The Bachelor of Business (BA) course code: BA

The Course

In order to qualify for the award, students must normally complete the equivalent of at least three contact subjects, including a range of subjects across a variety of business disciplines.

Recognition

The Bachelor of Business (BA) is recognized by both the Australian Society of Actuaries (ASA) and the Chartered Accountants Australia and New Zealand (CAANZ).
### CHISHOLM COURSES

#### Associate Diplomas

- Marketing
- Police Studies
- Secretarial Studies (Legal or Medical)
- Welfare Studies

#### Diplomas

- Applied Science (Nursing)
- Teaching (Early Childhood)
- Teaching (Primary)

#### Bachelor Degrees

- Applied Science (Computing)
- Applied Science (Digital Technology)
- Applied Science (Multidiscipline)
- Arts
- Arts (Ceramic Design)
- Arts (Fine Art)
- Arts (Craft)
- Arts (Graphic Design)
- Arts (Police Studies)
- Arts/Business
- Business (Accounting)
- Business (Agribusiness)
- Business (Banking and Finance)
- Business (Business Administration)
- Business (Human Resource Management)
- Business (International Trade)
- Business (Management)
- Business (Manufacturing Management)
- Business (Marketing)
- Business (Office Administration)
- Education – Fourth Year of Study
- Engineering (Civil and Computing)
- Engineering (Electrical and Computing)
- Engineering (Industrial and Computing)
- Engineering (Mechanical and Computing)
- Technology
- Technology (Design)

#### Graduate Diplomas

- Accounting
- Accounting Information Systems
- Agribusiness
- Applied Polymer Science
- Applied Psychology
- Banking and Finance
- Business Technology
- Ceramic Design
- Computer Graphics
- Computing
- Digital Communications
- Educational Studies
- Fine Art
- Information Technology
- International Business
- Logistics Management
- Marketing
- Multicultural Studies
- Municipal Engineering
- Outdoor Education
- Project Management
- Robotics
- Structural Computations
- Taxation
- Water Science
- Welfare Administration

#### Master’s Degrees

- Applied Science
- Applied Science – by Thesis
- Arts
- Business (Marketing) – by Coursework
- Business – by Research
- Computing – by Coursework
- Education
- Engineering

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Where appropriate for courses in the Faculty of Technology, the School which administers the course is shown in brackets:

- a School of Applied Science
- c School of Computing and Information Systems
- d School of Digital Technology
- e School of Engineering
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1 There will be no intake in these courses after 1989
2 These courses are offered subject to Institute approval

C = conducted at Caulfield campus only
F = conducted at Frankston campus only
C & F = conducted at Caulfield and Frankston campuses
How to use the Handbook

This is one of seven volumes which make up the Chisholm Institute of Technology 1990 Handbook. Volume One, the Student Manual, contains important dates and information on student administration matters, student services and the Institute’s student regulations. Volumes Two to Seven cover the courses and subjects offered by the Faculties and Schools of the Institute. These volumes contain staff lists, course descriptions for undergraduate and postgraduate courses, and subject synopses.

Where a course is offered by two Schools or Faculties, it is listed in both volumes, but the relevant subject synopses are generally contained in the volume of the School or Faculty which administers the course. Check the course list inside the front cover of this book to determine who administers each course.

Subject synopses are listed in order of subject code. They provide information on contact hours, prerequisites, aims and syllabus, and major reference books for each subject. Where no references or assessment are explicitly stated, these will be advised at the commencement of classes.

Maps of the Caulfield and Frankston campuses are printed inside the back cover of each volume.

Special Note on Course Titles

The title shown in bold at the start of each course is the official Chisholm title. Where these differ from the “generic” titles as defined by the Australian Council on Tertiary Awards, the ACTA title is shown in brackets.

For more information

Enrolment, Course Information: Admissions Office, level one, building A, Caulfield campus, (03) 573 2000.
Financial Assistance, Scholarships, Regulations: Student Administration, level one, building A, Caulfield campus, (03) 573 2115.

The Chisholm/Monash Merger

Chisholm Institute of Technology and Monash University have entered into an agreement through which they will merge to form an expanded Monash University.

The advantages for students will be:

• A diverse, unified and more equitable higher education system serving Melbourne’s eastern and south-eastern regions.
• A major expansion of higher education opportunities within Monash University, with a greater range of available disciplines and awards.
• Improved flexibility of subject choice and better provisions for transfer of credit within and between disciplines.
• A broadening of student services and facilities for teaching and research.

Students will enrol under Chisholm regulations during early 1990. At the time of the merger on 1 July 1990, their status will change to that of enrolled students of Monash University. Similarly, Chisholm courses will become Monash courses and all students will have the right to complete the courses in which they are enrolled.

The merger agreement states:

"The merger of these two institutions will result in a significantly enlarged and changed Monash University capable of both maintaining the reputation of the academic programs currently offered by both institutions and enabling the development of important new academic initiatives that will benefit the community they serve. Such an association will be to the mutual advantage of both institutions by adding to the strengths of existing courses and extending the range of educational opportunities available to students.

"The association will recognise the record of excellence of both institutions and their ethos and orientation, especially the established relationships with the professions, industry, business and the community. The bringing together of these interests will generate opportunities for available resources to be used to advantage, providing a better basis of innovation and change."

1990 Handbook

Volume One – Student Manual
Volume Two – School of Art and Design
Volume Three – Faculty of Business
Volume Four – School of Education
Volume Five – School of Nursing
Volume Six – School of Social and Behavioural Studies
Volume Seven – Faculty of Technology

Information contained in the Handbook was correct at 1 August 1989. Please check specific details with the relevant School or Faculty, or with the Admissions Office, telephone (03) 573 2000. The Institute accepts no responsibility for changes to information contained in the Handbook.

Published by the Public Relations Office (03) 573 2099, Chisholm Institute of Technology, PO Box 197, Caulfield East, Victoria 3145.
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  BEc(Monash)

Secretary
Tracey Bradshaw
UNDERGRADUATE COURSES

Admission Requirements for Undergraduate Courses

Applicants with the following qualifications are eligible for consideration for admission into the Institute's undergraduate courses:

1. Successful completion of a VCAB Year 12. This can include VCE (HSC) Group One or Group Two subjects, VCE (TOP), VCE (T12) and VCE Approved Study Structures;
2. Interstate or overseas qualifications certified by VCAB as equivalent to Year 12;
3. Any other qualification requirement approved by the Academic Board, e.g. Certificate of Business Studies; or
4. Qualifications or experience acceptable to the Chisholm Admissions Committee.

The David Syme Business Schools make 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.

1. VCE passes must include four subjects, including English.
2. 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.
3. 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 1990).

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.

According to guidelines set out in January 1989 by the Department of Employment, Education and Training based on the Higher Education Funding Act (1988), students can apply for credits/exemptions for non-credit subjects undertaken previously.

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 of 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 timetabled classes between 8.00 am and 8.00 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 Schools 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. A maximum of eight subjects on a subject-by-subject basis is possible for an approved articulation program.

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 Schools Administration Office.

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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<td>COT172</td>
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Bachelor of Business (Agribusiness)

Course Code: IA
Course Leader: Bill Schroder

The Course
The Bachelor of Business (Agribusiness) is a seven-semester, full time, program combining four semesters of business studies at Chisholm with three semesters of agricultural science and technology at the Victorian College of Agriculture and Horticulture (VCAH). The broad aim of the course is to integrate technology and business disciplines as they apply to the agribusiness sector. The course is designed to produce graduates equipped to work in all parts of the sector - with farm input supply companies, in agricultural production and with organisations concerned with the marketing and processing of agricultural products.

Venues
The first two semesters of the course are offered at the Frankston campus. The following three semester are taken at the Dookie campus of VCAH and students return to the Frankston campus for the last two semesters of the course.
Residential accommodation is available on both campuses. (Applications for accommodation at the Frankston Campus of Chisholm should be made to the Frankston Campus Manager at the time of enrolment.)

**Admission Requirements**

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

**Recommended Year 12 subjects**

Mathematics and at least one of chemistry, physics, biology and economics.

**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 documentary evidence of prior tertiary studies including a copy of academic records and subject synopses from the handbooks of the years in which the subjects were passed to enable credits to be processed by the Faculty of Business Credit Transfer Committee. Applicants should obtain from the Admissions Office, (telephone 5732000) a copy of the 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. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the School’s Student Services Officer. Students who have completed Diplomas in Applied Science in colleges of agriculture should be eligible for up to two semesters credit.

**Electives**

There is one elective in the course. For the choice of electives, see page twenty.

**Assessment**

Where subjects are wholly or partly 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, tutorials, workshops, laboratory sessions and field trips. While on the Frankston campus, students will normally take four subjects per semester, involving 16 contact hours per week. Contact hours on the Dookie campus average approximately 19.

**Private Study**

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

**Course Structure**

In order to qualify for the award, a student must normally complete 28 subjects comprising a total of 1852 contact hours. The course structure is set out below.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hrs per week</th>
<th>Loc'n¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADM130 Introduction to Management</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>ACC103 Accounting and Financial Decision Making</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>FIN171 Macroeconomics</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>MKT112 Marketing Theory and Practice</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FIN122 Business Law</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>MAT164 Business Statistics and Mathematics</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>ACC203 Financial Controllership</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>MKT123 Introduction to Agribusiness</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>Year 2, Semester 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT222 Agricultural Systems 1</td>
<td>D</td>
<td>13</td>
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<tr>
<td>MKT224 Communication and Information 1</td>
<td>D</td>
<td>4</td>
</tr>
<tr>
<td>MKT225 Physical Sciences 1</td>
<td>D</td>
<td>5</td>
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<tr>
<td>Semester 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT226 Agricultural Systems 2</td>
<td>D</td>
<td>5</td>
</tr>
<tr>
<td>MKT227 Communication and Information 2</td>
<td>D</td>
<td>4</td>
</tr>
<tr>
<td>MKT228 Physical Sciences 2</td>
<td>D</td>
<td>5</td>
</tr>
<tr>
<td>MKT229 Farm Management Economics</td>
<td>D</td>
<td>4</td>
</tr>
<tr>
<td>MKT230 Government and Agribusiness</td>
<td>D</td>
<td>4</td>
</tr>
<tr>
<td>Year 3, Semester 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT322 Animal Management</td>
<td>D</td>
<td>4</td>
</tr>
<tr>
<td>MKT325 Plant Management</td>
<td>D</td>
<td>4</td>
</tr>
<tr>
<td>MKT326 Agricultural Process Engineering</td>
<td>D</td>
<td>4</td>
</tr>
<tr>
<td>MKT327 Technology and Agribusiness</td>
<td>D</td>
<td>4</td>
</tr>
<tr>
<td>Semester 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT276 Agribusiness Marketing Management</td>
<td>F</td>
<td>4</td>
</tr>
<tr>
<td>MKT376 International Agribusiness</td>
<td>F</td>
<td>4</td>
</tr>
<tr>
<td>ADM269 Management of Organisational Performance</td>
<td>F</td>
<td>4</td>
</tr>
<tr>
<td>MKT220 Marketing Planning and Control</td>
<td>F</td>
<td>4</td>
</tr>
<tr>
<td>Year 4, Semester 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT396 Commodity Trading Management</td>
<td>F</td>
<td>4</td>
</tr>
<tr>
<td>MKT321 Agribusiness Strategy</td>
<td>F</td>
<td>4</td>
</tr>
<tr>
<td>MKT399 Agribusiness Project</td>
<td>F</td>
<td>8</td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td></td>
</tr>
<tr>
<td>¹ F = Frankston; D = Dookie</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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 twenty.

Recognition
The banking and finance industry also supports a number of academic prizes for outstanding students. (See Student Manual 1990). 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 seven.

Recommended Year 12 subjects
Economics, Accounting and Mathematics.

Diploma to Degree Conversion
(Course Code XN1)
Provision is made for persons holding a Diploma of Business from a former Victorian 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 Schools 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. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the School’s Student Services Officer.

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.

Holders of a TAFE Associate Diploma in Business Studies (with Year 12 entry) are eligible for credit for up to a maximum of six subjects.

Transfer Between Major Strands
Accounting, Business Administration, 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>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN130</td>
<td>Money and Capital Markets</td>
</tr>
<tr>
<td>FIN171</td>
<td>Macroeconomics</td>
</tr>
<tr>
<td>MAT164</td>
<td>Business Mathematics &amp; Statistics</td>
</tr>
</tbody>
</table>
ACC103  Accounting and Financial Decision Making, or  4
ACC104  Accounting Systems and Procedures  4
Semester 2
FIN111  Contract Law  4
ADM130  Introduction to Management  4
COT172  Data Processing  4
MKT112  Marketing Theory and Practice  4
Year 1, Semester 1
FIN240  Commercial Banking and Finance  4
FIN217  Business Statistics and Forecasting  4
FIN260  Banking & Lending Practice  4
Elective  4
Semester 2
FIN280  Financial Institutions Law  4
FIN245  Company Law & Accounting  4
FIN271  Microeconomics  4
Elective  4
Year 2, Semester 1
FIN233  Monetary Theory and Policy  4
FIN363  Investments and Portfolio Management  4
FIN393  Taxation Law  4
Elective  4
Semester 2
FIN365  Treasury Management  4
FIN333  International Banking and Finance  4
ADM323  Strategic Planning for Financial Institutions  4
Elective  4

Bachelor of Business (Business Administration)*

Course Code: BU
Course Leader: James Sarros
* There will be no intake in this course after 1989

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 seven.

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 Schools 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. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the Frankston campus David Syme Business Schools Administration Office.

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 Schools 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 specialisa-
tion 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 Schools 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) and Foreign Business Languages.

