School of Business
Sydney

STUDENT HANDBOOK

2017

Every economic decision has a moral consequence

POPE BENEDICT XVI
# Index

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Welcome to the School of Business

I am delighted to welcome our new students to the School of Business and to welcome back our existing students. You will find that the special features of the Notre Dame community provide you with the opportunity to both enjoy and benefit from your years at university. By participating fully in the life of the University and of the School of Business, we are confident you will graduate with the skills, confidence and ability to succeed in the ever-changing business world.

The School of Business staff are dedicated to developing students who become contributors to our community and professional ambassadors for our University. Through their extensive academic, industry and commercial experiences they will provide you with courses which are relevant, practical and academically challenging.

Please browse through our website at www.nd.edu.au for more detailed information on our courses and do not hesitate to contact our Administration Office on (02) 8204 4150 if you would like any further information.

With best wishes for your studies in 2017,

Professor Geoff Morris
Dean
School of Business, Sydney

Contact Information

Location
The School of Business is located in Building NDS15 on the corner of Shepherd and Rose Street. The Administration Office is located on the second floor and is open Monday to Friday, 9am – 5pm. Our contact details are:

School of Business
University of Notre Dame Australia
104 Broadway (PO Box 944)
Broadway NSW 2007

Tel: (02) 8204 4150
Fax: (02) 8204 4422

All Business students should be familiar with the University, School and Course Regulations
Academic Staff

Dean

Professor Geoff Morris
Professor Helene de Burgh-Woodman

Associate Dean Research

Profiles of the staff members can be found on the University's website under the School of Business.
All other School of Business staff members can be contacted through the School's Reception. Please call (02) 8204 4150 for further assistance.
### Who To See

- **Consultation Hours with Academic Staff**  
  Academic staff will be available to meet with students during their consultation hours. The Unit Outline will provide details pertaining to such hours. Consultation times are also posted outside lecturer’s offices. Please make a note of these times as lecturers purposely set aside time for students. If you need to see your lecturer at a time other than during consultation hours, you must contact the lecturer by email.

- **Discussion about your Progress**  
  If you would like to discuss any aspect of your course or are finding yourself having troubles, your first point of contact is the Course Coordinator.

- **About a Unit**  
  The first person you should see about a unit is the Lecturer or Unit Coordinator. If you still have questions or concerns you should then see your Course Coordinator.

- **Extra Support**  
  The Academic Enabling and Support Centre (ph: 02 8204 4228) and Student Life Office (ph: 02 8204 4429) offer information and support on sports, social and cultural activities, academic support, careers and employment, counselling referrals and equity support. The University also provides a free and confidential counselling service for students which can be contacted on ph: 02 8204 4220.

Feel free to contact the Administration Office for any general enquiries throughout the semester or if you are unsure who you need to speak to.

### Re-Enrolment Information

- All units are worth **25 credit points**. The minimum requirement for a standard single degree is 600 credit points.

- All Bachelor of Commerce students must identify a **major discipline**, i.e. **Accounting, Advertising, Economics, Finance, Human Resource Management, Management, Marketing or Public Relations**.

- A double major in Management and Marketing is only available to students undertaking a single Degree.

- Double degree students, e.g. Law/Commerce; Commerce/Arts; Commerce/Behavioural Science should select only **one major** in their Business degree.

- Students re-attempting a Unit will do so in the next semester the Unit is offered. If a Unit being repeated is a pre-requisite this will change their sequence of Units.

- Students may **not** take an overload of Units until they have passed any failed Units and gained a Credit average and/or have discussed their academic progress with their Course Co-ordinator, who has given them permission for an overload.

- Units are offered **subject to change** due to student demand (e.g. in the case of electives) and staff availability/expertise.

- **Pre-requisites apply to School of Business and non-Business students equally.**

