



MACQUARIE
UNIVERSITY

FACULTY OF BUSINESS AND ECONOMICS

GRADUATE STUDIES OFFICE

**MASTER OF COMMERCE
AND
MASTER OF INTERNATIONAL BUSINESS**

- **Accounting and Finance**
- **Actuarial Studies**
- **Business**
- **International Business**
- **Information Systems and Technology**
- **Marketing**

INFORMATION GUIDE

2009

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TABLE OF CONTENTS

- 1.0 Introduction and Course Summaries
- 2.0 Master of Commerce in Accounting and Finance
 - 2.1 Course structure
 - 2.2 Course requirements
 - 2.2 Advanced standing for CPA or CA program completion
 - 2.3 Entry requirements
- 3.0 Master of Commerce in Actuarial Studies
 - 3.1 Course structure
 - 3.2 Course requirements
 - 3.3 Accreditation
 - 3.4 Advanced standing
 - 3.5 Entry requirements
- 4.0 Master of Commerce in Business
 - 4.1 Course structure
 - 4.2 Course requirements
 - 4.3 Entry requirements
 - 4.4 Preliminary program of study
- 5.0 Master of International Business
 - 5.1 Course structure
 - 5.2 Course requirements
 - 5.3 Entry requirements
 - 5.4 Preliminary program of study
 - 5.5 Double masters degrees
- 6.0 Master of Commerce in Information Systems and Technology
 - 6.1 Course structure
 - 6.2 Course requirements
 - 6.3 Entry requirements
 - 6.4 Double masters degree with MIT
 - 6.5 Accreditation
 - 6.6 Preliminary program of study
- 7.0 Master of Commerce in Marketing
 - 7.1 Course structure
 - 7.2 Course requirements
 - 7.3 Entry requirements
- 8.0 International Study Opportunities
 - 8.1 Short programs in an overseas location
 - 8.2 International double degrees
 - 8.3 Student exchange (semester length program)

- 9.0 Preliminary Programs of Study
 - 9.1 MIB, MCom in Business
 - 9.2 MCom in Information Systems and Technology
 - 9.3 MCom in Marketing
 - 9.4 Notification that a preliminary program is required
 - 9.5 Number of preliminary units to complete
 - 9.6 Availability of preliminary program
 - 9.7 Substitute preliminary units
 - 9.7 Completion of preliminary program
 - 9.8 Duration and fees

- 10.0 General Information
 - 10.1 Where to find help
 - 10.2 Student email
 - 10.3 Confirmation of enrolment notice
 - 10.4 Change of units or change of program of study
 - 10.5 Withdrawal from a postgraduate unit
 - 10.6 Notifying change of address or telephone number
 - 10.7 Fees
 - 10.8 Grades awarded in units
 - 10.9 Request for special consideration
 - 10.10 Notification of grades
 - 10.11 Termination of candidature for poor performance
 - 10.12 Cross-institution credit
 - 10.13 Advanced standing
 - 10.14 Business internships
 - 10.15 Leave of absence
 - 10.16 Availability of computers
 - 10.17 Library facilities
 - 10.18 Semester timetables
 - 10.19 Transfer between degree programs
 - 10.20 Enrolment in a second degree
 - 10.21 Completion of degree notice
 - 10.22 Graduation

- 11.0 Study Pattern Codes

- 12.0 Description of Masters Units (in the following order)
 - ACCG units
 - ACST units
 - BUS units
 - BUSL units
 - DEM units
 - ECON units
 - ICMS units
 - INOV units
 - ITEC units
 - MIST units
 - MKTG units
 - STAT units

- 13.0 Administrative Staff

1.0 INTRODUCTION AND COURSE SUMMARIES

Staff of the Graduate Studies Office welcomes you to Macquarie University and hope that the time you spend with us as a postgraduate student is enjoyable, productive and successful.

The Graduate Studies Office (GSO) at Macquarie University manages a range of postgraduate programs in business disciplines that are specifically designed to meet the career needs of graduates in the challenging and rewarding commercial world. Collectively, these programs are of interest to graduates from a variety of backgrounds. Individually, each program has a particular emphasis to suit specific career needs.