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 in years two and three of the course will be individually planned and approved by the Course Leader.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td></td>
</tr>
<tr>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td>ACC103 Accounting &amp; Financial Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>FIN171 Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>MKT112 Marketing Theory &amp; Practice</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>FIN122 Business Law</td>
<td>4</td>
</tr>
<tr>
<td>COT172 Data Processing</td>
<td>4</td>
</tr>
<tr>
<td>MAT164 Business Mathematics &amp; Statistics</td>
<td>4</td>
</tr>
<tr>
<td>FIN130 Money and Capital Markets</td>
<td>4</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td></td>
</tr>
<tr>
<td>ADM266 Human Resource Management</td>
<td>4</td>
</tr>
<tr>
<td>MKT210 Operations Process</td>
<td>4</td>
</tr>
<tr>
<td>FIN271 Microeconomic</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>ACC203 Financial Controllership</td>
<td>4</td>
</tr>
<tr>
<td>ADM282 Human Resource Management Information Systems</td>
<td>4</td>
</tr>
<tr>
<td>MKT220 Marketing Planning &amp; Control</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td></td>
</tr>
<tr>
<td>ADM336 HRM Appraisal &amp; Development</td>
<td>4</td>
</tr>
<tr>
<td>ACC305 Advanced Financial Modelling</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
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</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>ADM390 Entrepreneurship</td>
<td>4</td>
</tr>
<tr>
<td>ADM334 Labour Relations</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

Bachelor of Business (Human Resource Management)*

Course Code: IH
Course Leader: James Sarros
* This course is subject to accreditation

The Course

This course is designed to provide students with an appreciation of the broader issues and concepts of management and organisational behaviour, as well as an added emphasis on human resource management and its functions. An associated objective of the course is to produce graduates who can integrate human as well as technology based disciplines of business. Employment opportunities for graduates from this course are broad, extending into business administration and management through the business-specific subjects, and into human resource management through the specialised offerings in the field of human resource management.

Recognition

Graduates in the degree of Bachelor of Business (Human Resource Management) may be eligible for membership of the Institute of Personnel Management – Australia (IPMA), depending on relevant work experience.

Venue

Day classes and limited evening classes are offered on the Frankston Campus.

Admission Requirements

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

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 Schools 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. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the Frankston campus David Syme Business Schools Administration Office. 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. A list of approved professional bodies is available from the David Syme Business Schools Administration Office.

**Transfer between Major Strands**

Accounting, Manufacturing Management, Marketing, International Trade, Banking & Finance and Agribusiness students may seek to change their specialisation to Human Resource Management, and Human Resource Management students to any of the other specialisations. 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**

The provision of four electives allows Human Resource Management students to further develop their expertise in specialised areas of human resource management and management generally, or to develop a second area of business interest and expertise in accounting, marketing, banking and finance, international trade and foreign business languages. Job flexibility and career prospects are enhanced through the elective stream. 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.

**Course Structure**

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN122 Business Law</td>
<td>4</td>
</tr>
<tr>
<td>COT172 Data Processing</td>
<td>4</td>
</tr>
<tr>
<td>MAT164 Business Maths &amp; Statistics</td>
<td>4</td>
</tr>
<tr>
<td>ADM123 Business Communications</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM266 Human Resource Management</td>
</tr>
<tr>
<td>ADM269 Management of Organisational Behaviour</td>
</tr>
<tr>
<td>FIN271 Microeconomics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 2</td>
</tr>
<tr>
<td>ADM308 Human Resource Management Research Project, Part 1</td>
</tr>
<tr>
<td>ACC203 Financial Controllership</td>
</tr>
<tr>
<td>FIN299 Law and Managerial Responsibility</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 3, Semester 1</td>
</tr>
<tr>
<td>ADM282 Human Resource Management Information Systems</td>
</tr>
<tr>
<td>ADM336 Human Resource Management Appraisal &amp; Development</td>
</tr>
<tr>
<td>ADM308 Human Resource Management Research Project, Part 1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 2</td>
</tr>
<tr>
<td>ADM388 Current Issues in Human Resource Management</td>
</tr>
<tr>
<td>ADM344 Human Resource Management Strategy &amp; Planning</td>
</tr>
<tr>
<td>ADM309 Human Resource Management Research Project, Part 2</td>
</tr>
</tbody>
</table>

**Bachelor of Business (International Trade)**

**Course Code: IT**

**Course Leaders: Andrew Child and Ron Edwards**

**The Course**

This course is principally designed for students seeking a career in organisations which are involved in international trade, or who are already employed in the trade sector of the economy and are seeking a relevant tertiary qualification on a part-time basis. The course comprises: a core of business foundation subjects (common to all BBus degrees at Chisholm); specialist studies in areas of relevance to international trade; and a sequence of six foreign business language electives.

**Recognition**

The Bachelor of Business (International Trade) satisfies the educational requirements for Associate status of The Australian Institute of Export; accreditation as a full member is also possible, but this depends on employment experience.

**Venue**

Day and evening classes are offered at the Frankston campus.
Admission Requirements
For a general statement regarding admission requirements for undergraduate courses, see beginning of Undergraduate Courses section on page seven.

Recommended Year 12 Subjects
Economics, mathematics and a foreign language.

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 subjects were passed to enable credit to be processed by the David Syme Business Schools 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. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the Frankston campus David Syme Business Schools Administration Office.

The following credit transfer has been standardised by the Academic Board:

- 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 Leaders.

Transfer Between Major Strands
Accounting, Business Administration, Management, Marketing, Banking and Finance and Office Administration students may seek to change their specialisation to International Trade, and International Trade 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 six electives must be taken as a sequence of study in one of the language programs offered by the School of Banking and Finance.

These currently comprise Business Chinese (Mandarin) and Business Japanese. The programs assume no prior knowledge of the language. At the conclusion of the sequence students will have reached a level of competence sufficient to allow them to effectively communicate in social and business situations with native speakers of the language. The elective sequence will therefore complement the trade subjects and enhance career prospects.

Students may, with the permission of the Course Leaders, study foreign business language electives offered at other tertiary institutions. Students are strongly advised to discuss their proposed electives with the Course Leaders prior to commencement of the language sequence.

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 eighteen hours per week.

Part-time students are expected to undertake two subjects per semester, involving approximately nine 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 eighteen four-hour and six-six-hour weekly contact subjects.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Year 1, Semester 1</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN302</td>
<td>Business Chinese 1, or</td>
<td>6</td>
</tr>
<tr>
<td>FIN306</td>
<td>Business Japanese 1</td>
<td>6</td>
</tr>
<tr>
<td>FIN171</td>
<td>Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>MKT112</td>
<td>Marketing Theory &amp; Practice</td>
<td>4</td>
</tr>
<tr>
<td>ACC103</td>
<td>Accounting and Financial Decision Making, or</td>
<td>4</td>
</tr>
<tr>
<td>ACC104</td>
<td>Accounting Systems and Procedures</td>
<td>4</td>
</tr>
</tbody>
</table>

Semester 2
| FIN303  | Business Chinese 2, or | 6 |
| FIN307  | Business Japanese 2 | 6 |
| FIN271  | Microeconomics | 4 |
| FIN130  | Money and Capital Markets | 4 |
| MAT164  | Business Mathematics & Statistics | 4 |

Year 2, Semester 1
| FIN321  | Business Chinese 3, or | 6 |
| FIN325  | Business Japanese 3 | 6 |
| ADM130  | Introduction to Management | 4 |
| FIN273  | The International Economy | 4 |
| COT172  | Data Processing | 4 |

Semester 2
| FIN322  | Business Chinese 4, or | 6 |
| FIN326  | Business Japanese 4 | 6 |
| FIN217  | Business Statistics and Forecasting | 4 |
| FIN111  | Contract Law | 4 |
| FIN240  | Commercial Banking and Finance | 4 |
Year 3, Semester 1
FIN323  Business Chinese 5, or 6  
FIN327  Business Japanese 5  
FIN233  Monetary Theory and Policy  
FIN329  Multinational Trade and Industry  
FIN320  International Law  
Semester 2
FIN324  Business Chinese 6, or 6  
FIN328  Business Japanese 6  
FIN333  International Banking and Finance  
MKT353  International Marketing  
FIN330  Case Studies in International Trade  

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:
1. The first consists of seven areas of foundation studies designed to provide a grounding in the major discipline areas that contribute to business education.
2. The second group of nine compulsory subjects develops skills and knowledge in general management; including human resource management, business planning and strategic management.
3. 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 1990).

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 seven.

Prerequisite
In addition to the academic entry standard set out on page seven, 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 Victorian 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 Schools 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. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the School's Student Services Officer.

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 or TAFE Associate Diploma in Business Studies are eligible for credit for up to a maximum of eight 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 Schools Administration Offices.

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.

Transfer Between Major Strands
Accounting, Banking and Finance, Business Administration, 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 twenty.

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

Year 6, Semester 1

<table>
<thead>
<tr>
<th>Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM340 Strategic Management</td>
</tr>
<tr>
<td>Elective</td>
</tr>
<tr>
<td>Semester 2</td>
</tr>
<tr>
<td>Elective</td>
</tr>
</tbody>
</table>

Bachelor of Business (Manufacturing Management)

Course Code: IM

Course Code: Ed Neff

The Course
The course prepares students for careers in the manufacturing sector. Students completing the course will be able to apply leading edge manufacturing and management techniques so as to be able to meet the competitive needs of the manufacturing sector in the international marketplace. The first year of the course is common to all the Bachelor of Business programs and the third year has a practical work experience component.

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 seven.

Applicants will also be considered if they have a relevant trade or apprentice qualification approved by the Course Committee in conjunction with recommendations from the applicant’s employer that the person is suitable for a management education.

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 Schools 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 twelve equivalent semester subjects must be completed at Chisholm before a student is eligible for the award. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the School’s Student Services Officer.

Transfer Between Major Strands
Accounting, Banking and Finance, Business Administration, Management, Marketing and Office Administration students may seek to change their specialisation to Manufacturing Management and Manufacturing 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.

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. Full-time students are expected to undertake four subjects per semester, and are required to attend for approximately 16 hours per week. The only exception to this is in the first semester of the third year of the program when students will be required to work full-time for 14 weeks in a manufacturing organisation.

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
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 for full-time students is set out below.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year 1, Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td>MAT164 Business Maths &amp; Statistics</td>
<td>4</td>
</tr>
<tr>
<td>MKT112 Marketing Theory &amp; Practice</td>
<td>4</td>
</tr>
<tr>
<td>ADM151 Quality Management</td>
<td>4</td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td></td>
</tr>
<tr>
<td>ACC103 Accounting &amp; Financial Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>COT172 Data Processing</td>
<td>4</td>
</tr>
<tr>
<td>FIN171 Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ADM150 Operations &amp; Manufacturing Management</td>
<td>4</td>
</tr>
<tr>
<td><strong>Year 2, Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td>ADM287 Human Resource Development</td>
<td>4</td>
</tr>
<tr>
<td>ACC232 Systems for Controlling Manufacture</td>
<td>4</td>
</tr>
<tr>
<td>ADM281 Customer Service</td>
<td>4</td>
</tr>
<tr>
<td>ADM286 Materials Management</td>
<td>4</td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td></td>
</tr>
<tr>
<td>ADM234 Employee Relations</td>
<td>4</td>
</tr>
<tr>
<td>ADM283 Safety and Environmental Issues</td>
<td>4</td>
</tr>
<tr>
<td>ADM280 Advanced Manufacturing Technology</td>
<td>4</td>
</tr>
<tr>
<td>FIN232 Production Planning and Control</td>
<td>4</td>
</tr>
<tr>
<td><strong>Year 3, Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td>ADM385 Industry Placement Project</td>
<td>8</td>
</tr>
<tr>
<td>ADM381 Manufacturing Strategy</td>
<td>4</td>
</tr>
<tr>
<td>MKT385 Marketing Strategy</td>
<td>4</td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td></td>
</tr>
<tr>
<td>ADM340 Strategic Management</td>
<td>4</td>
</tr>
<tr>
<td>ADM382 Manufacturing Simulation</td>
<td>4</td>
</tr>
<tr>
<td>ADM383 Issues in Global Manufacturing</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td></td>
</tr>
</tbody>
</table>
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 may be admitted to year two of the course. A list of approved professional bodies is available from the David Syme Business Schools Administration Offices.

Transfer Between Major Strands
Accounting, Banking and Finance, Business Administration, Management 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 twenty. 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 sixteen 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.

Subject | Hrs per wk
--- | ---
**Year 1, Semester 1**
*Foundation in Business*
MAT166 Business Mathematics and Statistics (0.5 unit) | 2
MKT112 Marketing Theory and Practice | 4
ACC103 Accounting and Financial Decision Making | 4
FIN171 Macroeconomics | 4
**Semester 2**
MKT115 Applied Marketing (0.5 unit) | 2
COT173 Information Technology | 4
ADM130 Introduction to Management | 4
FIN122 Business Law | 4
MKT113 Statistics for Marketing | 4
**Year 2, Semester 1**
*MKTing Tools and Techniques (Strand)*
ADM212 Innovative Management | 4
FIN212 Pricing for Marketers | 4
MKT211 Buyer Behaviour | 4
FIN218 Marketing Law | 4
**Semester 2**
MKT212 Marketing Research | 4
MKT213 Marketing Support Systems | 4
MKT249 Product Management | 4
Elective | 4
**Year 3, Semester 1**
*Integration and Specialisation (Strand)*
MKT346 Marketing Communication | 4
MKT348 Logistics | 4
MKT312 Marketing Management | 4
Elective | 4
**Semester 2**
MKT347 Sales Strategy and Negotiation | 4
MKT313 Strategic Marketing | 4
Elective | 4
Elective | 4

**Bachelor of Business (Office Administration)**

*Course Code: BB*
*Course Leader: Pat Davis*

**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, coordination 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 administration, 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.

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 seven.

Diploma to Degree Conversion
(Course Code XB1)
Provision is made for persons holding a Diploma of Business from a former Victorian 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 Schools 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. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the School’s Student Services Officer.

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 thirteen 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 two of the course. A list of approved professional bodies is available from the David Syme Business Schools Administration Offices.

Transfer Between Major Strands
Accounting, Banking and Finance, Business Administration, Management 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. A list of elective subjects offered by the David Syme Business Schools is included on page twenty.