- **BS390 Business Internship** is a third year Unit
<table>
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<td>Economics</td>
<td>NIL</td>
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<tr>
<td>BS103</td>
<td>Quantitative Methods for Business</td>
<td>NIL</td>
<td>1 2</td>
</tr>
<tr>
<td>BS105</td>
<td>Business Communication</td>
<td>NIL</td>
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<tr>
<td>BS106</td>
<td>Business Information Technology</td>
<td>NIL</td>
<td>1 2</td>
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<tr>
<td>BS111</td>
<td>Accounting for Business</td>
<td>NIL</td>
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<tr>
<td>BS120</td>
<td>Principles of Finance</td>
<td>BS100</td>
<td>1 2</td>
</tr>
<tr>
<td>BS122</td>
<td>Principles of Marketing</td>
<td>NIL</td>
<td>1 2</td>
</tr>
<tr>
<td>BS160</td>
<td>Principles of Management</td>
<td>NIL</td>
<td>1 2</td>
</tr>
<tr>
<td>BS200</td>
<td>Events Management</td>
<td>BS258</td>
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<tr>
<td>BS201</td>
<td>Microeconomic Theory and Policy</td>
<td>BS100</td>
<td>2</td>
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<tr>
<td>BS202</td>
<td>Macroeconomic Theory and Policy</td>
<td>BS100</td>
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</tr>
<tr>
<td>BS203</td>
<td>Business Research Methods</td>
<td>Any of the following: BS103, RM100, RM150, SM140, SM210</td>
<td>1 2</td>
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<tr>
<td>BS205</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>BS206</td>
<td>Intermediate Mathematics for Economics and Finance</td>
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<tr>
<td>BS209</td>
<td>Professional Writing</td>
<td>BS258</td>
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<tr>
<td>BS211</td>
<td>Managerial Accounting</td>
<td>BS110 or BS111</td>
<td>Summer Term</td>
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<tr>
<td>BS215</td>
<td>Financial Accounting A</td>
<td>BS111</td>
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<td>BS216</td>
<td>Financial Accounting B</td>
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<tr>
<td>BS218</td>
<td>Business to Business</td>
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<tr>
<td>BS220</td>
<td>Managerial Finance</td>
<td>BS103, BS111, BS120</td>
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<tr>
<td>BS228</td>
<td>Psychology of Work</td>
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<tr>
<td>BS234</td>
<td>Employment Law</td>
<td>NIL</td>
<td>1</td>
</tr>
<tr>
<td>BS235</td>
<td>The Economics of Financial Crises</td>
<td>BS100</td>
<td>2</td>
</tr>
<tr>
<td>BS240</td>
<td>Business Law</td>
<td>NIL</td>
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<tr>
<td>BS245</td>
<td>Taxation</td>
<td>BS111, BS215, BS240</td>
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<tr>
<td>BS252</td>
<td>Consumer Behaviour</td>
<td>BS122</td>
<td>1</td>
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<tr>
<td>BS258</td>
<td>Introduction to Public Relations</td>
<td>BS105</td>
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<tr>
<td>BS266</td>
<td>Employment Relations</td>
<td>BS273</td>
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<tr>
<td>BS273</td>
<td>Principles of Human Resource Management</td>
<td>BS160</td>
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<tr>
<td>BS302</td>
<td>Leadership: Theory and Practice</td>
<td>BS160</td>
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<tr>
<td>BS310</td>
<td>Managerial Accounting and Control</td>
<td>BS211</td>
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<tr>
<td>BS311</td>
<td>Accounting for Corporate Entities</td>
<td>BS216</td>
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<tr>
<td>BS312</td>
<td>Accounting Theory</td>
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<tr>
<td>BS313</td>
<td>Auditing</td>
<td>BS216, BS211, BS220, BS240</td>
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<td>BS314</td>
<td>Human Resource Development</td>
<td>BS273</td>
<td>2</td>
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<tr>
<td>BS315</td>
<td>E-Marketing</td>
<td>BS106, BS205</td>
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<tr>
<td>BS318</td>
<td>e-Public Relations (e-PR)</td>
<td>BS209, BS258</td>
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<tr>
<td>BS320</td>
<td>Corporate Finance</td>
<td>BS120, BS220</td>
<td>1</td>
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<tr>
<td>BS323</td>
<td>Services Marketing</td>
<td>BS122, BS252, BS205</td>
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<tr>
<td>BS326</td>
<td>International Finance</td>
<td>BS120, BS220</td>
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</tr>
<tr>
<td>BS327</td>
<td>Financial Statement Analysis and Valuation</td>
<td>BS215, BS220</td>
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<tr>
<td>BS329</td>
<td>Mediation and Dispute Resolution</td>
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<td>BS335</td>
<td>Issues and Crisis Management</td>
<td>BS337</td>
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<td>BS337</td>
<td>Corporate Public Relations</td>
<td>BS209</td>
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<tr>
<td>BS338</td>
<td>Advanced Economics</td>
<td>BS100, BS103, BS201, BS202</td>
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</tr>
<tr>
<td>Code</td>
<td>Course Name</td>
<td>Pre-requisite Code</td>
<td>Credit Points</td>
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<tr>
<td>BS339</td>
<td>Econometrics</td>
<td>BS103</td>
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<tr>
<td>BS340</td>
<td>Company Law</td>
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<tr>
<td>BS344</td>
<td>Media Planning</td>
<td>BS205</td>
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<tr>
<td>BS350</td>
<td>Strategic Marketing</td>
<td>BS205</td>
<td>1</td>
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<tr>
<td>BS354</td>
<td>International Marketing</td>
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<tr>
<td>BS360</td>
<td>Strategic Management</td>
<td>BS160</td>
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<tr>
<td>BS368</td>
<td>Change Management</td>
<td>BS160</td>
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<tr>
<td>BS369</td>
<td>Innovation and Entrepreneurship</td>
<td>BS160, min 200 credit points</td>
<td>2</td>
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<tr>
<td>BS370</td>
<td>Human Resource Policy</td>
<td>BS273</td>
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<tr>
<td>BS374</td>
<td>Strategic Workforce Issues</td>
<td>BS273</td>
<td>1</td>
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<tr>
<td>BS390</td>
<td>Business Internship</td>
<td>300 credit points or approval</td>
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<tr>
<td>BS391</td>
<td>Directed Research Topic</td>
<td>See Course Coordinator</td>
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* Pre-requisites are subject to change
2017 Unit Descriptions