The purpose of this Information Guide is to provide details about each of these programs and the facilities available to postgraduate students through the GSO and the University.

Please read this Information Guide carefully and retain it for reference for the duration of your postgraduate enrolment. This Information Guide contains answers to many of the questions you might have during your studies.

Below is a summary of the GSO's programs that highlights key features.

ACCOUNTING AND FINANCE PROGRAMS

▪ MASTER OF COMMERCE IN ACCOUNTING AND FINANCE

A specialist accounting and finance degree. Suitable for accounting and finance graduates who need to upgrade skills in one or more of the areas of accounting, finance, information systems and taxation. Advanced standing is available for CPA or CA qualified graduates.

ACTUARIAL STUDIES PROGRAMS

▪ MASTER OF COMMERCE IN ACTUARIAL STUDIES

A specialist actuarial degree for graduates in actuarial studies or quantitative finance. The program articulates with the professional requirements of the Institute of Actuaries of Australia. Suitable for further specialised study in finance and statistics or for updating knowledge and skills in the actuarial discipline.

BUSINESS PROGRAMS

▪ MASTER OF COMMERCE IN BUSINESS

A business degree combining breadth and depth in self-selected disciplinary areas. Suitable for graduates from any area who expect to be exposed to a multi-disciplinary business environment, especially in large organisations where knowledge of several functional areas is required.

▪ MASTER OF INTERNATIONAL BUSINESS

A business degree with an international focus in the key functional areas of finance, accounting, marketing and trade. Suitable for graduates from any area working in a multinational environment where global perspectives on key business disciplines are required. Can be combined in a double degree with Master of Arts in International Communication or Master of International Relations.

INFORMATION SYSTEMS AND TECHNOLOGY PROGRAM

▪ **MASTER OF COMMERCE IN INFORMATION SYSTEMS AND TECHNOLOGY**

An information systems and technology program with an emphasis on business issues and applications. Suitable for graduates from any area with an interest in developing information systems and technology skills with a business perspective. Can be combined in a double degree with Master of Information Technology.

MARKETING PROGRAM

▪ **MASTER OF COMMERCE IN MARKETING**

A specialist program in strategic, operational and international marketing. Suitable for graduates from any area with an interest in the management of exchange processes in competitive markets.

2.0 MASTER OF COMMERCE IN ACCOUNTING AND FINANCE

2.1 COURSE STRUCTURE

The MCom in Accounting and Finance is designed for graduates in accounting or finance who need to obtain higher qualifications or upgrade their knowledge and skills for career development purposes. The MCom in Accounting and Finance is also well suited to those who have completed the CPA program or the CA program and want to add value to their professional qualifications. It is also suitable for students preparing for CPA or CA exams.

The MCom in Accounting and Finance requires the completion of eight units. It is a flexible program that allows postgraduate students to select their own eight units from a range of units available. Students can either concentrate in a particular field or select a variety of units that will add breadth to existing qualifications. All units are specifically designed to meet the career needs of accounting and finance professionals. Each MCom unit carries a weight of four postgraduate credit points, making 32 credit points in total for the MCom. The program can be completed in 12 months of full-time study or longer by part-time study.

The MCom in Accounting and Finance is a practical and commercially relevant program taught by highly qualified Macquarie University staff along with visiting staff from the accounting and finance professions. It is now a distinct career advantage to hold postgraduate accounting and/or finance qualifications as major employers seek and reward highly motivated staff who have earned a recognised, up-to-date qualification such as the MCom in Accounting and Finance.

2.2 COURSE REQUIREMENTS

The award of MCom in Accounting and Finance requires the completion of eight postgraduate units from the following list of available units. Each unit is one-semester (13 weeks) in duration.