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 sixteen 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 per week contact subjects. The course structure is set out below.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td></td>
</tr>
<tr>
<td>ADM119 Communication Method I</td>
<td>4</td>
</tr>
<tr>
<td>FIN122 Business Law,or</td>
<td>4</td>
</tr>
</tbody>
</table>
that of any degree, Course strands Bachelor Elective ADM302 Elective ADM338 ADM339 Elective Subjects in 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:

ACC268 Corporate Takeovers and Insolvency
ACC280 Financial Controls in Management
ACC300/301 Special Studies Subjects
ACC305 Advanced Financial Modelling
ACC362 Advanced Financial Management
ACC364 EDP Auditing and Controls
ACC369 Accounting Theory
ACC371 Public Sector Financial Management
ADM225 Shorthand
ADM242 Work Systems: Processes and Issues
ADM261 Management Decision Making
ADM264 Managerial Communication
ADM265 Public Administration

ADM267 Entrepreneurship & Small Business Management
ADM268 International Management
ADM269 Management of Organisational Behaviour
ADM300/301 Special Studies Subjects
ADM325 Administrative Skills through Individual Learning
ADM335 International Business
ADM336 HRM Appraisal & Development
ADM350 Problem Solving Theory & Practice
ADM388 Issues in Human Resource Management
SFT275 Data Processing
SYS276 Data Processing
FIN230 Money Market Operations
FIN273 The International Economy
FIN275 Futures and Options Markets
FIN300/301 Special Studies Subjects
FIN320 International Law
FIN370 Labour Economics
FIN372 Public Finance
FIN373 Managerial Economics
FIN380 Lending Decisions and Pricing
FIN395 Tax Planning
MKT210 Operations Process
MKT250 Retail Management Principles
MKT251 Social Marketing
MKT276 Agribusiness Marketing Management
MKT280 Logistics Elements
MKT300/301 Special Studies Subjects
MKT320 Industrial Marketing
MKT330 Services Marketing
MKT340 Promotion: Direct & Public Relations/Publicity
MKT342 Advanced Marketing Research
MKT350 Retail Buying & Merchandising
MKT353 International Marketing
MKT360/361 Retail Internship
MKT362 Advertising Management
MKT363 Marketing Internship
MKT364 Sales Management
MKT365 Manufacturing Processes
MKT370 Advanced International Marketing
MKT371 Financial Services Marketing
MKT374 Advanced Marketing Research – Quantitative Techniques
MKT375 Advanced Marketing Research – Qualitative Techniques
MKT376 International Agribusiness
MKT377 Sales Promotion & Public Relations
MKT378 Direct Marketing
MKT379 Marketing High Technology Products
MKT380 Logistics Systems and Strategy

Students should be aware that not all electives are offered in each semester. The Schools’ Administration Offices 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...
for this purpose are obtainable from the David Syme Business Schools Administration Offices.

**Bachelor of Arts/ Bachelor of Business**

**BA/BBus (Accounting)**
Course Code: JA

**BA/BBus (Banking and Finance)**
Course Code: JN

**BA/BBus (Business Administration)**
Course Code: JU

**BA/BBus (Human Resource Management)**
Course Code: JH

**BA/BBus (International Trade)**
Course Code: JT

**BA/BBus (Management)**
Course Code: JK

**BA/BBus (Marketing)**
Course Code: JM

**BA/BBus (Office Administration)**
Course Code: JB

Course Leader: Dennis Woodward
* There will be no intake in these courses after 1989

**The Course**

Each Double Degree program is designed to provide a broadly based business education together with a major study in one specialisation area of business (Accounting, Banking and Finance, Business Administration, Human Resource Management, International Trade, Management, Marketing or Office Administration), and one specialisation area of Arts (Applied Psychology, Applied Sociology, Literature or Political Studies). In addition, minor studies for the Arts component are available in 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 seven.

**Recommended Subjects**

Pass(es) in particular subject(s) at Year 12 level as stipulated in individual Bachelor of Business strand entries.

**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 Schools. 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 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 two of the course. A list of approved professional bodies is available from the David Syme Business Schools Administration Offices.

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

**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 sixteen 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 (Business Administration)*
   32 full subjects
   Time Required: Minimum 4 years

4. BA/BBus (Human Resource Management)
   This course is subject to accreditation. Details to be advised.

5. BA/BBus (International Trade)
   Details to be advised.

6. BA/BBus (Management)*
   32 full subjects
   Time Required: 4 years

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

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

* There will be no intake in these courses after 1989

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 a minor in Political Studies within the BA.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year 1</strong></td>
<td><strong>Year 1</strong></td>
</tr>
<tr>
<td>SOC102, POL153, FIN130,</td>
<td>SOC104, POL154, FIN171,</td>
</tr>
<tr>
<td>MAT171.</td>
<td>ACC103.</td>
</tr>
<tr>
<td><strong>Year 2</strong></td>
<td><strong>Year 2</strong></td>
</tr>
<tr>
<td>SOC212, POL264, COT172,</td>
<td>SOC210, POL256, ADM130,</td>
</tr>
<tr>
<td>FIN111.</td>
<td>FIN240.</td>
</tr>
<tr>
<td><strong>Year 3</strong></td>
<td><strong>Year 3</strong></td>
</tr>
<tr>
<td>SOC216, MKT112, FIN217,</td>
<td>SOC208, FIN271, FIN280,</td>
</tr>
<tr>
<td>FIN260.</td>
<td>FIN245.</td>
</tr>
</tbody>
</table>

Year 4
SOC310, FIN233, FIN363, FIN393.
(Total: 32 full subjects)

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

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year 1</strong></td>
<td><strong>Year 1</strong></td>
</tr>
<tr>
<td>PSY101, SOC102, MAT166 (0.5),</td>
<td>PSY102, SOC104, MKT113,</td>
</tr>
<tr>
<td>MKT112.</td>
<td>COT173, MKT115 (0.5).</td>
</tr>
<tr>
<td><strong>Year 2</strong></td>
<td><strong>Year 2</strong></td>
</tr>
<tr>
<td>PSY201, SOC212, ACC103,</td>
<td>PSY202, SOC208, FIN122,</td>
</tr>
<tr>
<td>FIN171.</td>
<td>ADM130.</td>
</tr>
<tr>
<td><strong>Year 3</strong></td>
<td><strong>Year 3</strong></td>
</tr>
<tr>
<td>PSY301, ADM212, MKT212,</td>
<td>PSY302, MKT212, MKT213,</td>
</tr>
<tr>
<td>FIN212, MKT211.</td>
<td>FIN218.</td>
</tr>
<tr>
<td><strong>Year 4</strong></td>
<td><strong>Year 4</strong></td>
</tr>
<tr>
<td>PSY303, MKT249, MKT346,</td>
<td>PSY304, MKT347, MKT348,</td>
</tr>
<tr>
<td>MKT312, MKT313.</td>
<td>MKT313.</td>
</tr>
</tbody>
</table>

(Total: 32 full subjects)

1 MAT166 (0.5 sub) plus MKT113 fulfils the statistics prerequisites for second year Applied Psychology and the major in Applied Sociology.
2 PSY304 is a full year subject.

This course is administered by the School of Social and Behavioural Studies. Some of the subject synopses can be found in Volume Six 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, Human Resource Management, International Trade, Management, Marketing, Business Administration or Office Administration).

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

Course Code: BJ
Course Leaders: John Rice (Accounting) Paul Nash (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 computerised 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 seven.

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 Schools Credit Transfer Committee and the Admissions Committee for the School of Computing and Information Systems. 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 sixteen equivalent semester subjects must be completed at Chisholm before a student is eligible for the award. Specific subjects are required to be completed at Chisholm. Details are available from the Course Leader or the School’s Student Services Officer.

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 two of the course. A list of approved professional bodies is available from the David Syme Business Schools Administration Offices.

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 38 half-year subjects over four years equivalent full-time study.

This course is administered by the David Syme Business Schools.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td></td>
</tr>
<tr>
<td>COT113 Computer Technology 1</td>
<td>4</td>
</tr>
<tr>
<td>SFT111 Software Development 1</td>
<td>4</td>
</tr>
<tr>
<td>MAT123 Mathematics for Computing</td>
<td>4</td>
</tr>
<tr>
<td>FIN111 Contract Law</td>
<td>4</td>
</tr>
<tr>
<td>ACC103 Accounting and Financial Decision Making, or</td>
<td>4</td>
</tr>
<tr>
<td>ACC104 Accounting Systems &amp; Procedures</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>COT114 Computer Technology 2</td>
<td>4</td>
</tr>
<tr>
<td>SFT112 Software Development 2</td>
<td>4</td>
</tr>
<tr>
<td>MAT164 Business Mathematics &amp; Statistics</td>
<td>4</td>
</tr>
<tr>
<td>ACC105 Accounting Information Systems</td>
<td>4</td>
</tr>
<tr>
<td>FIN171 Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td></td>
</tr>
<tr>
<td>SYS115 Information Systems 1</td>
<td>4</td>
</tr>
<tr>
<td>ACC242 Productive Systems and Accounting</td>
<td>4</td>
</tr>
<tr>
<td>MKT112 Marketing Theory and Practice</td>
<td>4</td>
</tr>
<tr>
<td>FIN115 Law of Business Organisations</td>
<td>4</td>
</tr>
<tr>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>SYS116 Information Systems 2</td>
<td>4</td>
</tr>
<tr>
<td>ACC249 Company Reporting</td>
<td>4</td>
</tr>
<tr>
<td>ACC243 Management Accounting</td>
<td>4</td>
</tr>
<tr>
<td>FIN217 Business Statistics and Forecasting</td>
<td>4</td>
</tr>
<tr>
<td>FIN271 Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td></td>
</tr>
<tr>
<td>SFT211 Software Development 3</td>
<td>4</td>
</tr>
<tr>
<td>COT213 Computer Technology 3</td>
<td>4</td>
</tr>
<tr>
<td>SYS215 Information Systems 3</td>
<td>4</td>
</tr>
<tr>
<td>ACC263 Financial Management</td>
<td>4</td>
</tr>
<tr>
<td>ACC349 Financial Accounting Issues</td>
<td>4</td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
</tr>
<tr>
<td>SYS216 Information Systems 4</td>
<td>4</td>
</tr>
<tr>
<td>SFT212 Software Development 4</td>
<td>4</td>
</tr>
<tr>
<td>COT214 Computer Technology 4</td>
<td>4</td>
</tr>
<tr>
<td>FIN393 Taxation Law</td>
<td>4</td>
</tr>
<tr>
<td>ACC363 Auditing</td>
<td>4</td>
</tr>
<tr>
<td>Year 4, Semester 1</td>
<td></td>
</tr>
<tr>
<td>SFT311 Software Development 5</td>
<td>4</td>
</tr>
<tr>
<td>COT313 Computer Technology 5</td>
<td>4</td>
</tr>
<tr>
<td>SYS315 Information Systems 5</td>
<td>4</td>
</tr>
<tr>
<td>ACC352 Advanced Management Accounting</td>
<td>4</td>
</tr>
</tbody>
</table>
### Associate Diploma in Marketing*

*(Associate Diploma of Business in Marketing)*  
**Course Code:** QM  
**Course Leader:** Ken Grant  
*There will be no intake in this course after 1989*

#### 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 seven.

#### Credit Transfer

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

Students who hold the Certificate of Business Studies (other than with a specialisation in Sales and Marketing) and who have had a minimum of two years business experience may, upon application, be granted exemptions in four first year subjects of the Associate Diploma in Marketing. The exemptions granted will be determined by the Course Leader in the light of the subjects the student has studied in the Certificate of Business Studies.

#### 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 seventeen semester subjects of which fifteen are compulsory and two are electives. Students will normally take two subjects each semester.

In most instances the course will be taken in the following sequence:

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>COT314</td>
<td>Marketing Theory &amp; Practice</td>
<td>4</td>
</tr>
<tr>
<td>SFT312</td>
<td>Business Mathematics &amp; Statistics</td>
<td>2</td>
</tr>
<tr>
<td>SYS316</td>
<td>Applied Marketing (0.5 unit)</td>
<td>2</td>
</tr>
<tr>
<td>SFT303</td>
<td>Accounting &amp; Financial Decision Making</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Macroeconomics</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC103</td>
<td>Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td>MKT113</td>
<td>Statistics for Marketing</td>
<td>4</td>
</tr>
<tr>
<td>MKT142</td>
<td>Marketing Research Techniques</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT414</td>
<td>Buyer Behaviour</td>
<td>4</td>
</tr>
<tr>
<td>MKT411</td>
<td>Marketing Planning &amp; Control</td>
<td>4</td>
</tr>
<tr>
<td>Year 4, Semester 1</td>
<td>Subject</td>
<td>Hrs per wk</td>
</tr>
<tr>
<td>MKT446</td>
<td>Promotional Planning</td>
<td>4</td>
</tr>
<tr>
<td>MKT447</td>
<td>Personal Selling Strategy</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electives</th>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT464</td>
<td>Sales Management</td>
<td>4</td>
</tr>
<tr>
<td>MKT462</td>
<td>Advertising Management</td>
<td>4</td>
</tr>
<tr>
<td>MKT443</td>
<td>Product Management</td>
<td>4</td>
</tr>
<tr>
<td>MKT448</td>
<td>Distribution Management</td>
<td>4</td>
</tr>
<tr>
<td>MKT453</td>
<td>International Marketing</td>
<td>4</td>
</tr>
<tr>
<td>MKT470</td>
<td>Retail Principles</td>
<td>4</td>
</tr>
<tr>
<td>MKT471</td>
<td>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.

Students should note that not all electives are offered in each semester. The School's Administration Office will have information of the availability of specific subjects before each enrolment period.
**Associate Diploma in Secretarial Studies (Legal)**

*(Associate Diploma of Business in Secretarial Studies – Legal)*

**Course Code:** QL  
**Course Leader:** Nellie Eastaughffe

AND

**Associate Diploma in Secretarial Studies (Medical)**

*(Associate Diploma of Business in Secretarial Studies – Medical)*

**Course Code:** QD  
**Course Leader:** Nellie Eastaughffe

*There will be no intake in these courses after 1989

**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 exemptions for 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 seven.

**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.

**Course Structure**

To be awarded the Associate Diploma, a student must obtain passes in sixteen 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 seventeen units of study, which includes two units of work placement.

