiness and agricultural sectors. Introduction to economic policy. Impact of economic policy on agribusiness.
References:


MKT671 Agribusiness Marketing

Contact: Forty-five hours over five day module.
Prerequisite: Nil.
References:

MKT672 Agribusiness I

Contact: Forty-five hours over five day module.
Prerequisite: Nil.
Syllabus: Identification of members of the food and fibre sector, the various subsectors, the role and function of agribusiness firms, and the magnitude of agriculture and agribusiness. Price determination factors, production, consumption, substitutes, elasticity, domestic consumption, and price over time, space and quality. Understanding the impact of farm management, grades and standards, transportation, production, and price determination upon agribusiness.
References:

MKT673 Agribusiness II

Contact: Forty-five hours over five day module.
Prerequisite: Nil.
Syllabus: Description, analysis, and evaluation of the characteristics and performance of agribusiness sub-
sectors and institutions. Marketing alternatives and futures markets. Analyse alternative investment opportunities within agribusiness and production agriculture and explore finance alternatives.

References:

MKT674 Agribusiness Trade and Policy

Contact: Forty-five hours over five day module.
Prerequisite: Nil.

References:

MKT676 Agribusiness Channels

Contact: Forty-five hours over five day module.
Prerequisite: Nil.
Syllabus: Examines the marketing channel including participants, intermediaries, environment, behaviour processes, conflict, power, control, leadership, and product design within the agribusiness sector. Channel topics include designing the channel, selecting members, managing, appraising performance, and channel communication. Other topics including logistics, sales and sales management, industrial marketing and retailing.

References:

MKT677 Strategic Agribusiness

Contact: Forty-five hours over five day module.
Prerequisite: Nil.
Syllabus: Explore strategic marketing and business planning for the firm within the agribusiness sector. Analysis of customers and segments, existing and potential competitors, industry, environment, and market characteristics. Internal appraisal and analysis. Cost dynamics, alternative competitive strategies, market growth strategies, investment strategies, strategic planning for international business, and formal planning systems.

References:

MKT691 Marketing Principles and Practice

Contact: One and a half hours per week for one semester.
Prerequisite: Nil.
Syllabus: Marketing and its place in business; the role and importance of marketing research; consumer behaviour and analysis; specialised functions in marketing including distribution, promotion and pricing; practical studies demonstrating the application of marketing principles.

References:

SFT275 Data Processing

Contact: Four hours per week for one semester.
Prerequisite: COT172, or equivalent.
Aim: To familiarise students with a commercial programming language and generally acceptable programming techniques; develop programs interactively; become familiar with features available in a representative computer operating system.

Syllabus: Program design tools and techniques; COBOL language features including sequential and other file handling techniques; interactive program development; use of operating system features - file handling, editing, copying.

Assessment: Assignment work and examination.

References: To be advised.

ZBM501 Accounting

Contact: Three hours per week.
Syllabus: Marketing directors need to plan and keep track of expenditures within the marketing function as well as understand the implications of financial reports for their organisation and financial analyses of the customers and competitors. Therefore while marketing directors do not need be experts in account preparation, they need to know the capabilities and constraints of their own organisation's accounting system and be able to request, and if necessary, analyse pertinent accounting information of their own and other organisations.

References: All reading material is provided.

ZBM502 Organisational Dynamics

Contact: Three hours per week.
Syllabus: A marketing function is part of an organisation which comprises people and other categories of resources. The control, allocation, and behaviour of people resources varies over time and in different circumstances and influences marketing performance and decision making. An understanding of the factors influencing behaviour within a contingency framework is a natural concern for marketing directors.

References: All reading material is provided.
ZBM503 Decision Support Systems

Contact: Three hours per week.
Syllabus: The analysis of quantitative information, both 'soft' and 'hard' is central to successful marketing management. While few marketing directors will need to conduct their own analysis first hand, they need to know what can be achieved by others within the marketing function. They also need to know how to deal with the marketing function as a decision making subsystem and how to evaluate developments in the application of technology to business, and where appropriate, apply these to their own organisation decision needs and influences.
References: All reading material is provided.

ZBM504 Economic Analysis and Public Policy

Contact: Three hours per week.
Syllabus: While economic phenomena are generally beyond the control of marketing directors, their impact on business conditions must be understood and as far as possible, anticipated. The political and regulatory environment is similarly crucial for the development of marketing plans.

The subject reviews international developments and their domestic impact. To begin with, the external origins of domestic determinants and political pressures are analysed. Responses and reactions by Australian economic and political agencies are then reviewed in the context of decision-making in today's environment and the society of tomorrow.
References: All reading material is provided.