Accounting and Finance units (must select at least six units)

ACCG805	Research Methodology in Finance
ACCG806	Risk Management and Derivatives
ACCG807	Research Seminar
ACCG808	Corporate Finance
ACCG811	Advanced Auditing and Assurance Services
ACCG812	Information Technology Management
ACCG818	Investments
ACCG822	Information Systems in Business
ACCG825	Management Accounting: Strategy and Control
ACCG828	Management Control Systems

ACCG832	Business and Financial Analysis
ACCG835	International Accounting
ACCG837	Capital Markets
ACCG838	Business Valuation
ACCG839	Portfolio Management
ACCG840	Personal Financial Planning
ACCG845	Performance Measurement and Management
ACCG846	International Taxation
ACCG847	Forensic Accounting
ACCG848	Business and Professional Ethics
ACCG871	Advanced Corporate Accounting
ACCG872	Advanced Financial Reporting
ACCG875	Investing in Emerging Markets
ACCG876	Islamic Banking and Finance (<i>available 1st semester 2010</i>)
ACCG882	Advanced Taxation
ACCG890	Corporate Financial Forecasting
ACCG893	Research Methodology in Accounting
ACCG894	Special Interest Seminar
ACCG898	Research Project A
ACCG899	Research Project B
ACST815	Superannuation
ACST827	Corporate and Structured Finance
ACST828	Options, Futures and Derivatives
ACST829	Capital Budgeting and Financial Modelling
ACST833	Insurance
ACST834	Financial Institutions Regulation and Management
ACST865	Quantitative Methods in Financial Risk Management
ECON828	International Investment and Risk
ECON867	International Financial Management
MKTG800	Marketing and Finance

In addition, there is a range of optional units from the MCom in Business that is available. Students can take up to two options as part of the eight units required for the degree of MCom in Accounting and Finance.

Optional units (*may select up to two units*)

BUS800	Electronic Commerce
BUS804	International Business Strategy
BUS805	Knowledge Management and Organisational Learning
BUS815	Behaviour in Organisations
BUS840	Business Project Management
BUS850	Management of People at Work
BUS851	Comparative Human Resource Management
BUS854	Managing Cultural Diversity in Business
BUS870	International Study Experience
BUS880	Business Internship
ICMS801	Management and Organisations
ICMS811	Foundations of Organisational Performance
ICMS812	Entrepreneurial Leadership
INOV802	Intellectual Property Creation, Strategy and Management
INOV827	Entrepreneurship and Business Strategy (<i>recoded BUS827 in 2010</i>)
STAT888	Applied Business Techniques

2.3 ADVANCED STANDING FOR CPA OR CA PROGRAM COMPLETION

Students who have completed either the CPA program or the CA program at the time of initial enrolment in the MCom in Accounting and Finance, or complete the CPA or CA program during a period of MCom candidature, are eligible for eight credit points advanced standing in the MCom in Accounting and Finance degree (25% of the MCom degree). Advanced standing for

the CPA or CA program can only be given provided no option units have already been completed as part of the MCom in Accounting and Finance.

2.4 ENTRY REQUIREMENTS

Admission to the MCom in Accounting and Finance requires a degree from a recognised university deemed equivalent to a three year Australian bachelor degree **with a major in either accounting or finance**. An entry GPA of 2.70 (out of 4.00) is expected. English proficiency is required (e.g. IELTS 6.5). Prior work experience is not required for admission.

3.0 MASTER OF COMMERCE IN ACTUARIAL STUDIES

3.1 COURSE STRUCTURE

The MCom in Actuarial Studies is suitable for graduates who hold a bachelor degree in actuarial studies or equivalent professional qualifications. The program is structured to allow students to complete Part 2 of the Institute of Actuaries of Australia professional qualifications as part of the degree. Students are also able to complete further specialised study in actuarial and related areas including statistics, finance and economics. The MCom will also be of interest to practicing actuaries who wish to update their knowledge and skills in the areas of study covered by this program.

3.2 COURSE REQUIREMENTS

The MCom in Actuarial Studies requires completion of eight units. Each unit is a full-semester unit (160 hour workload) carrying four postgraduate credit points. The MCom degree is awarded when 32 credit points have been completed. The program can be completed in 12 months of full-time study or longer by part-time study.