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM141 Secretarial Practice 1</td>
<td>5</td>
</tr>
<tr>
<td>ADM143 Secretarial Practice 2</td>
<td>8</td>
</tr>
<tr>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td>ACC198 Accounting (Medical)</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM142 Secretarial Practice 3</td>
<td>5</td>
</tr>
<tr>
<td>ADM144 Secretarial Practice 4</td>
<td>8</td>
</tr>
<tr>
<td>ADM171 Australian Health Care Systems</td>
<td>2</td>
</tr>
<tr>
<td>ADM121 Business Communication</td>
<td>2</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 3</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM273 Secretarial Practice (Medical) 1</td>
<td>8</td>
</tr>
<tr>
<td>ADM247 Practice Management</td>
<td>4</td>
</tr>
<tr>
<td>ADM254 Office Automation</td>
<td>4</td>
</tr>
<tr>
<td>ADM275 Medical Language 1</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 4</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM274 Secretarial Practice (Medical) 2</td>
<td>8</td>
</tr>
<tr>
<td>ADM276 Medical Language 2</td>
<td>4</td>
</tr>
<tr>
<td>ADM240/241 Work Placement</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM141 Secretarial Practice 1</td>
<td>5</td>
</tr>
<tr>
<td>ADM143 Secretarial Practice 2</td>
<td>8</td>
</tr>
<tr>
<td>ADM130 Introduction to Management</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM142 Secretarial Practice 3</td>
<td>5</td>
</tr>
<tr>
<td>ADM144 Secretarial Practice 4</td>
<td>8</td>
</tr>
<tr>
<td>ACC199 Accounting (Legal)</td>
<td>4</td>
</tr>
<tr>
<td>FIN151 Legal Procedures 1</td>
<td>2</td>
</tr>
<tr>
<td>ADM121 Business Communication</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 3</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM255 Secretarial Practice (Legal) 1</td>
<td>8</td>
</tr>
<tr>
<td>ADM247 Practice Management</td>
<td>4</td>
</tr>
<tr>
<td>ADM254 Office Automation</td>
<td>4</td>
</tr>
<tr>
<td>FIN254 Legal Procedures 2</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 4</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM256 Secretarial Practice (Legal) 2</td>
<td>8</td>
</tr>
<tr>
<td>FIN255 Legal Procedures 3</td>
<td>4</td>
</tr>
<tr>
<td>ADM240/241 Work Placement</td>
<td>8</td>
</tr>
</tbody>
</table>
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 Schools Credit Transfer Committee.

According to guidelines set out in January 1989 by the Department of Employment, Education and Training based on the Higher Education Funding Act (1988), students can apply for credits/exemptions for non-credit subjects undertaken previously.

Graduate Diploma in Accounting*

(Graduate Diploma of Business in Accounting)
Course Code: GY
Course Leader: Ian Beaman
* This course will be offered subject to Institute approval

The Course

The Graduate Diploma in Accounting is a two year part-time fee-paying course which is designed as a "conversion course" for those without tertiary qualifications in accounting. It will therefore enable graduates who have completed degrees in disciplines other than accounting to meet the academic requirements for admission as a Provisional member of the Australian Society of Accountants and for admission to the Professional Year Programme of the Institute of Chartered Accountants in Australia.

Admission Requirements

To be eligible for admission to the course, applicants must have:
1. A degree from a recognised University or College of Advanced Education, or
2. A three year Diploma from a College of Advanced Education, or
3. Tertiary qualifications deemed equivalent to the above.
Preference will be given to applicants with qualifications in a non-accounting area.

Credit Transfer

Exemptions with credit up to a maximum of three subjects may be granted for equivalent units completed in previous study within the last five years prior to admission to this course.

See above under Credit Transfer for application details.

Course Structure

The course will consist of twelve compulsory subjects. The usual course progression for part-time students will be as follows:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Hrs per wk</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year 1, Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td>ACC650 Introductory Accounting &amp; Financial Information Systems I</td>
<td>3</td>
</tr>
<tr>
<td>FIN640 Business Law</td>
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<td><strong>Semester 2</strong></td>
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<td>FIN641 Economics</td>
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<td>ACC660 Financial Accounting I</td>
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<td>ACC661 Managerial Accounting</td>
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<td>ACC662 Auditing</td>
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Graduate Diploma in Accounting Information Systems*

(Graduate Diploma of Business in Accounting Information Systems)
Course Code: GI
Course Leader: Ian Beaman
* There will be no intake in this course after 1989

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). Further details on the course are available from the School of Accounting on 573 2526 or 573 2027.

**Admission Requirements**

1. A recognised degree or diploma, with a major in accounting, from a College of Advanced Education or a University; or
2. 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
3. Recognised professional qualifications, and at least three years of relevant business experience in accounting or finance; or
4. Equivalent of any of the above as approved by the Institute Admissions Committee.

**ASA Specialisation in Management Accounting**

ACC610 Accounting Information Systems*
ACC611 Financial Modelling*
ACC620 Management Accounting Systems I
ACC621 Management Accounting Systems II
ACC630 Financial Control of Production
ACC631 Management Accounting Issues
ACC625 Financial Management and Theory
ACC640 Corporate Financial Strategy*
* compulsory subjects

**Graduate Diploma in Management Accounting**

**Graduate Diploma in Banking and Finance**

(Graduate Diploma of Business in Banking and Finance)

**Course Code: GN**

**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.

**Credit Transfer**

The modules of this course are integrated. While the subject matter may be covered in other units, the integration cannot be achieved if students do part of the program at another institution.

**Admission Requirements**

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.

**Subject**

**Year 1, Semester 1**

MKT671 Agribusiness Marketing
MKT672 Agribusiness I

**Semester 2**

MKT673 Agribusiness II
ACC683 Agribusiness Financial Control

**Year 2, Semester 1**

MKT674 Agribusiness Trade and Policy
ADM642 Agribusiness Management

**Semester 2**

MKT676 Agribusiness Channels
MKT677 Strategic Agribusiness

**Graduate Diploma in Agribusiness**

**Graduate Diploma of Business 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.

**Credit Transfer**

The modules of this course are integrated. While the subject matter may be covered in other units, the integration cannot be achieved if students do part of the program at another institution.

**Admission Requirements**

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.

**Subject**

**Year 1, Semester 1**

MKT671 Agribusiness Marketing
MKT672 Agribusiness I

**Semester 2**

MKT673 Agribusiness II
ACC683 Agribusiness Financial Control

**Year 2, Semester 1**

MKT674 Agribusiness Trade and Policy
ADM642 Agribusiness Management

**Semester 2**

MKT676 Agribusiness Channels
MKT677 Strategic Agribusiness

**Graduate Diploma in Banking and Finance**

(Graduate Diploma of Business in Banking and Finance)

**Course Code: GN**

**Course Leader: Robin Edwards**

**The Course**

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**

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.

**Credit Transfer**

Exemption, without credit, may be granted for up to two (maximum) similar subjects completed at a postgraduate level.

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See the entry under Credit Transfer at the beginning of the Graduate Courses section for application details.

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.

Subject Hrs per wk
Year 1, Semester 1
ACC625 Financial Management and Theory 3
FIN626 Capital Markets, Financial Institutions and Funding Decisions 3
Semester 2
FIN638 Banking Law and Practice 3
FIN614 Commercial Banking Decisions 3
Year 2, Semester 1
FIN627 Treasury Management for Financial Institutions 3
FIN616 International Banking and Finance 3
Semester 2
FIN635 Portfolio Management and Theory 3
FIN618 Financial Institution’s Planning and Strategy 3

Graduate Diploma in International Business
(Graduate Diploma of Business in International Business)
Course Code: GV
Course Leaders: John Hicks and Chris Kimberley

The Course
This two-year, part-time course has been especially designed to provide business personnel with an in-depth understanding of current practices and future developments in international business. The Graduate Diploma in International Business is offered in a Finance strand and in a Marketing strand and the course aims to provide a post-degree level of study for students seeking to deepen their level of knowledge and to enhance their practical skills in the international business arena from the perspective of either the finance function or the marketing function.

Admission Requirements
Normal Requirement: A degree in the field of business, economics or commerce from a recognised university or College of Advanced Education, or an equivalent tertiary level course. OR
Special Entry: Candidates who do not meet the above normal requirements may be admitted subject to approval by the Admissions Committee.
Typically, a candidate is expected to have been in employment appropriate to the course for a period of five years, and provide evidence of academic capability and a high level of motivation.
A maximum of 25 per cent of applicants will be selected from this category.

Credit Transfer
At least six subjects must be completed at Chisholm. Exemptions with credit may be granted for equivalent units completed at tertiary level to a maximum of two.
See the entry under Credit Transfer at the beginning of the Graduate Courses section for application details.

Course Structure
This course is conducted on a part-time basis over two years. The progress is based on an eight-unit structure, with two subjects of three class contact hours each per week per semester.

International Finance Specialisation

Subject Hrs per wk
Year 1, Semester 1
MKT650 International Market Dynamics 3
FIN621 International Economics 3
Semester 2
ADM650 International Management Process 3
FIN619 International Trade Law & Export Procedures 3
Year 2, Semester 1
FIN622 Capital Markets, Financial Institutions and Funding Decisions 3
FIN620 International Banking and Finance 3
Semester 2
MKT653 International Marketing Policy and Strategy 3
FIN623 International Accounting and Taxation 3

International Marketing Specialisation

Subject Hrs per wk
Year 1, Semester 1
MKT650 International Market Dynamics 3
FIN621 International Economics 3
Semester 2
ADM650 International Management Process 3
FIN619 International Trade Law & Export Procedures 3
Year 2, Semester 1
MKT651 International Marketing & Logistics 3
MKT652 Marketing, Planning & Opportunity Analysis 3
Semester 2
MKT653 International Marketing Policy and Strategy 3
MKT654 Field Project 3

Graduate Diploma in Logistics Management
(Graduate Diploma of Business in Logistics Management)
Course Code: GK
Course Leader: Adrian Furniss

The Course
Logistics Management is the planning, administering, coordinating 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.

Credit Transfer
As per Graduate Diploma in Agribusiness.

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:

Year 1, Semester 1
MKT640 Logistic Elements
MKT641 Logistics Management I
Semester 2
MKT643 Decision Techniques
MKT642 Logistics Management II
Year 2, Semester 1
MKT645 Logistics Environment
MKT644 Logistic Control Systems
Semester 2
MKT646 Special Project
MKT647 Strategic Logistic Planning

Graduate Diploma in Marketing
(Graduate Diploma of Business in Marketing)
Course Code: PJ
Course Leader: Don Bradmore

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.

Credit Transfer
Students must complete six of the eight units at Chisholm. Two units may be completed at another tertiary institution subject to the approval of the Head of School and Course Leader.

See the entry under Credit Transfer at the beginning of the Graduate Courses section for application details.

Course Structure
The course consists of two years of part-time study comprising eight subjects.

In first year students complete four compulsory subjects or their equivalent. In second year, three compulsory subjects and one elective are undertaken.

Each unit requires three hours per week. Classes in elective units will not run unless there is sufficient enrolment.

Subject Hrs per wk
Year 1, Semester 1
MKT616 Marketing Theory and Practice 3
MKT611 Buyer Behaviour 3
Semester 2
MKT612 Marketing Research and Forecasting 3
MKT636 Marketing Decision Systems 3
Year 2, Semester 1
MKT626 Marketing Communication Strategies 3
ACC680 Marketing Financial Control 3
Semester 2
MKT637 Marketing Strategy 3
plus one of the following electives:
MKT627 Product Management 3
MKT628 Sales Management 3
MKT638 Industrial Marketing 3
MKT633 Advanced Marketing Research 3
MKT634 Marketing in Foreign Environments 3
FIN615 Competition and Consumer Law 3
Note: Students who have not passed a unit in statistics either with their previous tertiary qualifications or at a tertiary level deemed satisfactory by the selection committee of the School of Marketing must enrol in, and pass, an additional unit MAT665 Statistics for Marketers in the first semester of the course.

Graduate Diploma in Taxation*
(Graduate Diploma of Business in Taxation)
Course Code: GX
Course Leader: Stephen Barkoczy
* This course is subject to accreditation

The Course
This two year part-time course offers specialised studies in taxation for people practising in the taxation area or who wish to obtain taxation specialisation. The aim of the program is to provide students with practical knowledge in the revenue area necessary for providing tax planning advice in industry.

Admission Requirements
A recognised degree or diploma qualification, or equivalent as approved by the Institute Admissions Committee, or a minimum of two years' relevant taxation experience, or
a minimum of five years’ relevant practical business experience.

Note: At the discretion of the Course Leader, students who have not successfully completed an undergraduate subject in Taxation Law within the last five years may be required to undertake a bridging course in Taxation Law offered by the School of Banking and Finance.

Credit Transfer

Exemptions with credits to a maximum of two subjects may be granted to students who have successfully completed similar subjects at a postgraduate level at a tertiary institution.

See the entry under Credit Transfer at the beginning of the Graduate Courses section for application details.

Venue

This program will be offered at the Caulfield Campus on a full-fee paying basis.

Course Structure

This program is based on an eight-unit structure, with two subjects of three class contact hours per week per semester.

Subject | Hrs per wk
--- | ---
Year 1, Semester 1 |  
FIN645 Taxable Entities | 3
FIN644 Taxation Administration | 3
Semester 2 |  
FIN646 Capital Gains Tax | 3
FIN647 Remuneration & Retirement Packages | 3
Year 2, Semester 1 |  
FIN648 International Tax | 3
FIN649 Current Issues in Taxation & Tax Planning | 3
Semester 2 |  
FIN650 Indirect Taxes | 3
FIN639 Penalties & Prosecutions | 3

Master of Business (Marketing) – by Coursework

Course Code: MM

Course Leader: Garry Harris

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:
1. Provide them with a comprehensive, intellectually demanding and up-to-date understanding of business concepts.
2. Improve their current performance at work.
3. 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 if 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.

Credit Transfer

Where an applicant is transferring from or has completed a course with equivalent units, exemptions may 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.

See the entry under Credit Transfer at the beginning of the Graduate Courses section for application details.

Course Structure

The course is divided into two parts, each of two years duration:

Part 1 is designed to update 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 twelve 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: Peter Reed

The David Syme Business Schools also offer a Master of Business program by research thesis.

Enquiries should be directed in the first instance to the appropriate Head of School.

Areas for Master's research within the Schools 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.
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.
* As ACC103 and ACC104 are similar in content, credit can be obtained for only one of the two subjects if both are studied

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.
* As ACC103 and ACC104 are similar in content, credit can be obtained for only one of the two subjects if both are studied

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 system 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.