BS100 Economics

In this subject you will study those aspects of microeconomics and macroeconomics that will be useful in your business career. You will examine the way in which individual households and firms make business decisions; the way in which individual markets work; the way in which taxes and government regulations affect the operation of individual markets; the way in which the National Accountant measures macroeconomic variables; and the way in which macroeconomic variables change over time. You will become acquainted with notions such as the laws of demand and supply, the elasticity of demand, perfect competition, monopolistic competition, oligopoly, monopoly, producer and consumer surplus, market efficiency, externalities, Gross Domestic Product, the CPI, the multiplier, fiscal policy, and monetary policy.

BS103 Quantitative Methods for Business

Quantitative Methods for Business introduces the various mathematical concepts and tools that are used on a day-to-day basis in the business disciplines. You will learn how to use basic mathematical operations, algebra, functions, financial mathematics, probability and statistics to solve problems in the fields of economics, marketing, management, human resource management, finance and accounting. The course is especially designed for those students who have struggled with mathematics at secondary school.

BS105 Business Communication

This unit introduces the theory and practice of communication in a range of settings – interpersonal, group, cultural, organisational and public communication. It examines the intersection between oral, written and non-verbal communication. Students are encouraged to communicate with a high degree of accuracy and in a manner that respects diverse cultural and religious backgrounds prevalent in modern day society. This Unit also introduces students to techniques and approaches to develop learning skills which foster successful study at university. It also aims to assist you to make a confident transition from your previous studies or work to a university environment, and to help you develop your abilities as a good communicator and a resourceful learner.

BS106 Business Information Technology

This unit is designed to provide students with a business oriented knowledge of key areas of ICT, such as hardware, software, networks, the Internet, security, business systems and databases. It also provides practical skills development in relation to file management, spreadsheets, databases and other software applications in order to help students understand how software can be used to solve business problems.

BS111 Accounting for Business

This unit aims to introduce students to the key concepts of accounting and finance from a user's perspective. This is the introductory course to accounting and finance and the unit introduces the fundamental concepts and principles of accounting, including such things as: the accounting process, elements of accounting, financial statements, interpretation of financial statements, budgeting, costing, and cash flow. The unit also introduces students to the fundamentals of finance, including: time value of money, net present value, and financing businesses. Application of knowledge gained is emphasised and will involve interpreting financial statements and the preparation of budgets. The use of case studies and the interrelationship between concepts and
practice are essential to understanding this unit, and how these fundamentals of accounting and finance are so essential to all businesses.

BS120 Principles of Finance

Financial systems within developed economies are essentially similar in their structure and operation and thus an understanding of them will be universal in application. This unit focuses on the Australian financial system which is composed of numerous markets and institutions through which funds flow between lenders and borrowers. This unit covers the financial instruments, techniques and products that are available to savers, investors and borrowers, and examines the framework and markets through which the Commonwealth Government affects the flow of funds. Students will also gain a greater understanding of markets through the unit's evaluation of Government (and Institutional) regulations and supervision.

BS122 Principles of Marketing

This unit introduces students to marketing; what it is, what it isn't and how it impacts on the world's economy. Topics covered in the unit include: market segmentation and consumer behaviour; the four P's of the marketing mix - product, place, price and promotion; the promotional mix and the tools that are used to develop an integrated marketing communications (IMC) plan; wholesale and retail markets, distribution channels; marketing research; and, marketing ethics. Students gain an understanding of how the four P's are interconnected and reliant on each other to create successful products in the market place.