ZBM505 Finance

Contact: Three hours per week.
Syllabus: Although a marketing director is not a financial director, financial matters do affect marketing decisions and marketing decisions affect financial matters. In many respects marketing directors are the main point of contact between the marketing function and the financial side of the enterprise. Therefore while marketing directors need some knowledge of finance they do not require the full skills and knowledge level of a financial director. However they do need to understand the financial limitations of their own organisation, of their customers and of competitors. While they do not need to know the technicalities they should be able to ask for and understand analyses and assessments of the financial limitations of any organisation.
References: All reading material is provided.

ZBM506 Legal Analysis

Contact: Three hours per week.
Syllabus: Marketing has become one of the most heavily regulated sectors of business and yet many managers operating within a marketing function have a sketchy knowledge of the consequences of legal action or a competitor resulting from improper marketing action. As the director responsible for marketing operations, a marketing director carries heavy legal responsibilities.
References: All reading material is provided.

ZBM507 Marketing Analysis

Contact: Three hours per week.
Syllabus: Analysis for marketing decisions, either on the small scale such as deciding what price to charge a customer for a product or on the large scale such as deciding product policy, is a basic ingredient for effective marketing decision making. A marketing director has to direct the analytical activities of the marketing function. Such a person therefore needs an appreciation of what methods are appropriate, and what costs and other limitations place restrictions on their use.
References: All reading material is provided.

ZBM508 Marketing Strategy and Tactics

Contact: Three hours per week.
Syllabus: Marketing analysis is only one input into marketing decision making. While marketing directors may not be directly involved in the mechanics of analysis they will be involved in the mechanics of decision making, particularly high level decisions such as marketing strategy and general tactics.

This unit reviews all of the director-level marketing decisions. It then reviews the influences on these decisions which are covered in the other seven Part 1 units and builds a comprehensive model of decision making at the marketing director level.
References: All reading material is provided.

ZBM511 Marketing Decision Making

Contact: Six hours per week.
Syllabus: Marketing management can be portrayed as a cyclical process involving planning, implementation, monitoring and modification. The second part of this course is largely structured on this basis but starts with a unit that draws together the material covered in the first part of the course and includes additional material on marketing decision making. It provides a foundation for the marketing management process.
References: All reading material is provided.

ZBM512 Marketing Planning

Contact: Six hours per week.
Syllabus: Planning future action and helping others plan future action is a significant part of a marketing director's job. This subject looks at the planning process, its application at different levels within the marketing function, and the relationship between marketing and corporate plans.
References: All reading material is provided.

ZBM513 Marketing Implementation

Contact: Six hours per week.
Syllabus: A major problem with many marketing
courses is their concentration on analysis and the avoidance of the day-to-day managerial action for which little theory exists. This unit requires students to build theory around practice rather than the more usual 'theory first' pattern of study.

References: All reading material is provided.

ZBM514  Marketing Monitoring and Modification

Contact: Six hours per week.

Syllabus: This unit brings the management process full circle with its emphasis on control through the measurement of outcomes as a starting point for further activities. Monitoring and modification is necessary at several levels within a marketing function and it is the responsibility of marketing directors to see that this is not only done in a co-ordinated way but also done well. All reading material is provided.
LIST OF CHISHOLM COURSES

NOTE: Courses marked C are offered at Caulfield only, those marked F at Frankston only, and those marked C&F at both campuses. Courses marked C/F may be started at Frankston but must be completed at Caulfield.

BACHELOR DEGREES

Bachelor of Applied Science (Computing) (C&F) .............................................. Fac
Bachelor of Applied Science (Digital Technology) (C) ................................. Fac
Bachelor of Applied Science (Multi-discipline) (C) ......................................... Fac
Bachelor of Applied Science/Bachelor of Business (Computing and Accounting) (C&F) ................................................................................... DSBS
Bachelor of Arts (C&F) ................................................................................... SSBS
Bachelor of Arts/Bachelor of Business (C&F) ................................................... SSBS
Bachelor of Arts (Ceramic Design) (C) ............................................................ A&D
Bachelor of Arts (Fine Art) (C) ...................................................................... A&D
Bachelor of Arts (Craft) (F) ........................................................................... A&D
Bachelor of Arts (Graphic Communication) (C) ............................................ A&D
Bachelor of Business (Accounting) (C&F) ..................................................... DSBS
Bachelor of Business (Banking and Finance) (C) .......................................... DSBS
Bachelor of Business (Business Administration) (F) ....................................... DSBS
Bachelor of Business (Management) (C) ....................................................... DSBS
Bachelor of Business (Marketing) (C) ........................................................... DSBS
Bachelor of Business (Office Administration) (C) ......................................... DSBS
Bachelor of Education (Fourth Year) (F) ......................................................... ED
Bachelor of Engineering (Civil and Computing) (C) ........................................ Fac
Bachelor of Engineering (Electrical and Computing) (C) ............................. Fac
Bachelor of Engineering (Industrial and Computing) (C) ............................ Fac
Bachelor of Engineering (Mechanical and Computing) (C) ........................ Fac