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 oriented, 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 a sole trader, or in partnership. This includes recording and summarising of transactions applicable to those practitioners.

ACC199 Accounting – Legal

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

Syllabus: This subject aims to give students a vocationally oriented 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.

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.
Prerequisites: 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 1990s, particularly in the area of implementation of financial or accounting information system models/packages, computerised financial modelling, and spreadsheets. Topics include computer concepts, decision support system development, corporate modelling and spreadsheets, financial modelling systems and database concepts.

ACC232 Production Systems and Control

Contact: Four hours per week for one semester.
Prerequisite: ACC103

Syllabus: Introduction to accounting systems for manufacturing, control of the factors of production, interaction of the production function with accounting, production systems, production methods, materials planning and control and accounting for labour and overhead costs.


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.

ACC243  Management Accounting
Contact: Four hours per week for one semester.
Prerequisite: ACC242
Syllabus: The aim of the subject is to develop the student’s 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.

ACC249  Company Reporting (replaces ACC245 and ACC246)
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 all examined. Issues in financial reporting are also explored.

ACC263  Financial Management
Contact: Four hours per week for one semester.
Prerequisites: ACC103 or ACC104 and ACC105. It is advisable for students to have completed at least 12 subjects in their course before attempting this subject.
Syllabus: This 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.

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.

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.

ACC282  Database Systems for Personnel
Contact: Four hours per week for one semester.
Prerequisite: COT172
Syllabus: Database concepts. DMBS 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.
Prerequisite: Students will normally have completed the first two years of their business degree course.
Syllabus: Students electing to undertake special studies subjects offered by the School 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 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 oral examination may also be required. Information on staff members interests in particular areas of accounting may be obtained from the Secretary of the School of Accounting.

ACC305  Advanced Financial Modelling
Contact: Four hours per week for one semester.
Prerequisite: ACC205 or any introductory modelling unit. For Bachelor of Business (Business Administration) students, ACC203 and MKT210 are prerequisites.
Syllabus: This subject aims to provide students with the opportunity to develop computer supported decision making which is appropriate to the business environment today, using spreadsheet and database 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.

ACC348 Accounting – Advanced Financial
Contact: Four hours per week for one semester.
Prerequisite: ACC246 or ACC249.
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.

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.

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.

ACC352 Advanced Management Accounting
Contact: Four hours per week for one semester.
Prerequisite: ACC243.
Syllabus: This subject aims to draw upon the students’ existing knowledge of management accounting and 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.

ACC359 Advanced Computerised Business Systems
Contact: Two hours per week for one semester.
Prerequisite: ACC259 or ACC205.
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.
Prerequisite: 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.

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.

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 accountants’ mandatory compliance with ethical pronouncements. An understanding of the principles 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.

ACC364 EDP Auditing and Controls
Contact: Four hours per week for one semester.
Prerequisites: COT172 (formerly EDP 172), ACC363 and ACC205.
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.

ACC369 Accounting Theory
Contact: Four hours per week for one semester.
Prerequisite: 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.

ACC370 Field Projects
Contact: Two hours per week for one semester.
Prerequisite: 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.

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 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.

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.

ACC379 International Accounting
Contact: Four hours per week for one semester.
Prerequisites: ACC245 or ACC249 or an acceptable equivalent.
Syllabus: Accounting practices and requirements in other countries. The international accounting standards. The impact of political, legal and cultural factors on accounting in our major trading partners. Accounting in multinational enterprises. Accounting in developing countries.

ACC610 Accounting Information Systems
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: This 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.

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, data collection techniques, interactive techniques. The student’s hands-on experience will extend in building, testing and documenting financial decision models using a microcomputer package, e.g. Multiplan; and a mainframe computer package, e.g. SPSS.

ACC620 Management Accounting Systems 1
Contact: Three hours per week for one semester.
Prerequisite: ACC611.
Syllabus: This 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.

ACC621 Management Accounting Systems 2
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 1. 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.

ACC625 Financial Management and Theory
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Introduction to financial statements; financial mathematics and pricing of financial instruments;
review of the foundations of finance; concepts and models for working capital; financial leverage and theory of capital structure; evaluation of major projects.

**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.

**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.

**ACC640 Corporate Financial Strategy**

Contact: Three hours per week for one semester.
Prerequisites: All first year subjects.

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.

**ACC650 Introductory Accounting & Financial Information Systems 1**

Contact: Three 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 financial information. Topics covered will include basic accounting concepts, terminology and relationships, the accounting cycle, design and integration of general ledger systems and subsidiary ledgers systems, profit measurement under accrual accounting, the Balance Sheet.

**ACC651 Quantitative Methods**

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

Syllabus: Descriptive statistics for one and two variables; introduction to probability; confidence limits and hypothesis testing; use of a statistical package; time series analysis and forecasting; simple linear regression and correlation analysis; mathematics of finance.

**ACC652 Introductory Accounting & Financial Information Systems 2**

Contact: Three hours per week for one semester.
Prerequisite: ACC650

Syllabus: Introduction to spreadsheeting; development and implementation of accounting information systems; present value model; analysis and interpretation of financial reports.

**ACC660 Financial Accounting 1**

Contact: Three hours per week for one semester.
Prerequisites: ACC652 and FIN642

Syllabus: This subject aims to provide 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 all examined. Issues in financial reporting are also explored.

**ACC661 Managerial Accounting**

Contact: Three hours per week for one semester.
Prerequisite: ACC652

Syllabus: Cost-Volume-Profit analysis; accounting for material, labour and overhead costs; product costing, flexible budgets, standard costing and variance analysis; income effects of alternative product costing methods; relevant costing and pricing; divisional performance evaluation and transfer pricing.

**ACC662 Auditing**

Contact: Three hours per week for one semester.
Prerequisites: ACC652 and FIN642.

Syllabus: This subject aims to give an understanding of the legal requirements governing an audit; audit standards, concepts and methodologies and the accountant's mandatory compliance with ethical pronouncements. An understanding of the principles 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.

**ACC663 Financial Accounting 2**

Contact: Three hours per week for one semester.
Prerequisite: ACC660

Syllabus: The contemporary accounting framework; objectives and regulatory guidelines; asset concepts; liability concepts; owners equity concepts; profit concepts; instalment payment contracts; construction contracts; accounting for leases; accounting for intangibles; foreign currency translation; sources and application of funds; alternative measurement systems.

**ACC664 Business Finance**

Contact: Three hours per week for one semester.
Prerequisite: ACC652
Syllabus: Corporate financial objectives; financial planning and forecasting; working capital management; capital budgeting; financing and alternative sources of capital; capital markets and introduction to portfolio theory.

ACC680 Marketing Financial Control
Contact: Three hours per week for one semester.
Prerequisite: Nil. Students with accounting studies at the undergraduate level are advised to seek permission from 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.

ACC683 Agribusiness Financial Control
Contact: 42 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 1
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.
A 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.

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 of 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.

ADM129 Communication Method 2
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.
A selection of suitable texts is available in the Office Administration Resource Centre.

ADM130 Introduction to Management (replaces ADM122)
Contact: Four hours 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.

ADM150 Operations and Manufacturing Management
Contact: Four hours per week for one semester.
Prerequisites: Nil.
Syllabus: Introduction to the transformation of materials or information into both goods and services, productive systems, productivity and manufacturing management, types and characteristics of manufacturing systems, integration of process technology capabilities and product/market requirements through the product-process matrix, plant visits.

ADM151 Quality Management
Contact: Equivalent of four hours per week over one semester.
Prerequisite: Nil.
Syllabus: Introduction to Total Quality Management philosophy which links customer requirements for quality with the product manufacturing process and vendor material quality standards. Planning for quality, design for
manufacture, control of the manufacturing process, statistical process control and Total Quality Management.

DEMING, W.E., Quality, Productivity and Competitive Position, MIT Press, 1982


ADM212  Innovative Management
Contact: Four hours per week for one semester.
Prerequisite: 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”.

ADM219  Control of Office Services
Contact: Four hours per week for one semester.
Prerequisites: 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.

ADM225  Shorthand
Contact: Four hours per week for two semesters.
Prerequisites: ADM119, ADM129. (This is an elective, two unit, one year 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.

ADM229  Business Support Services
Contact: Four hours per week for one semester.
Prerequisites: 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.

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.

ADM234  Employee Relations
Contact: Four hours per week for one semester.
Prerequisite: ADM130
Syllabus: This subject will focus on the scope for major attitudinal change in industrial/employee relations at the enterprise and/or industry level particularly focussing on current issues and trends including cooperative consultation, the freeing up of awards and emphasis on techniques for conflict avoidance rather than conflict resolution. Specific areas covered will include Australian industrial relations history and systems, award structures, conditions of employment, new Industrial Relations Act 1988, productivity improvement negotiations, employee participation and involvement programs, work practices, skills training issues, review of comparative labour systems.

Students will be encouraged to read journals, newspapers and current publications to ensure they are up to date with the industrial relations scene.


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.

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 theories of
supervision and simulation assignments for practical application of such theories.

ADM240/ADM241 Work Placement

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 organization which is representative of the medical or legal environment may be selected for practice experience.

ADM242 Work Systems: Processes 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 interrelationships, 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.

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.

ADM254 Office Automation

Contact: Four hours per week for one semester.

Prerequisite: Nil.

Syllabus: An introduction to office automation procedures and integrated office automation. This course includes word processing – its components and implication; electronic mail, telephone communications, telex interface, teleconferencing, system design, equipment selection, work measurement and control.


ADM255 Secretarial Practice (Legal) 1

Contact: Eight hours per week for one semester.

Prerequisites: ADM144 and ADM142.

Syllabus: Introduction to legal shorthand and typewriting of legal documents with practical work timed to coincide with terminology taught in the subject Legal Procedures 2 (FIN254). 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.

Prerequisites: ADM255 and FIN254.

Syllabus: Extension of legal shorthand practised parallel with categories taught in Legal Procedures 3 (FIN255). 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.

ADM262 Organisational Change

Contact: Four hours per week for one semester.

Prerequisite: ADM269.

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. 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.

ADM264  Managerial Communication

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

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.


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.


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.


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.


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.


ADM273  Secretarial Practice (Medical) 1

Contact: Eight hours per week for one semester.
Prerequisites: 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.
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. Medical records. Forms and documents in a medical office. Job seeking and job success.
Assessment: Assessment will be on the basis of class tests, assignments and final speed tests.

**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).

**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

**ADM280 Advanced Manufacturing Technology**

**Contact**: Four hours per week for one semester.
**Prerequisites**: ADM150, ADM151.
**Syllabus**: An examination of advanced manufacturing technology hardware and software that will improve the performance of manufacturing organisations. Specific areas covered will include CAD/CAM, Computer Integrated Manufacturing, Manufacturing Automation Protocol, Robotics, Flexible Manufacturing Cells and Systems.
**Manufacturers' Catalogues**.

**ADM281 Customer Service**

**Contact**: Four hours per week for one semester.
**Prerequisite**: ADM151
**Syllabus**: The history and development of Customer Service initiatives; Customer Service Culture; Customer service objectives and strategy; measurement; alternative structures available for Customer Service oriented organisations; human resource implications of a Customer Service Culture.

**ADM282 Human Resource Management Information Systems**

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

**ADM283 Safety and Environmental Issues**

**Contact**: Four hours per week for one semester.
**Prerequisites**: Nil.
**Syllabus**: The need for a safety system concept and the moral, legal and economic impetus for change. The Health and Safety Act and the Environmental Protection Authority Act. Principles of accident prevention; accident causation models; safe life and fail safe; system redundancy and diversity; and effective safety strategies. Safety programs; accident prevention, ergonomics; major environmental problems of industry; and various legislative and administrative approaches to pollution control.
ADM286  Materials Management
Contact: Four hours per week for one semester.
Prerequisites: ADM150 and MAT164.
Syllabus: This subject will take a total system approach and consider the essentials of materials management in a logistics framework. It is concerned with the flow of materials to, within, and from an organisation, including materials acquisition, materials quality, inventory management, and the materials management organisation. It will also be concerned with the major elements of a business logistics systems, 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.

ADM287  Human Resource Development
Contact: Four hours per week for one semester.
Prerequisite: ADM130
Syllabus: The emphasis in this subject will be on employee development. Specific areas to be covered include human resource planning, recruitment, election, placement, understanding training needs at all levels of enterprises, training development for individual needs, employee incentives and involvement, participative management techniques and people management for productivity.
LAIRD, D., Approaches to Training and Development (2nd ed.), Addison Wesley Reading, 1985
Journals
Work and People, Training and Development in Australia, Training.

ADM300/301 Special Studies Subjects
Contact: Independent study equivalent to four hours per week for one semester.
Prerequisite: Nil.
Syllabus: Students opting for special studies subjects offered by the School of Management will need to find a research area for individual investigation under the supervision of an appropriate number 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 School of Management, or the School's Administration 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.

ADM308  Human Resource Management Research Project, Part 1
Contact: Four hours per week for one semester.
Prerequisites: ADM266, ADM269
Syllabus: Introduction to methodological and epistemological issues in Human Resource Management, processes of critical evaluation and analysis, research paradigms, development of research proposal, structure, form, purpose, and justification, literature search techniques, applications of quantitative and qualitative research methodologies, preparation and defense of research proposal.

ADM309  Human Resource Management Research Project, Part 2
Contact: Four hours per week for one semester.
Prerequisite: ADM308

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.

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, coordinator and decision maker.

A 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, and FIN171 for Bachelor of Business (Management) students.

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 interrelationships; recognise the costs of unfavourable environments; devise ways of constructively dealing with conflict issues; and understand the negotiating process.


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.


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.

ADM337 Managing the Environment
Contact: Four hours per week for one semester.
Prerequisite: Students will normally be in the third year of their Bachelor of Business degree course.

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

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 interrelationship of office functions and a range of leadership techniques.

ADM339 Designing Productive Office Systems
Contact: Four hours per week for one semester.
Prerequisites: 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.

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.

ADM344 Human Resource Management Strategy and Planning

Contact: Four hours per week for one semester.
Prerequisite: ADM266.
Syllabus: Introduction to strategic planning and management, strategic processes, strategy formulation, evaluation and implementation, strategic decision making.

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, synectic tools, probing systems; idea generation tools including morphology, brainstorming, reversal; idea evaluation systems; decision making; implementation processes; problem solving strategies.