BS160 Principles of Management

This unit provides a sound introduction to management and the functions of an organisation. It examines both the classical and contemporary theories of management and organisation behaviour. In so doing, the unit considers motivation, controlling, planning, decision making, control and theories of power, politics, corporate culture and in the context of small and large businesses and entrepreneurial ventures. The intention is to provide the student with a broad base of understanding of general principles of management from which they can choose to specialise.

BS200 Events Management

The unit exposes students to the world of events through a detailed understanding of the processes and practices involved in events management, from the genesis of an idea to conducting the event. Subsidiary objectives include providing students with skills in: critically evaluating an idea, feasibility planning; sourcing finance; managing personnel (especially volunteers); and risk management in areas of legal/financial/insurance/social/media. Practical outcomes for students include the development of a real events management plan from inception to execution, the presentation of which will form part of their assessment. Student teams will also work with local organisations to develop ideas.

BS201 Microeconomic Theory and Policy

Microeconomics will teach you to think like an economist. Various microeconomic problems will be considered using consumer choice theory, inter-temporal consumer choice theory, consumer choice theory with uncertainty, asymmetric information theory, bounded rationality and judgement bias, the theory of the firm and game theory. The primary goal is to instil in the students a disposition to see the world around them in economic terms.

BS202 Macroeconomic Theory and Policy
In this unit, you will study the various concepts, tools and models of macroeconomics. You will analyse the nature, causes and economic consequences of unemployment, economic growth, financial instability, trade imbalances and inflation, and you will assess the desirability of monetary, fiscal, income and exchange rate policies. The course is especially suitable for those students who are interested in applying theory to solve practical problems.

**BS203 Business Research Methods**

This unit provides all students with a working knowledge of both theory and practice in undertaking and managing research projects in the social sciences. The unit content includes the presentation of practical problems as well as important theory content. The unit content will address: the principles of social science research; how to frame and generate research questions; ways of asking questions that can be researched, the history and variety of the major research paradigms; the theory of measurement, scaling and numbers; ways of choosing a research methodology; sampling theory -its logic and application; the major methods of data collection- surveys, questionnaires, interviews, and indirect methods of data collection; the formal experiment; and qualitative and quantitative analysis of data.

**BS205 Integrated Marketing Communications**

This unit teaches students how to apply integrated marketing communications (IMC) to a "real world" client. The unit encourages students to use their knowledge of Principles of Marketing and Consumer Behaviour as well as media planning, advertising, and promotions to develop and implement a marketing communications plan for their client. The unit identifies the advantages and disadvantages of using media and promotional tools and challenges students to develop the most appropriate advertising and promotional strategies for their client. Students are then asked to present their communication plan to their client.

**BS206 Intermediate Mathematics for Economics and Finance**

This unit introduces the students to the mathematical tools that are used on a daily basis within the economics and finance disciplines, including multivariable calculus, constrained optimisation, set theory and matrix algebra.

**BS209 Professional Writing**

This unit concentrates on producing a high level of written material, with a focus on writing for the media, whether this is the news media, or "third-party" media, such as public blogs, wikis and web sites. You will enhance your skills in all areas of public relations writing and provide a context in which public relations writing can be understood and applied across a wide range of material, including media releases, newsletter articles, brochures, speeches and copy for electronic and online media. Part of the Unit focuses on writing tools useful for uncontrolled new media. The Unit also addresses corporate requirements such as reports, proposals, submissions and speeches. Students will be reminded of the importance of grammar, spelling and punctuation and introduced to the best-practice writing styles and the variety of communication tools used by PR practitioners.

**BS211 Managerial Accounting**

This unit is designed to introduce the fundamental principles and applications of managerial accounting within both a business and professional environment. Students are introduced to the collection and reporting of cost accounting data in support of the decision making process. Topics covered include the purpose of managerial accounting, cost concepts and terms, cost
behaviour and system design and activity based costing. Topics such as cost-volume-profit analysis, cost benefit analysis, short and long run cost structures and the important profit planning issues of budgeting and control systems are considered in the context of information required for managerial decision making. The subject has a high practical component and incorporates the use of various case examples and problems in weekly lectures and tutorials. Students are required to present solutions to these problems using structured problem solving and oral presentation techniques covered in prior units. This unit is a requirement for those wishing to progress their studies through the ICAA, CPAA or IPA professional programs.