MCom units available include (*select at least six*):

ACST801	Actuarial Research Project
ACST815	Superannuation
ACST827	Corporate and Structured Finance
ACST828	Options, Futures and Derivatives
ACST829	Capital Budgeting and Financial Modelling
ACST831	Actuarial Control Cycle 1
ACST832	Actuarial Control Cycle 2
ACST833	Insurance
ACST834	Financial Institutions Management and Regulation
ACST863	Actuarial Research Project A
ACST864	Actuarial Research Project B
ACST865	Quantitative Methods in Financial Risk Management
ACST871	Investment Management
ACST872	Quantitative Techniques in Debt and Equity Investment Management
ACST873	Financial Derivatives Management
BUS840	Business Project Management

In addition, up to two optional units can be selected from:

ACST851	Mathematics of Finance
ACST852	Finance & Financial Reporting
ACST854	Survival Models
ACST859	Contingent Payments 1 &
ACST860	Contingent Payments 2
ACST861	Mathematical Theory of Risk &
ACST862	General Insurance Pricing & Reserving

ACST858	Financial Economics and Valuation
STAT810	Statistical Theory
ECON822	Microeconomics
ECON823	Macroeconomics

Units from the following programs may also be available as electives:

MCom in Accounting and Finance

Master of Applied Statistics

Master of Biostatistics

Note: not all units from the above programs are available as options- contact GSO for details.

3.3 ACCREDITATION

Completion of ACST831 and ACST832 as part of the MCom exempts students from Part 2 of the Institute of Actuaries of Australia professional qualification requirements.

3.4 ADVANCED STANDING

Students who have passed ACST831 and ACST832 (or equivalent units at another Australian university) prior to enrolment in the MCom in Actuarial Studies will be granted advanced standing of eight credit points (two units), provided ACST831 and ACST832 (or their equivalent) have not been counted as credit toward an undergraduate degree.

3.5 ENTRY REQUIREMENTS

Admission to the MCom in Actuarial Studies requires a recognised first degree equivalent to a three year Australian bachelor degree in actuarial studies or equivalent professional actuarial qualifications. An entry GPA of 2.70 (out of 4.00) is required. English proficiency is required at IELTS 6.5 or TOEFL 580. Work experience is not required.

4.0 MASTER OF COMMERCE IN BUSINESS

4.1 COURSE STRUCTURE

The Master of Commerce in Business is a modern business degree that enables graduates to study units across a range of disciplinary areas. The degree provides an opportunity to acquire an interdisciplinary understanding of business with a concentration in at least one major area of business activity. The MCom in Business requires completion of eight single-semester units.

4.2 COURSE REQUIREMENTS

The award of Master of Commerce in Business requires the completion of eight units. Each MCom unit carries a weight of four postgraduate credit points so the program is 32 credit points in total. The degree is structured as follows

- Four units (16 credit points) must be selected from one of the MCom in Business disciplinary areas, which is then designated as the “major area of study”.
- The remaining four MCom units (16 credit points) are selected from two other disciplinary areas with two units taken in each of the selected disciplinary areas.

Hence the MCom in Business can be described as a “4 + 2 + 2” program. No other combination of units is permitted. The objective of the MCom in Business degree is to ensure a spread of study across self-selected business disciplines.

The disciplinary areas of study within the MCom in Business are:

- Accounting
- Actuarial Studies

- Commercial Law
- Economics
- Finance
- Information Systems and Technology
- Marketing
- Management, Organisations and Society
- Research
- Sport Business Management
- Tourism and Hospitality

The units offered within each disciplinary area of study are shown below. Some units have assumed knowledge requirements.

ACCOUNTING

ACCG811	Advanced Auditing and Assurance Services
ACCG825	Management Accounting: Strategy and Control
ACCG828	Management Control Systems
ACCG832	Business and Financial Analysis
ACCG835	International Accounting
ACCG840	Personal Financial Planning
ACCG845	Performance Measurement and Management
ACCG847	Forensic Accounting
ACCG848	Business and Professional Ethics
ACCG871	Advanced Corporate Accounting
ACCG872	Advanced Financial Reporting
ACCG893	Research Methodology in Accounting
ACCG898	Research Project A
ACCG899	Research Project B