ADM360 Cross Cultural Communication and Negotiations

Contact: Four hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject is designed to provide students with the necessary skills to undertake international communications and negotiations. The focus will be on the importance of culture and communication in creating a competitive edge in international business dealings; developing cultural awareness; understanding international contracting and framework for negotiation; planning and preparing for negotiations; the negotiation ritual; evaluating performance; selected country studies.
Assessment: Assignments and class test.

ADM381 Manufacturing Strategy

Contact: Four hours per week for one semester.
Prerequisite: Students undertaking this subject will normally be in the final academic year of their Bachelor of Business degree.
Syllabus: This subject concentrates on long-term structural decisions in operations, including the consideration of major changes to the production process which would require advance planning for implementation. It focuses on the broad issue of manufacturing strategy and organisations, including the use of manufacturing as a competitive weapon. This is a case-oriented course which examines the operating policies for capacity changes, technology change and dealing with opportunities for vertical integration.


ADM382 Manufacturing Simulation

Contact: Four hours per week for one semester.
Prerequisites: Students undertaking this subject will be in the final academic year of their Bachelor of Business degree.
Syllabus: A production/operations management based software package which explores the decisions and options involved in sales forecasting, inventory control, distribution planning, location analysis, aggregate planning, quality control, process design and work measurement, capacity planning and long-term project scheduling.
SPROUSTER, J., Total Quality Control.

ADM383 Issues in Global Manufacturing Management

Contact: Four hours per week for one semester.
Prerequisites: Students will normally have completed the first academic year of the Bachelor of Business degree.
Syllabus: This subject will focus on the leading edge practices used in a variety of manufacturing environments both in Australia and overseas. Other topics will include the context and challenges of the international marketplace; developing an export focus; forms of international business operations.

ADM385 Industrial Placement Program

Contact: Students will be required to spend one semester working four half days per week in manufacturing organisations.
Prerequisites: ADM150, ADM151
Syllabus: The objective of this subject is to provide students with an opportunity to integrate within a real world operational context, the theoretical material and techniques that have been acquired in prerequisite subject areas.
Students will be required to spend the semester working full-time in a manufacturing organisation. They will undertake a substantial industry report to be negotiated with the organisation and the coordinating member of staff. This will provide the student with practical manufacturing work experience and also enable experience in the formulation of an operational problem, the building of a model, data collection, processing and analysis and the reporting of results and recommendations to the organisation involved; and finally the practice skills needed in the interaction with industrial or commercial personnel.


ADM388 Issues in Human Resource Management

Contact: Four hours per week for one semester.
Prerequisite: 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 1990s 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:
1. How HRM can deal with productivity issues.
3. Occupational health and safety.
5. The uses of psychological tests in selection.

ADM390 Entrepreneurship

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


ADM638 International Business

Contact: Three hours per week for one semester.
Prerequisites: FIN635 and FIN636 or FIN616.

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.

ADM641 The Management Process

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

Syllabus: Topics covered include the evolution of organisation and management theory, individuals and work, groups and work, the decision making process, the organisation communication process, planning and controlling the integration of organisational and individual needs.


ADM642 Agribusiness Management

Contact: 42 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.


ADM650 International Management Process

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

Syllabus: This subject studies organisational culture and leadership issues influencing managerial style in various international environments. Students will examine motivation techniques, group dynamics and effective management of individual/team effort. Managerial communication in the international environment will also be examined.

COT113 Computer Technology 1

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

Syllabus: Computer equipment: history of computing; major components; CPU architecture; data representation; the role of the operating system; assembly level programming; peripheral devices; communications devices. File organisation and storage: secondary storage devices; serial
and sequential files; random and relative files; indexed files.


**COT114 Computer Technology 2**

Contact: Four hours per week for one semester.
Prerequisite: COT113, SFT111.

Syllabus: Basic operating system concepts: files and directories; access control and security; resource allocation; range of operating system functions; multi-programming interrupt handling; timesharing. Operating system syntax: in a variety of operating systems, e.g. Unix, MS-DOS, PRIMOS, AOS; command syntax; macros. Advanced operating system concepts: concurrent programming; file control subsystems; access to shared data, locks, semaphores; cooperating concurrent processes; scheduling schemes; memory management.


Manufacturers' reference manuals as indicated.

**COT172 Data Processing**

Contact: Four hours per week for one semester.
Prerequisite: 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. Information Systems: Computer based operational and information systems, use of computers for transaction processing, use of computers for decision support, development of information systems, evaluating system requirements.

Assessment: Practical work and examination.


**COT173 Information Technology**

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


**COT213 Computer Technology 3**

Contact: Four hours per week for one semester.
Prerequisite: COT114.


**COT214 Computer Technology 4**

Contact: Four hours per week for one semester.
Prerequisite: COT213.

Syllabus: CODASYL DBMS concepts. Physical database design: conversion of logical data model to physical database design, indexing, clustering, hashing. Design considerations, for relational DBMS implementation, for CODASYL DBMS implementation. CODASYL DBMS implementation Data Definition Language, Data Manipulation Language, Database Query Language. Database end user facilities: query languages, query by example, natural language. Database administration and utilities to support this function. Data dictionary, directory systems. Distributed database. Trends in database architecture and standardisation.


**COT313 Computer Technology 5**

Contact: Four hours per week for one semester.
Prerequisite: COT214.

Syllabus: Data communications concepts and facilities: Remote I/O devices and networks; Data communications codes; Data communications hardware; Telephone and Telex networks; Packet-switched networks; Digital data networks; Local area networks; Protocols and Open System Interconnection; Australian telecommunications facilities. Types of systems: centralised, de-centralised and distributed. Processing distribution, data distribution, horizontal, hierarchical, advantages and disadvantages. Network architectures and layered protocols. The move to Open Systems Interconnection; ISO initiatives and manufacturers products. Response time in real-time and/or distributed systems: factors influencing response time. Components of response time. Introductory queuing theory: Using the results of classical queuing theory to examine the
ability of systems to react to uniform and peak loads. The dynamic nature of (real-time) distributed systems. The need for transaction logging and fall-back procedures for the entire range of possible failures, hardware software, overload etc. Some typical distributed systems, and their complexity with respect to the need for real-time file updating. Implementing the Data Model in distributed systems. Partitioning and replication theories. Analysing the data model for distributing purposes. Reliability, security, recovery and testing in a distributed environment.


COT314  Computer Technology 6
Contact: Four hours per week for one semester. 
Prerequisite: COT214.
Syllabus: Graphics: introduction to computer graphics, graphics primitives, interactive computer graphics, coordinate systems and menu, graphics transforms, computer animation, microcomputer graphics hardware, graphics languages, graphics packages, solid modelling techniques. Contemporary developments: A selection of contemporary developments in hardware and software.


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. 
Prerequisite: FIN111.
Syllabus: Law relating to sole trader, partners, joint ventures, companies, trusts.
Assessment: Assignment 20 per cent, Exam 80 per cent.

FIN122  Business Law
Contact: Four hours per week for one semester. 
Prerequisite: 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.


FIN151  Legal Procedures
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: Four hours per week for one semester. 
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. 
Prerequisite: 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. 
Prerequisite: 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.

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.

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 observation 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.

FIN232 Production Planning and Control
Contact: Equivalent of four hours per week over one semester.
Prerequisites: ADM150, ADM151.
Syllabus: Planning and controlling inventories and output levels in production systems including forecasting, distribution management, materials requirement planning (MRP), short-run capacity planning and control, and project management.


FIN233 Monetary Theory and Policy
Contact: Four hours per week for one semester.
Prerequisites: 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.

FIN240 Commercial Banking and Finance
Contact: 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 integrative asset-liability management concepts.

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.

FIN254 Legal Procedures 2
Contact: Four hours per week for one semester.
Prerequisite: 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.
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.

FIN260 Banking and Lending Practice
Contact: Four hours per week for one semester.
Prerequisites: 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.

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.

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.

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.


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.

FIN299 Law and Managerial Responsibility
Contact: Four hours per week for one semester.
Prerequisites: FIN122, ADM266
Syllabus: The place of litigation in organisations, line and staff functions and legal implications, analysis of current government legislation and structures, overview and examination of WorkCare, wage and salary administration, equal employment legislation, quality of work life issues in terms of legal requirements.

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 School of Banking and Finance 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 School of Banking and Finance, or the DSBS office.

FIN302 Business Chinese 1
Contact: Six hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject provides a practical introduction to standard (Mandarin) Chinese in everyday and business situations. Topics include: introductions; exchange of information; numbers; expressions of time; dining at hotels, restaurants; socialising; entertainment; currency; asking directions; telephone procedures.

FIN303 Business Chinese 2
Contact: Six hours per week for one semester.
Prerequisite: FIN302.
Syllabus: This subject continues the work covered in FIN302, and will consolidate and build on the sentence patterns and vocabulary. Topics include: planning daily activities; seeking medical treatment; entertainment in China; common topics of conversation; preparation for long distance journeys; Chinese festivals; sale/purchase of technical equipment, raw materials; arranging methods of payment.

FIN306 Business Japanese 1
Contact: Six hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject provides basic communicative competence at spoken Japanese, and provides an introduction to written Japanese. Topics include: introductions; exchange of information; numbers expressions of time; dining at hotels, restaurants; socialising; entertainment; currency; asking directions; telephone procedures.

FIN307 Business Japanese 2
Contact: Six hours per week for one semester.
Prerequisite: FIN306.
Syllabus: This subject continues the work covered in FIN306, and will consolidate and build on the sentence patterns and vocabulary. Topics include: personal life; exchanging information; invitations; shopping; personal business etiquette; prices; buying and selling; tourism. It also introduces additional Kanji and discusses honorifics.

FIN313 Capital Gains Tax
Contact: Four hours per week for one semester.
Prerequisite: FIN393
Syllabus: To introduce the concepts in Part IIIA of the Income Tax Assessment Act 1936 (Cth) commonly known as the Capital Gains Tax provisions and to examine how these provisions apply in practice and in relation to other provisions of the Act.
*CCH Master Tax Guide* (latest ed.).
*CCM Capital Gains Tax* (latest ed.).
*Income Tax Assessment Act 1936 (Cth).*

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.

FIN321 Business Chinese 3
Contact: Six hours per week for one semester.
Prerequisite: FIN303.
Syllabus: This subject continues the work covered in FIN303, and will consolidate and build on the sentence patterns and vocabulary. Topics include: parts of speech; numerals; simple and compound sentences; cultural and business topics.

FIN322 Business Chinese 4
Contact: Six hours per week for one semester.
Prerequisite: FIN321.
Syllabus: This subject continues the work covered in FIN321, and will consolidate and build on the sentence patterns and vocabulary. Topics include: parts of speech; simple and compound sentences; sentence members; cultural topics.

FIN323 Business Chinese 5
Contact: Six hours per week for one semester.
Prerequisite: FIN322.
Syllabus: This subject continues the work covered in FIN322, and will emphasise the acquisition of practical language skills for aural comprehension and expression, as well as cultural and business topics.

FIN324 Business Chinese 6
Contact: Six hours per week for one semester.
Prerequisite: FIN323.
Syllabus: This subject continues the work covered in FIN323, and will emphasise the acquisition of practical language skills for aural comprehension and expression, as well as cultural and business topics.

FIN325 Business Japanese 3
Contact: Six hours per week for one semester.
Prerequisite: FIN307.
Syllabus: This subject continues the work covered in FIN307, and will consolidate and build on the sentence patterns and vocabulary. Topics include: grammar and vocabulary; 20 additional characters per week; honorifics and etiquette usage; cultural and business topics.

FIN326 Business Japanese 4
Contact: Six hours per week for one semester.
Prerequisite: FIN325.
Syllabus: This subject continues the work covered in FIN325, and will consolidate and build on the sentence patterns and vocabulary. Topics include: grammar and vocabulary; 20 additional characters per week; honorifics and etiquette of a higher nature; business and cultural topics.
FIN327 Business Japanese 5
Contact: Six hours per week for one semester.
Prerequisite: FIN326.
Syllabus: This subject continues the work covered in FIN326, and will consolidate and build on the sentence patterns and vocabulary. Topics include: grammar and vocabulary; 15 additional characters per week; honorifics and etiquette of a higher nature; business and cultural topics.

FIN328 Business Japanese 6
Contact: Six hours per week for one semester.
Prerequisite: FIN327.
Syllabus: This subject continues the work covered in FIN327, and will consolidate and build on the sentence patterns and vocabulary. Topics include: grammar and vocabulary; 15 additional characters per week; honorifics and etiquette of a level suitable for interaction in social and business settings; business and cultural topics.

FIN329 Multinational Trade and Industry
Contact: Four hours per week for one semester.
Prerequisites: FIN171 and FIN271.
Syllabus: This subject will provide students with an understanding of the issues and concepts that underpin Australia’s main microeconomic policies, with particular emphasis on policies affecting international trade. Topics include: industry policy; industry regulation; tariffs and trade; resource policy; foreign investment policy; assistance to agriculture; international institutions.

FIN330 Case Studies in International Trade
Contact: Four hours per week for one semester.
Prerequisites: FIN240 and FIN273.
Syllabus: Students will deepen their knowledge of Australia’s traditional and emerging trading partners through lecture contact with business people who have successful record in this field. Case studies of particular countries, covering economic, legal and financial aspects, will also be undertaken.

FIN333 International Banking and Finance
Contact: Four hours per week for one semester.
Prerequisite: FIN240.
Syllabus: The international monetary system, debt and country 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.

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.

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.

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 the 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.

FIN372 Public Finance
Contact: Four hours per week for one semester.
Prerequisites: FIN171 and FIN271.

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.

FIN380 Lending Decisions and Pricing
Contact: Four hours per week for one semester.
Prerequisites: FIN240 and FIN260.
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.

FIN395 Tax Planning
Contact: Four hours per week for one semester.
Prerequisite: FIN393.
Syllabus: Tax planning with particular reference to legal decisions affecting trusts, partnerships, companies, tax avoidance, residence, source, objectives and appeals.

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.

FIN615 Competition and Consumer Law
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: In-depth study of trade practices including cartelisation and its various forms: price fixing; exclusive dealing; contracts in restraint of trade. Monopolisation and its various forms: price discrimination, mergers, RPM, consumer protection on a federal and state level and credit law affecting merchandising. Trade Practices Act (Federal).