**BS215 Financial Accounting A**

This unit builds on the work covered in BS112 Accounting for Managers thereby facilitating a deeper understanding of the basic conceptual frameworks for professional accounting. The unit takes a *preparers perspective* of financial accounting and hence examines professional accounting in a broader conceptual way and links these concepts to the practical steps required to prepare a full set of financial statements that meet the IRFS, AASB’s, ASIC and ASX requirements. The unit also explores the ethical aspects of the professional accountant and the interrelated needs of business, banking and end users of financial statements. BS215 also introduces students to oral presentation techniques and to structured problem solving methodology, primarily through the use of an extensive integrated case study approach and weekly applied problem solving cases for discussion. The unit will cover measurement and disclosure problems confronting business leaders and the economic and finance concerns of business in general; the preparation of financial statement including both daily journals as well as end-of-period financial adjustments, conceptual frameworks, accounting standards and the usefulness of accounting numbers that are in reported financial statements of Australian companies.

**BS216 Financial Accounting B**

This unit builds on the work covered in *BS215 Financial Accounting A* giving a more detailed understanding of the preparation, presentation and use of financial statements, with a primary focus on accounting for companies. Current Australian practice is examined and integrated with broader theoretical perspectives, seeking to provide the student with a comprehensive and up to date understanding of the key relevant issues in financial accounting. In addition to gaining specific skills in accounting for corporate entities and activities, students will be equipped with the knowledge to research, analyse and critique current corporate accounting practice in Australia. Company formation, accounting for dividends, tax-effect accounting, reporting regulations, preparation of financial statements and liquidations and insolvency are examined. This unit is the second keystone unit of studies for students wishing to program their studies through the ICAA, CPAA or IPA professional programs and is also a pre-requisite for a number of the more advanced accounting compulsory major units.

**BS218 Business to Business**

This unit considers that area of e-Commerce known as business-to-business e-Commerce, or B2B. The B2B area is where there are electronic activities between organisations such as retailers, manufacturers, intermediaries, business consumers and governments. It explores a variety of techniques and situations to allow students to enter a virtual works of electronic business which is a major growth area in the developed economies of the world. The implications and opportunities of dealing across national boundaries are fully developed and taught.
**BS220 Managerial Finance**

This unit examines the theory of finance and investment, the environment in which the theory is to be applied, methods of analysis and the finance and investment decisions which must be made in the corporate sector. It is designed for those students needing a solid foundation in their understanding of business finance and investment, and its main objective is to provide a comprehensive understanding of the sources of finance and the ways in which it may be invested. The unit examines factors influencing capital expenditure decisions; valuation approaches; the formulation of the capital structure; capital market environment; working capital and liquidity control; treasury function and goals; investment decisions; and corporate securities and pricing. Included in this examination is a consideration of asset pricing models and portfolio theory.

**BS228 Psychology of Work**

This unit introduces students to the world of work - the ways humans work together, achieve common goals, and contribute to the outputs of an organisation. It considers stress in the workplace, negotiated goals, successful resolution of differences and power relationships.

**BS234 Employment Law**

This unit deals with the legal principles and statutes than govern employment. It examines the nature of the legal framework surrounding the employer-employee relationship, employment contracts, restraints in employment, discrimination, dispute resolution, termination and occupational health and safety. Both theory and case law are examined to enable students to apply legal requirements to HR policy and practice.

**BS235 The Economics of Financial Crises**

In this unit students survey the various economic theories that have been employed to explain the major financial crises that have occurred through history. Each economic theory is illustrated by tracing the mechanics of a specific financial crisis. 9 of the major financial crises that have occurred between 1636 to recent times are examined in detail, examining the conditions that led to the crisis and the lessons learnt.

**BS240 Business Law**

This unit involves an introduction to the Australian Legal system with special emphasis on the legal and commercial environment of business. Essentially, Business Law covers a wide range of interesting legal topics relating to business. It also teaches students how to analyse and solve legal problems which is essential to those wishing to work in the Accounting profession. The subject is a necessary foundation unit for subjects such as Company Law and Taxation. Topics include an introduction to the legal system and basic principles of the common law; the law of torts, especially negligence, the law of contracts; trade practices; manufacturers’ obligations; crime in the business context; business organisations and the consequences of incorporation.

**BS245 Taxation**

This unit is designed to acquaint students with one of the Federal Government's principal revenue raising mechanisms, at both State and Federal levels, and the increasing volume of allied legislation. The subject examines the interaction of principles and rules which govern the determination of 'taxable income' and considers the legal and ethical implications and complications associated with a taxpayer's status be they an individual, partner, shareholder, company, beneficiary or trustee of an estate. The subject then examines anti-avoidance techniques.
legislation, penalties, the Taxation Commissioner's enforcement armoury and the taxpayer's rights of appeal.

BS252 Consumer Behaviour

Consumer Behaviour investigates why people buy things, their motivations and their decision making processes behind their actions. The unit explores the influences consumers are impacted by, such as their belief systems, cultural traditions, and the "power" of peer or family pressures. The unit also discusses personality types, emotional states, purchasing habits and post purchase behaviour and how these also influence a consumers' behaviour.