DIPLOMAS

Diploma of Applied Science (Nursing) (F) ....................................................... Nur
Diploma of Art and Design (Graphic Design) (C/F) ......................................... A&D
Diploma of Teaching (Early Childhood) (F) .................................................... ED
Diploma of Teaching (Primary) (F) ................................................................. ED

ASSOCIATE DIPLOMAS

Associate Diploma in Art and Design (Ceramic Design) (C) .......................... A&D
Associate Diploma in Art and Design (Ceramic Design) — Part-time (F) .......... A&D
Associate Diploma in Marketing (C) ............................................................. DSBS
Associate Diploma in Police Studies (C) ......................................................... SSBS
Associate Diploma in Secretarial Studies (Legal) (C) .................................... DSBS
Associate Diploma in Secretarial Studies (Medical) (C) ............................... DSBS
Associate Diploma in Tribology (C) ............................................................... Fac
Associate Diploma in Welfare Studies (C) ..................................................... SSBS

GRADUATE DIPLOMAS

Graduate Diploma in Accounting Information Systems (C) .......................... DSBS
Graduate Diploma in Administrative and Secretarial Studies(C) ..................... DSBS
Graduate Diploma in Agribusiness (F) ............................................................ DSBS
Graduate Diploma in Applied Polymer Science (C) ........................................ Fac
Graduate Diploma in Applied Psychology (C) ............................................... SSBS
Graduate Diploma in Banking and Finance (C) .............................................. DSBS
Graduate Diploma in Business Technology (C) .............................................. Fac
Graduate Diploma in Ceramic Design (C&F) ................................................ A&D
Graduate Diploma in Community Education (C&F) ....................................... SSBS
Graduate Diploma in Computer Graphics (C) ............................................... Fac
Graduate Diploma in Computing (C) .............................................................. Fac
Graduate Diploma in Digital Communications (C) ......................................... Fac
Graduate Diploma in Educational Studies (F) ................................................ ED
Graduate Diploma in Fine Art (C) ................................................................. A&D
Graduate Diploma in Information Technology (C) ....................................... Fac
Graduate Diploma in Logistics Management (F) ............................................ DSBS
Graduate Diploma in Marketing (C) .............................................................. DSBS
Graduate Diploma in Multicultural Studies (C&F) .......................................... SSBS

VOLUME
Graduate Diploma in Outdoor Education (F) .................................................. ED
Graduate Diploma in Project Management (C) ............................................ Fac
Graduate Diploma in Robotics (C) .............................................................. Fac
Graduate Diploma in Structural Computations (C) ..................................... Fac
Graduate Diploma in Water Science (C) ...................................................... Fac
Graduate Diploma in Welfare Administration (C) ........................................ SSBS

MASTERS DEGREES by Coursework
Master of Applied Science (Computing) (C) .................................................. Fac
Master of Business (Marketing) (C) ............................................................. DSBS

MASTERS DEGREES by Thesis/Research
Master of Applied Science (C) ........................................................................ Fac
Master of Arts (C) ......................................................................................... SSBS
Master of Business (C) .................................................................................. DSBS
Master of Education (F) ................................................................................ ED
Master of Engineering (C) ............................................................................. Fac

BOOK CODES:
A&D ................................................................................................................. School of Art and Design
DSBS ............................................................................................................. David Syme Business School
ED .................................................................................................................... School of Education
Nur .................................................................................................................... School of Nursing
SSBS .............................................................................................................. School of Social and Behavioural Studies
Fac .................................................................................................................... Faculty of Technology
Frankston Campus Plan
McMahons Road, Frankston, Victoria

The Frankston Campus is located on a major arterial road linking the Mornington Peninsula Freeway and the Frankston/Flinders Road. On-campus parking is available for students. The Frankston Railway Station is approximately two kilometres from the campus and the area is serviced by a local bus network.

A George Jenkins Theatre, Student Union, Educational Development Unit, Institute Community Services, Computer Centre (Level 1); Bookshop, Cafeteria (Level 2); Lecture Theatres (Levels 2 & 4); School of Education, Staff Lounge (Level 3); Library (Levels 3 & 4); handicapped access.

B School of Art and Design, Science, Music & Physical Education, Gymnasium, handicapped access.

*1 Art & Design Workshop
*2 Ceramic Production Workshop

C Administration, Conference Room

CC Childcare Centre

D David Syme Business School, Division of Information Technology, Division of Mathematical and Environmental Sciences, School of Social and Behavioural Studies.

E School of Nursing, Division of Mathematical and Environmental Sciences, Chemistry and Biology.

G Garages

H Halls of Residence

S Struan House, Division of Continuing Education, Education

T Tennis Courts

W White Cottage: South Pacific Centre for School and Community Development

Vehicle Entry and Exit

Entry to buildings

GP General car parking

SP Staff parking area

RP Residents parking

VP Visitors parking area