FIN616 International Banking and Finance
Contact: Three hours per week for one semester.
Prerequisites: ACC625, FIN614, FIN626 and FIN638.
Syllabus: The international financial system; the European monetary system and the EEC; Euro-Markets; trade finance and trade facilitation agencies; international bank management issues; global banking issues; country risk analysis; effect on banks of catering to needs of multinational/transnationals; interaction between politics, public policy and international banking.

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.
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.

FIN618 Financial Institution’s Planning and Strategy
Contact: Three hours per week for one semester.
Prerequisites: ACC625, FIN614, FIN616, FIN626, FIN627 and FIN638.
Syllabus: Bank organisational structure; external financial environment and constraints; future horizons; marketing positions; strategy formulation; relationship banking; new financial services; effects of strategy and products on banks financial statements; promotion and delivery of financial services; financial strategy management evaluation.

FIN619 International Trade Law and Export Procedures
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Law of international trade, sales transactions, rights and duties and legal aspects of financing international trade. Shipping documents, methods of payment, overseas sales representation. Dispute resolution, litigation and arbitration.

FIN620  International Banking & Finance
Contact: Three hours per week for one semester.
Prerequisite: Successful completion of Semester 1 and Semester 2 of 1st Year of Graduate Diploma in International Business.
Syllabus: International financial markets, forecasting exchange rate movements and financing decisions under different exchange rate regimes.
International capital budgeting decisions, foreign exchange market tax havens, balance of payments theory and countertrade practices.

FIN621  International Economics
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject introduces students to the role of economics in international trade. Topics include: the economic importance of trade, barriers to international trade, the regionalisation of trade, exchange rate determination, advanced balance of payments theory and the domestic impact of the international economy.

FIN622  Capital Markets, Financial Institutions and Funding Decisions
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: In this subject students examine: the structure and operation of the financial system, financial institutions and financial intermediation, yield curve analysis and interest rate and exchange rate management.
Students also investigate sources of short term, medium term and long term finance, lending/borrowing criteria and cases in determining a funding plan.

FIN623  International Accounting and Taxation
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Accounting topics include: accounting for foreign currency translation, international consolidation principles and international management accounting systems. Taxation topics include: sources and residence, taxation of non-residents, foreign source income and international tax planning.

FIN626  Capital Markets, Financial Institutions and Funding Decisions
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Development of money and financial markets and financial flows analysis; intermediation; economic role of the different financial institutions; determination of interest rates and yield curve analysis in financial markets; exchange rates and money supply; sources of short term, medium term and long term finance; sources of overseas borrowing; an introduction to interest rate and exchange rate management; performance of the financial system.

FIN627  Treasury Management for Financial Institutions
Contact: Three hours per week for one semester.
Prerequisites: ACC625, FIN614, FIN638 and FIN626.
Syllabus: Risk management; investment management; costing and pricing; hedging mechanisms; integrative assets/liability management; capital management.

FIN635  Portfolio Management and Theory
Contact: Three hours per week for one semester.
Prerequisites: ACC625, FIN614, FIN616, FIN626, FIN638 and FIN627.
Syllabus: Investment markets, sources of information and investment strategies; measuring investment return and risk; capital asset pricing model; arbitrage pricing theory; taxation; shares and share analysis; valuation; commodities and financial future markets; real estate; portfolio management; asset allocation; monitoring.

FIN638  Banking Law and Practice
Contact: Three hours per week for one semester.
Prerequisites: ACC625, FIN626.
Syllabus: Legal background of the Australian financial system; banker-customer relationship; legal structures and nature of customers; financial instruments; legal aspects of negotiable and allied instruments in trade; electronic banking and legal issues.

FIN639  Penalties and Prosecutions
Contact: Three hours per week for one semester.
Prerequisite: Nil.

FIN640  Business Law
Contact: Three 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; remedies for breach; types of insurance; the duty of utmost good faith in relation to insurance contracts; insurable interests; disclosure and misrepresentations; the insurance contract; expiration, renewal and cancellation; insurance intermediaries; concept of negotiability; types of negotiable instruments and users.

FIN641  Economics
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Analysis of supply and demand; macro and micro economics; intermediate price theory; market structure; competitive policy; the macro economy; the Keynesian model; Government stabilization policy; policy debates.
FIN642  Company & Commercial Law
Contact: Three hours per week for one semester.
Prerequisite: ACC640.
Syllabus: Law relating to sole trader, partners, joint ventures, companies, trusts.

FIN643  Taxation Law and Practice
Contact: Three hours per week for one semester.
Prerequisite: FIN642.
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.

FIN644  Taxation Administration
Contact: Three hours per week for one semester.
Prerequisite: FIN642.

FIN645  Taxable Entities
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: This subject will cover: taxation of companies, shareholders, trusts, beneficiaries, partners and partnerships.

FIN646  Capital Gains Tax
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Identification of Capital Gains Taxable Asset, acquisition and disposal, calculation of net capital gains and losses, effect of rollovers, Capital Gains Tax consequences on return of capital, bonus shares, convertible notes, options, employee share schemes, Capital Gains Tax effects on trusts, companies, partnerships and superannuation funds, tax planning for Capital Gains Tax, tax consequences of death and change of residence.

FIN647  Remuneration and Retirement Packages
Contact: Three hours per week for one semester.
Prerequisite: Nil.

FIN648  International Tax
Contact: Three hours per week for one semester.
Prerequisite: Nil.

FIN649  Current Issues in Taxation and Tax Planning
Contact: Three hours per week for one semester.
Prerequisite: Nil.
Syllabus: Recent tax planning techniques, recent cases and rulings of the Federal Commissioner of Taxation. Possible future tax law changes such as the Accruals foreign tax system, particular relevant practical problems in taxation, selection of miscellaneous topics not covered in other subjects depending on current importance of issues.

FIN650  Indirect Taxes
Contact: Three hours per week for one semester.
Prerequisite: Nil.

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.

MAT123  Mathematics for Computing
Contact: Four hours per week for one semester.
Prerequisite: Year 11 Mathematics or equivalent.

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.
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.

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.

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.

MKT112 Marketing Theory and Practice
Contact: Four hours per week for one semester.
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.

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.

MKT115 Applied Marketing
Contact: Two hours per week for one semester.
Prerequisite: MKT112.
Syllabus: This unit exposes students at an early stage in their course to some conceptual and specialist areas of the discipline and provides them with a vehicle to present their ideas in both a written and oral way.
Assessment: Written and oral presentations and participation.

MKT123 Introduction to Agribusiness
Contact: Four hours per week for one semester.
Prerequisite: Nil
Syllabus: This subject introduces students to the agribusiness system as a whole and develops an understanding of the linkages between the components of the system. Topics include a statistical description of the agribusiness sector; the organisation of the agribusiness channel; power relationships in the channel and an in-depth look at the production, processing and marketing of a selection of food and fibre products. Case studies are used to apply the ideas learnt in the core business units to agribusiness organisations.

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.

MKT211 Buyer Behaviour
Contact: Four hours per week for one semester.
Prerequisites: 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.


MKT212 Marketing Research
Contact: Four hours per week for one semester.
Prerequisites: 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.

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.


MKT220 Marketing Planning and Control
Contact: Four hours per week for one semester.
Prerequisite: 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.


MKT222 Agricultural Systems
Contact: Thirteen hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: Nil.
Syllabus: This subject introduces agricultural production as a biological process. Composition and structure of soils, plant and animal systems, interactions between soils, plant and animals and how these affect the efficiency of agricultural production systems. This subject makes extensive use of the farm enterprises at VCAH Dookie.


MKT224 Communication and Information 1
Contact: Four hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: Nil.
Syllabus: Introduction to computer operating systems, word processing, spreadsheets and databases; alternative communication channels; learning processes; information collection and retrieval; writing and speaking skills.


MKT225 Physical Sciences 1
Contact: Five hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: Nil.
Syllabus: Physical quantities and units, physics in agricultural studies, energy use in agriculture, water supply and hydraulics, physical parameters of agricultural machinery, electricity, atomic structure, quantities in chemistry, carbon chemistry and biological compounds, major classes of reactions.


MKT226 Agricultural Systems 2
Contact: Five hours per week for one semester at the Dookie Campus of VCAH.
Prerequisite MKT222.
Syllabus: Animal and plant health, factors affecting health, management of the environment of animals and plants (animal housing, irrigation systems), labour efficiency in agricultural production, plant and animal breeding, harvesting and post-harvest handling of agricultural and horticultural products.

References: As for MKT222.

MKT227 Communication and Information 2
Contact: Four hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: MKT224.
Syllabus: This subject is a continuation of MKT224, Communication and Information 1. The syllabus is the same as for MKT224.

MKT228 Physical Sciences 2
Contact: Five hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: MKT225.
Syllabus: Surveying, design and installation of irrigation systems, engineering properties of soils, agricultural structures, environmental modification, acids, bases and
buffers, redox systems, agricultural chemicals.
References: As for MKT225

MKT229 Farm Management Economics
Contact: Four hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: Nil
Syllabus: Farm accounting, gross margin analysis, budgeting, opportunity cost, marginal analysis, production economics, supply and demand theory, the determinants of supply for agricultural products.
KAY, B.D., Farm Management: Planning Control and Implementation, McGraw Hill, Sydney, 1986

MKT230 Government and Agribusiness
Contact: Four hours per week for one semester at the Dookie Campus of VCAH.
Prerequisite: Nil
Syllabus: The impact of macroeconomic policy on agribusiness, history of agricultural policy in Australia, the responsibilities of the Commonwealth and State governments, agricultural policy in developed and developing countries, international trade policy, Government and rural resource management, Government and the food processing industry, patents, plant variety rights.

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.
Prerequisite: 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 merchandise; 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.

MKT276 Agribusiness Marketing Management
Contact: Four hours per week for one semester.
Prerequisite: MKT112
Syllabus: Functional, institutional and managerial approaches to the marketing of food and fibre; marketing efficiency; alternative channels for marketing food and fibre products; introduction to transport economics and logistics; grading; power relationships in the agribusiness channel; consumer and industrial buyer behaviour in food marketing; the development of new food products.

MKT280 Logistics Elements
Contact: Four hours per week for one semester.
Prerequisite: 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 School of Marketing 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 School of Marketing or the David Syme Business Schools Administrative Office.
MKT312 Marketing Management
Contact: Four hours of class work for one semester.
Prerequisites: 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.
CRAVENs, Strategic Marketing, Irwin, 1982.
CRAWFORD, C.M., New Products.

MKT313 Strategic Marketing
Contact: Four hours class work for one semester.
Prerequisites: 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.

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.

MKT321 Agribusiness Strategy
Contact: Four hours per week for one semester.
Prerequisite: MKT220
Syllabus: Alternative approaches to planning; strategic planning – philosophy and techniques; competitive strategy; technology and innovation management; ethical issues.
ANSOFF, I., Corporate Strategy, Penguin, 1987

MKT322 Animal Management
Contact: Four hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: MKT226
Syllabus: Beef management, dairy management, sheep management, pig management, poultry management. (Students select three of five modules to study in depth.)
References: Depend on module selected.

MKT325 Plant Management
Contact: Four hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: MKT226
Syllabus: The location and scale of principal plant production enterprises in Australia, plant establishment practice, fertilisers, management of weeds, pests and diseases, plant breeding, selection of plant types and varieties, machinery management. Students will select three out of the following five modules to study in depth: crops, pasture, fruit, vegetables, vines.

MKT326 Agricultural Process Engineering
Contact: Four hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: MKT228
Syllabus: Harvesting and handling of agricultural and horticultural products, processing (grading, drying, refrigeration, fermentation, cooking), industrial engineering and process analysis, process control and economic analysis of processing systems.

MKT327 Technology and Agribusiness
Contact: Four hours per week for one semester at the Dookie Campus of VCAH.
Prerequisites: MKT228
Syllabus: The importance of technology and technological change in agribusiness. Organisational environment for the successful adoption of new technology. Recombinant DNA technology, reproduction technology (embryo transplants), laser technology, information technology and its use in monitoring agricultural production processes and in agricultural marketing.

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.
MKT340 Promotion: Direct and Public Relations/Publicity

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

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.

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.

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.

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.

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.

MKT353 International Marketing

Contact: Four hours per week 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.

MKT360/361 Retail Internship

Contact: An attachment to a retail organisation on three days per week in the semester.
Prerequisites: MKT250, MKT350 (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 satisfactionary 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.
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.

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.

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.


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.

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.

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.

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.


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.

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.
Prerequisite: MKT112
Syllabus: The economic benefits from trade; the role of agriculture as an export industry; barriers to trade in food and fibre products; exchange rates; the financial legal and cultural environment of food and fibre marketing; international marketing management.


**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.

**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.

**MKT379 Marketing High Technology Products**

Contact: Four hours per week for one semester.
Prerequisites: All of first and second years of Marketing degree.
Syllabus: The syllabus covers the following areas: the world of industrial innovation, the need for new industrial products and high-tech marketing, the process of developing and launching a high-tech product or services, idea generation and screening for high-tech marketers, organisational buyer behaviour and high-tech markets, innovation: strategic issues, the development phase, market research for high-tech decisions, launch planning and implementation.
Assessment: Assignments, case studies and a project.

**MKT380 Logistics Systems and Strategy**

Contact: Four hours per week for one semester.
Prerequisite: MKT280.
Syllabus: This subject aims to provide an understanding of 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.

**MKT385 Marketing Strategy**

Contact: Four hours per week for one semester.
Prerequisites: MKT112, ADM281 and ADM282.
Syllabus: The development of appropriate market strategies and plans for a range of products using the case study methods. This subject builds on the theories explored in MKT112 and includes the evaluation and analysis of the implementation of a successful marketing mix in the manufacturing environment.
*Harvard Business Review, Business Horizons, Journal of Marketing*, and other relevant journals will be used during the semester.

**MKT396 Commodity Trading Management**

Contact: Four hours per week for one semester.
Prerequisite: MKT276
Syllabus: Commodities compared with branded products; factors influencing commodity prices; futures markets; agricultural price instability – causes, effects, methods of price stabilisation; commodity price forecasting – fundamental and technical approaches; trading profitability and risk management.