BS258 Introduction to Public Relations

The organisation (for profit and not for profit) interacts with numerous "others" in the course of its business. This unit focuses on methods to maximise these interactions. Traditional areas such as communicating with employees and customers are covered, with emphasis also placed on equally important but often neglected groups such as shareholders, the general public, the media, and the different levels of government. The critical elements of fundraising are covered in detail. This unit is relevant for students, business people in large and small companies and the public sector, hospitals, schools, religious orders and a wide range of other organisations. The aim is for students to obtain a foundation to the field of Public Relations and assessment tasks are structured accordingly.

BS266 Employment Relations

The prime objective of the unit is to provide students with the knowledge of the major theories and approaches of industrial relations and the significant parties such as unions, arbitral tribunals and management. The legislative framework in Australia is both unique and flexible and reflects changing political approaches. Since the 1990s changes have reduced the role of the industrial relations institutions and shifted the focus to collective bargaining and employee outcomes at the workplace. The origins and strategies for industrial conflict and its resolution are both a cause for, and an effect on, the employment relationship.

BS273 Principles of Human Resource Management

This unit provides an introduction to the role and functions of Human Resource Management (HRM). Students will examine the history and evolution of HRM, the development of Strategic HRM, and the competencies required by modern human resource practitioners. Students will also examine the functional and strategic roles of HRM in organisations, including performance management, recruitment and selection, learning and development, workforce planning, remuneration and occupational safety and health. This unit provides the basis for 300-level HRM units.

BS302 Leadership: Theory and Practice

The unit provides an overview of leadership activities, skills and knowledge and introduces the role of culture and its impact on performance. It also examines contemporary approaches to leadership through exploring its relationship to management theory and practice. The unit considers the characteristics of organisational culture and how these affect the complexities of managing an organisation ethically and responsibly. The topics discussed will include creativity in decision-making, the planning process, leadership skills, traits and behaviour and contemporary and practical issues such as women and leadership and leading a not-for-profit organisation.
BS310 Managerial Accounting and Control

This unit deals with the role of using accounting information to provide the basis of management decisions. It focuses on analysis of business functions by key activities, transfer pricing, capital investment decision processes, flexible budgeting, profit centre analysis and employee performance management and incentive structures. The impact of both Federal and State taxes are also considered in the context of decision making and performance measurement. This unit is a requirement for those wishing to progress their studies through the ICAA, CPAA or IPA professional programs.

BS311 Accounting for Corporate Entities

This advanced unit examines accounting for corporate entities in some depth and builds extensively on previous work undertaken in BS210. Topics considered include an examination of accounting for various forms of investment, specifically business combinations, consolidations (including direct and indirect minority interests), equity accounting and accounting for joint venture enterprises. Other relevant topics include a broad understanding of accounting and disclosures for financial instruments, foreign exchange transactions (including rudimentary hedge transactions), related parties, segment reporting, lease accounting and share-based payments. Access to the various attributable A-IFRIS accounting standards form a backdrop to an understanding of these topics. In addition to weekly problem-based assignments, the unit also incorporates a reasonably extensive case-based assignment, using published information from Australian listed entities. This unit is a requirement for those wishing to progress their studies through the ICAA, CPAA or IPA professional programs.

BS312 Advanced Accounting Concepts

The unit provides an objective review of the issues in accounting theory. It examines the process of setting accounting standards in a global environment and reviews the existing accounting regulatory process. Additionally the unit considers the various historical and current theories of accounting principles and, specifically, provides an environment for students to critically evaluate and challenge current accounting standards and practices. The subject content and instruction methods are designed to ensure students use their full armoury of imaginative and critical analytic skills to interpret discuss and apply the theoretical, practical and ethical elements of accounting to problem solving. This unit is a requirement for those wishing to progress their studies through the ICAA, CPAA or IPA professional programs.

BS313 Auditing

This unit introduces students to the principles and practice of modern auditing. It examines the company audit process, the role and responsibilities of auditors, the regulation of audit performance and user expectations. Major topics include an examination of audit planning, the concepts of materiality and audit risk, evaluation and testing of internal controls, substantive testing of transactions and balances, audit sampling and reporting by auditors. The emphasis will be on the practical application of theory and the development of critical thinking skills. The central theme is the audit of a limited company from initial engagement to the issue of the opinion. This unit is a requirement for those wishing to progress their studies through the ICAA, CPAA or IPA professional programs.

BS314 Human Resource Development

This unit examines the role and function of Human Resource Development (HRD) in organisations. It covers the theory underpinning training, learning and career development, as
well as the strategic learning and development issues arising from the contemporary business environment. The strategic potential of HRD to address skills shortages and to contribute to longer term workforce planning will also be examined.

**BS315 E-Marketing**

The Internet and other technologies have had a profound effect on the way we do business. This transformation has resulted in new business models that add customer value, build customer relationships, and increase company profitability. This unit considers how the Internet and related technologies affect marketing strategy and tactics.

**BS318 E-Public Relations**

To a large extent, the nature of how we communicate has changed little since the days of the ancient Greeks. However, one thing has changed – the methods we use and the speed at which PR professionals have to respond. The rapidly-changing technology of communication and how it is applied in PR is addressed. Students will apply knowledge of communication theory (and the effective targeting of specific publics) to produce strategic campaigns underpinned by pieces of writing for targeted publics, using various forms of modern media. A communications audit approach will be used to determine the communications to be developed, and tools to be used. Appropriate skills and strategies will be applied in a campaign context. Outcomes will include the development of media kits, with an emphasis on social media and the use of on-line tools and channels.

**BS320 Corporate Finance**

This unit further develops the corporate financial concepts covered in BS220 Managerial Finance. It builds on the initial introduction to capital markets and analyses, in depth corporate capital structures and short and long term corporate financing decisions. All elements of long term financing are covered including the issuing debt and equity to the public, the corporate financial aspects of options, warrants and convertibles, leasing and hedging risk. Special topics in this unit include mergers and acquisitions, international corporate finance, and risk management in relation to the uses of derivative products.

**BS323 Services Marketing**

The Services sector now forms the larger part of most modern economies. The increasingly competitive nature of the marketplace requires a new emphasis on the marketing of services as diverse as accounting, banking, hairdressing, insurance, consultancy's and real estate. The unit focuses on the fact that services and professional services, differ significantly from other forms of business, requiring a distinctive approach to marketing strategy development. The importance of understanding service organisations in their own terms is emphasised so that marketing goals and strategies can be tailored accordingly. This unit is current and relevant to the needs of all modern service providers.

**BS326 International Finance**

International Finance deals with the financial policy decisions of a firm in an international environment. Principal topics covered in the unit revolve around the financing options/decisions of multinational firms conducting business in an international arena. In particular, the unit examines: (a) the international financial environment (ie, history of monetary systems, foreign exchange markets, quotations, interest arbitrage); (b) foreign exchange risk management (ie, how multinational firms measure and manage foreign exchange
risks and derivative products); and (c) global financing and investment (ie, Eurobonds, equity markets, cost of capital).

**BS327 Financial Statement Analysis and Valuation**

The course provides a framework for using financial statement data in a variety of business analysis and valuation contexts. Students taking the course should have an understanding of the contents of financial statements, how income statements, balance sheets and cash flow statements articulate with each other, and knowledge of important accounting rules. A framework for analysis and valuation is used to make the point that effective financial analysis is a process. The process begins with business strategy analysis, continues with accounting strategy analysis and financial analysis, and concludes with prospective analysis and valuation. The most important part of analysis involves understanding the firm’s business strategy and the valuation implications of that strategy. The course places major emphasis on analysing real world cases.

**BS329 Mediation and Dispute Resolution**

This unit introduces the student to the skills that are required within a conflict situation. The conflict situation may be resolved within mediation. It deals with the role of a mediator in mediation and mediation within the alternative dispute resolution spectrum.

**BS335 Issues and Crisis Management**

This unit examines the theoretical framework of issues and crisis management and analyses relevant local and international case studies. In doing so it aims to equip students with the knowledge and strategic skills required to implement strategies to manage public relations or corporate reputation during a crisis. There is a focus on identifying potential internal and external issues, researching and writing a crisis communications plan, responding to a crisis, implementation of media strategies and evaluation of the organization’s reputation after the crisis. Media relations play a crucial role in this field and students will examine how the media acts as a catalyst in the process.

**BS337 Corporate Public Relations**

Public Relations is an increasingly important part of successful organisations, assisting them to market themselves, gain new customers, adapt and thrive in environments of rapid and uncertain economic, sociological and technological change. Ideally Public Relations practitioners maximise the public's understanding of and good will towards an organisation, service or product. This unit concentrates on developing practical PR skills. The principal perspective taken in this course is that of a public relations practitioner. The unit aims to familiarise students with strategy, research techniques and ethics, tools and tactics, and PR’s role in brand building and quality processes.

**BS338 Advanced Economics**

This course is the capstone unit in the economics major offered within the School of Business. It introduces the students to the leading theoretical models deployed in the discipline of economics. Both microeconomic and macroeconomic models are considered. Introductory economics, intermediate microeconomics and intermediate macroeconomics are pre-requisites.