**MKT399 Agribusiness Project**

Contact: Eight hours per week for one semester.
Prerequisites: Completion of first five semesters of the Bachelor of Business (Agribusiness).
Syllabus: An independent evaluation of some aspect of the agribusiness industry consisting of: a research paper, a research project and the presentation of a seminar.

**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.
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.

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.

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.

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.

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.

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.

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.
CATEORA, P.R., International Marketing, (5th ed.), 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.
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.
HUGHES & SINGLER, Strategic Sales Management, Addison-Wesley, 1985.

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.
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 influences of culture, class reference groups and family; consumer decision processes; diffusions of innovations and fads; aspects of industrial buying.

MKT612 Marketing Research and Forecasting
Contact: Three hours per week for one semester.
Prerequisite: MAT661.
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.
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.

MKT626 Marketing Communication Strategies
Contact: Three hours class work and three hours private assignment work per week 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.

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.

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 devaluation 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.

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.


**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.


**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 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.


**MKT637** Marketing Strategy

- **Contact:** Three hours per week for one semester.
- **Prerequisite:** MKT616.
- **Aim:** To provide students with an opportunity to think strategically about marketing situations; to integrate the theoretical and functional aspects of marketing into a practical problem-solving framework; to prepare students for strategic decision-making.

**Syllabus:** Principles and practice of marketing planning; the framework for problem solving and strategy formulation; application of principles and framework to practical case studies.

**MKT638** Industrial Marketing

- **Contact:** Three hours per week for one semester.
- **Prerequisite:** MKT616.
- **Aim:** To provide an in-depth understanding of marketing principles as applied to industrial or business-to-business products and services.

**Syllabus:** Industrial marketing in perspective; organisation buying processes and behaviour; structure of Australian business; assessing industrial marketing opportunities; strategic issues in industrial marketing; managing the industrial product line; business-to-business services and service levels; industrial marketing channels; production and logistical interface; industrial marketing communications; evaluation and control issues in industrial marketing.

**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.


**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.


**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.


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. Simulation methods: deterministic and stochastic models, hand simulations, building computer simulations, using simulation models in managing logistics, and implementation of simulation results.


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.


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.


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 redesign a logistics information system, and demonstrate the profit contribution of the logistics system with the company.

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.


MKT650 International Market Dynamics
Contact: Three hours per week for one semester.
Prerequisite: Nil.

Syllabus: The application of the marketing concept to the world marketplace including: the globalisation of markets, megamarketing and segmentation of the international environment. Review of the environment of selected countries including: trends, politics, international aid, economic policy, trade policy, social and cultural developments.

MKT651 International Marketing and Logistics
Contact: Three hours per week for one semester.
Prerequisite: Nil.

Syllabus: This subject examines evaluating and managing alternative distribution methods including local agents, licensing, joint venture, franchising, management contracts, technology transfers, free trade zones and local manufacture. Students will study customer service, the inventory implications of international trade, product development, pricing considerations and promotions issues in international markets.

MKT652 Marketing Planning & Opportunity Analysis
Contact: Three hours per week for one semester.
Prerequisites: MKT650 and MKT651

Syllabus: This subject examines: international market research procedures — including the collection of primary
data and the accessing of secondary data through international information systems, cultural differences in buying behaviour, techniques in market opportunity analysis, analysis of international competitors, strategies for entering international markets and planning techniques for companies operating overseas.

MKT653 International Marketing Policy & Strategy
Contact: Three hours per week for one semester.
Prerequisites: MKT650 and MKT651.
Syllabus: In this subject, we review strategic options facing international companies and review the techniques for implementing, controlling and evaluating attempts to establish the company internationally. The subject employs case studies to demonstrate the practical problems and issues to be addressed by companies seeking to maintain a presence in the international environment.

MKT654 Field Project
Contact: Three hours per week for one semester.
Prerequisite: MKT652.
Syllabus: Company analysis and country market analysis culminating in the preparation of a detailed marketing plan for an existing company and product(s). The project will utilise all of the skills established in previous subjects and through action-learning, relates these skills to actual marketing situations. The project will take the form of a proposal or a submission to management.

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.

MKT671 Agribusiness Marketing
Contact: 42 hours over five day module.
Prerequisite: Nil.

MKT672 Agribusiness I
Contact: 42 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.

MKT673 Agribusiness II
Contact: 42 hours over five day module.
Prerequisite: Nil.
Syllabus: Description, analysis, and evaluation of the characteristics and performance of agribusiness subsectors and institutions. Marketing alternatives and futures markets. Analyse alternative investment opportunities within agribusiness and production agriculture and explore finance alternatives.

MKT674 Agribusiness Trade and Policy
Contact: 42 hours over five day module.
Prerequisite: Nil.

MKT676 Agribusiness Channels
Contact: 42 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.

**MKT677 Strategic Agribusiness**
Contact: 42 hours over five 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.

**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.

**SFT111 Software Development 1**
Contact: Four hours per week for one semester.
Prerequisite: Nil.


**SFT112 Software Development 2**
Contact: Four hours per week for one semester.
Prerequisites: SFT111, COT113.
Syllabus: Design tools: structure chart and pseudocode. Design heuristics: coupling and cohesion; factoring; module size and complexity; fan-in and fan-out; span of control; scope of control and scope of effect. Structured data types represented by constructors, selectors and predicates. Relative file processing. Sequential file processing. Comparison of chosen implementation language to other available languages.
SFT211 Software Development 3

Contact: Four hours per week for one semester.
Prerequisite: SFT112.

Syllabus: Interactive programs; comparison with batch programs; reliance on terminals for user input/output; terminal types for specific applications; reliance on random-access files for data storage and retrieval; need for systems that maximise probability of correct entry of data; screen types: menu (processing choice), data entry (data retrieval); screen layouts; screen handling modes: field, block; screen fields: data only, control only, data plus control; need for data validation; forms of data: entered format, confirmation format, internal format; logic for data entry operations: multiple fields, single field; logic for enquiry operations: single record, multiple records: single screen, multiple screens, paging forward, paging backward; record selection; hierarchy of menus, movement between menus; help facilities: field level, screen level; software development aids: provision of screen-handling subroutines, enhancement of the source language. Transaction-driven systems; differences between interactive systems and transaction driven systems; concepts of a transaction; transaction types: single-shot, conversational, system generated; program types: delayed start, immediate start; an ideal real-time monitor; problems of several users simultaneously accessing shared files and records; locks: shared, exclusive; deadlock; transaction victimisation; transaction logging; rollback; rollforward.


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.

SFT303 Industrial Project

Contact: Two hours practical work per week for two semesters.

Prerequisites: SFT212, COT214, SYS216.

Syllabus: Students work in project groups (usually four people) on system development tasks for a client who may be either internal or external to Chisholm. In general, projects involve all aspects of the system development life cycle. Project management aspects of system development are stressed. A student in part-time or full-time employment in the computer industry may, with the agreement of all the affected parties, introduce appropriate materials from said employment as part of the assessment for this subject.


SFT311 Software Development 5

Contact: Four hours per week for one semester.
Prerequisite: SFT211, SFT212.

Syllabus: Overview of language processors. The study of system-defined data types, both elementary and structured. The concepts of abstract data types and module
encapsulation. Sequence and data control in programming languages. Storage management. A comparative presentation of the languages, Fortran 77, PL/1, Pascal, Ada, Lisp, APL, C and COBOL, Smalltalk. An overview of systems software. Design principles and structure of modern general purpose operating systems. Introduction to performance monitoring. System administration. Concepts of dedicated operating systems, process control systems and embedded systems. Programming issues in system software: data structures, finite state machines, scanning and parsing, interrupt handling, device level programming, concurrent programming, Interprocess communications. Examples will be drawn from Unix, PC-DOS, XINU, VAX VMS and OST. The programming language required for practical work will be C which must be available on both the PCs and Unix (on the Pyramid). Any assembler level programming required will be based on the 8088/86 architecture (IBM PC).


**SFT312 Software Development 6**

Contact: Four hours per week for one semester.

Prerequisites: SFT211, SFT212.

Syllabus: Programming support tools: cross-referencers; source program restructuring utilities; source code control systems and version controls; source and object library management and data hiding techniques. Integrated support environments: language-sensitive editors; symbolic debug and trace facilities; interpreter-based development environments; integrated edit and compile environments; the Ada programming support environment. Quality assurance: test data generators; test harnesses. Documentation and control: computer assisted flow charts and design diagrams; WP for system documentation; WP and help systems for user documentation; office automation for project communication; computer assisted project control. 4GLs: End-user software development: query languages. Implications for 4GLs: the impact of application tools on prototyping; the relationship between software tools and methodological approaches; data driven design versus procedural design; areas of application for 3GLs and 4GLs; hybrid systems; application development using a 4GL; interfacing 3GL and 4GL components.

**MARTIN, J., An Information Manifesto, Savant 1983.**

**MARTIN, J., Fourth Generation Languages Volume 1, Savant, Cumnforth, 1983.**

**WATTS, R. Application Generators using Fourth generation languages, NCC Publications, 1987.**

Suppliers' Reference Manuals.

**SYS115 Information Systems 1**

Contact: Four hours per week for one semester.

Prerequisites: Nil.

Syllabus: Basic business systems: system theory; terminology; typical systems, e.g. debtors, creditors, stock control; typical documents used in business systems, e.g. invoices, orders. Computerised business systems: mainframe, mini and micro; reasons for using each type; data storage techniques; centralised versus distributed systems; real-time, on-line, and batch systems. Basic design and implementation considerations: operating systems and equipment; design of screens, reports, file access and organisation, including user access requirements; initial file creation; backup and security; system installation.

**CAPRON, H.L. Systems Analysis and Design, Benjamin Cummings, 1986.**

**ELIASON, A.L. Online Business Computer Applications. SRA. 1983.**


**O'BRIEN, J.A. Computers in Business Management. Irwin, 1985.**

Penguin Dictionary of Commerce.

**Penguin Dictionary of Computing.**

**PROVERBS, B. Business Practice in Australia, Pitman, 1981.**


**SYS116 Information Systems 2**

Contact: Four hours per week for one semester.

Prerequisite: Nil.

Syllabus: Introduction to the systems development life cycle; organisational structures for computing; computer professionals; skill requirements; job functions; analyst/user interface. Planning and control of projects: task identification; resource and time estimating; tools for project control; team dynamics; project leadership; quality assurance. Information gathering and presentation; determining user requirements; user responsibilities; types of information required; information gathering tools, e.g. interviewing and questionnaires; report writing; presentation to users. Documentation: data flow diagramming; deliverables; user and operational documentation; standards; technical reviews.
PROVERBS, B. Business Practice in Australia, Pitman, 1981.

SYS215 Information Systems 3
Contact: Four hours per week for one semester.
Prerequisite: SYSD116.
Syllabus: Overview: the nature of analysis, the system development life cycle, and their relationship to strategic planning; different systems development tools and methodologies. Data centred analysis: the data centred approach to analysis, including entity relationship modelling, normalisation, functional modelling and procedure modelling. Process centred analysis: the techniques, tools and stages of the procedure centred approach to analysis, including dataflow diagrams. Evaluation of analysis tools and methods: evaluation, analysis and comparison of methodologies, tools and techniques; the need for quality assurance during system development, e.g. reviews, standards.

SYS216 Information Systems 4
Contact: Four hours per week for one semester.
Prerequisites: SYS215, SFT112, COT114.

SYllabus: Software ergonomics: the need for user friendly software, screen design, report design, security controls. Detailed design: the need for good system design including quality assurance techniques, coupling and cohesion, structure charts, design heuristics, module size, program size, considerations, copy libraries. Prototyping: what is a prototype, what happens when you prototype, prototyping without specifications, prototyping and system design techniques. Implementation: design of security and backup, conversion, file creation; parallel running, system testing, user and acceptance, post-implementation actions, reviews, efficiency, tuning and maintenance, documentation which needs to be maintained during design and implementation, user documentation and training, standards, PRIDE, SDM70 etc.

SYS276 Data Processing
Contact: Four hours per week for one semester.
Prerequisite: COT172 or COT173 or equivalent.
Aim: To enable the student to understand the role of the systems analyst/designer in the commercial environment; participate as an active (user orientated) member of a system development team.
Syllabus: Concepts of on-line, batch, real-time, database. Systems analysis techniques; systems design techniques; system implementation including file creation, user training, system testing, cutover, system maintenance, post-implementation review.

SYS315 Information Systems 5
Contact: Four hours per week for one semester.
Prerequisite: SYS216.
Syllabus: Information services management: role of computing within organisations; programming by non-programmers, departmental computing the place of micro-computers, the role of the EDP department and the information centre; the growth of the development backlog and attempts to improve productivity; the nature of maintenance and the increasing maintenance burden; the impact of 4GLs and allied tools on the development process; relevance of different kinds of control techniques e.g. PRIDE, SDM70, etc.; critical failures in computing; computing tools available to assist the system development process and their relevance to different development environments. Social impacts of information technology: security, integrity, privacy: inter-related, highly important and unresolved issues; invasion of the database by criminals
and invasion of individuals’ privacy by the computer; RSI, job de-skilling, interface design and other critical and unsolved problems; the next five years.


SYS316 Information Systems 6

Contact: Four hours per week for one semester.

Prerequisites: COT213, SYS216.

Syllabus: Nature of unstructured work environments: definitions; the role of decision support, knowledge based, expert and other systems for small, unstructured problem domains; descriptive analysis of managerial work and managerial information preferences; the managerial and the expert domains, and cognitive styles; human–machine interface issues, prototyping and iterative development. Decision support systems: institutional versus ad hoc DSS, organisational issues; evolutionary development methodologies; DSS architectures; hardware and software DSS with emphasis on integrated packages and modellings; DSS case studies. Knowledge based systems: the architecture of knowledge-based systems; control structures; knowledge representation; evolution of knowledge based systems from academic AI research; tools for knowledge engineering and the construction of expert systems.


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 to be experts in account preparation, they need to know the capabilities and constraints of their own organisational’s accounting system and be able to request, and if necessary, analyse pertinent accounting information of their own and other organisations.

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 and 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.

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 sub-system 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.

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.

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.
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.

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.

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.

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.

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.

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.