**BS339 Econometrics**

This course is compulsory within the economics major offered within the School of Business. It introduces the students to the main statistical and econometric techniques deployed on a daily
basis within the disciplines of economics and finance. Students who have completed this unit will be sufficiently versed in econometric techniques to enter an honours program in economics.
BS340 Company Law

This unit aims to enable students to understand the underlying principles of the law regulating companies. Topics include the characteristics of a company, particularly as compared with other business structures; the national cooperative scheme and the role of the Australian Securities Commission and other Federal Government regulatory authorities; the effect of incorporation; the corporate constitution; the company’s relations with outsiders; share and loan capital; regulation of public fund raising; duties of company directors, officers and promoters; members’ rights and obligations including minority shareholder protection; regulation of takeovers; issues related to corporate insolvency such as receivership and liquidation, particularly as they affect creditors.

BS350 Strategic Marketing

This unit covers strategies in marketing and, in line with current thinking, it has some orientation towards the global marketplace. Students will learn that effective strategies can only be developed if a thorough knowledge is obtained of the changing product market environment and the relevant needs of different customer segments. Using a project team approach, students are required to develop a strategic marketing plan for an actual company, club or other organisation that provides products or services to the public.

BS354 International Marketing

This unit analyses the multiple environments of international business. Topics include the effect on the marketing strategy of political, legal, economic, social, competitive and technological conditions in various national markets and in particular, Asian markets; international market entry; product, pricing, distribution and promotion strategies; exporting and importing, international marketing organisation and control.

BS360 Strategic Management

This unit integrates knowledge obtained from previous and concurrent courses with personal experiences and preferences. The approach provides opportunity for practice and experimentation in strategy formulation. Emphasis is on how to convert the vision of intuition into definitive plans that can be operationally implemented. Strategic concepts are used to assist the student in making the transition from a change-resistant approach to a change and future-oriented approach characteristic of strategic thinking. Students are advised to take this as a final management unit to obtain maximum benefit.

BS368 Change Management

Change Management focuses upon difference type of individual and how to work with these differences. This unit is designed to equip students who are interested in applying knowledge of some aspects of applied psychology in business, industry, the private sector or who are interested in consultancy work. Both are also appropriate as a supplementary unit for students who intend working in an area requiring knowledge of change management and team facilitation.

BS369 Innovation and Entrepreneurship

This unit examines the processes whereby certain organisations achieve high levels of creativity and innovation. It looks at the relationship between innovation and entrepreneurship with particular reference to technology based companies. It provides an introduction to the tools necessary to create a successful new venture whether as a new business or within an existing
business. Extensive use is made of case studies including the analysis of the entrepreneurial characteristics of a number of Australia based companies.

**BS370 Human Resource Management Policy**

This unit examines the role and functions of Human Resource (HR) policy. It explores how HR policy can be used strategically in organisations and how it can help shape and define organisational culture, as well as ensuring that legal obligations are met. Students will learn how to research, develop and write policy documents covering a wide range of HR issues including performance management, equity and diversity, workplace relations, remuneration, workplace flexibility, leave and attendance management, discipline, employee health and wellbeing and employee development.

**BS374 Strategic Workforce Issues**

This unit examines contemporary Human Resource (HR) issues of strategic importance, reflecting current economic and labour market conditions. Topics include attraction and retention, generational change, conflict and stress at work, diversity, workplace flexibility, employee engagement, globalization and HR measurement. Using lectures, discussions, case studies and guest speakers, students explore these issues and their implications for HR practice and HR strategy development.

**BS390 Business Internship**

This internship unit is designed to offer an experience which cannot be achieved in the classroom as it allows students to grow in terms of workplace experience, professionalism, application of learning, communication and social interaction skills. Experiential learning and professional practice are seen as important components of the Business Internship. To replicate the experience of seeking employment, students are expected to locate and negotiate their own internship placement with a host organisation. A total of six weeks experience is required and this may be undertaken at more than one organisation if desired. The Business Internship seeks to maximise the employment and career prospects of our students by providing them with contemporary practical experience in the area of their major field of study and an opportunity to establish valuable networks within the industry of their choice.

**BS391 Directed Research Topic**

This subject enables students to select and analyse an approved issue within one of the Business disciplines (Accounting, Economics, Finance, Human Resource Management, Management, Marketing, or Public Relations). To fulfil the requirements of the unit, students must select and refine an area of research interest, negotiated with the supervisor on an agreed research topic, present a research proposal for approval, conduct the research, and then write and submit a detailed research report.