ACTUARIAL STUDIES

ACST801	Actuarial Research Project
ACST815	Superannuation
ACST827	Corporate and Structured Finance
ACST828	Options, Futures and Derivatives
ACST829	Capital Budgeting and Financial Modelling
ACST831	Actuarial Control Cycle 1
ACST832	Actuarial Control Cycle 2
ACST833	Insurance
ACST834	Financial Institutions Regulation and Management
ACST865	Quantitative Methods in Financial Risk Management
ACST871	Investment Management
ACST872	Quantitative Techniques in Debt and Equity Investment Management
ACST873	Financial Derivatives Management
BUS840	Business Project Management

COMMERCIAL LAW

ACCG846	International Taxation
ACCG882	Advanced Taxation
BUSL832	Business Transactions Law
BUSL833	Business Property Law
BUSL834	Law of Business Enterprises
BUSL851	International Commercial Law
BUSL852	Trade Practices Law
BUSL860	Banking and Finance Law
BUSL861	Financial Securities Law
BUSL863	Corporate and Market Law and Regulation
BUSL864	International Banking and Finance Law

ECONOMICS

ECON844	Monetary and Financial Policies
ECON846	International Monetary Policy
ECON847	International Trade
ECON852	Industry Regulation and Public Enterprise
ECON853	Economics of Public Issues
ECON857	Economic Development and World Economic Order

ENTREPRENEURSHIP AND INNOVATION

INOV802	Intellectual Property Creation, Strategy and Management
INOV827	Entrepreneurship and Business Strategy (<i>recoded BUS827 in 2010</i>)

FINANCE

ACCG805	Research Methodology in Finance
ACCG806	Risk Management and Derivatives
ACCG808	Corporate Finance
ACCG818	Investments
ACCG837	Capital Markets
ACCG838	Business Valuation
ACCG839	Portfolio Management
ACCG875	Investing in Emerging Markets
ACCG876	Islamic Banking and Finance (<i>available 1st semester 2010</i>)
ACCG890	Corporate Financial Forecasting
ECON867	International Financial Management
ECON828	International Investment and Risk

INFORMATION SYSTEMS AND TECHNOLOGY

ACCG812	Information Technology Management
ACCG822	Information Systems in Business
BUS800	Electronic Commerce
MIST800	Computer Applications in Business
MIST811	Information Management
MIST812	Decision Support Systems
MIST822	Web-database Engineering
MIST824	Network Systems for Management
STAT888	Applied Business Techniques

MARKETING

BUS801	Business Forecasting
BUS803	Strategic Operations Management
DEM800	Demographic Analysis in Business
ICMS821	Media Management
ICMS822	Strategic Intelligence
MKTG800	Marketing and Finance
MKTG801	International Marketing
MKTG802	Marketing Communications
MKTG803	Marketing Operations
MKTG804	eBusiness Marketing
MKTG805	Applied Marketing Research
MKTG806	Applied Marketing Strategy
MKTG807	Business-to-Business Marketing
MKTG808	Services Marketing
MKTG809	Marketing Logistics
MKTG810	Retail Strategy and Operations
MKTG811	Brand Management
MKTG813	Marketing Principles
MKTG814	Managing Customer Relationships
MKTG815	Consumer Behaviour
STAT826	Market Research and Forecasting

MANAGEMENT, ORGANISATIONS AND SOCIETY

BUS802	European Business Environment
BUS804	International Business Strategy
BUS805	Knowledge Management and Organisational Learning
BUS815	Behaviour in Organisations
BUS850	Management of People at Work
BUS851	Comparative Human Resource Management
BUS854	Managing Cultural Diversity in Business
BUS870	International Study Experience
BUS880	Business Internship
ICMS801	Management and Organisations
ICMS802	Managing Service Relationships
ICMS811	Foundations of Organisational Performance
ICMS812	Entrepreneurial Leadership

RESEARCH

BUS890	Business Research Project A
BUS891	Business Research Project B

SPORT BUSINESS MANAGEMENT

ICMS841	Sport in Australia
ICMS842	International Sport Management
ICMS843	Sport and Law
ICMS844	Sport Marketing

TOURISM AND HOSPITALITY

ICMS831	International Tourism
ICMS832	Tourism and Hospitality Marketing
ICMS833	Hospitality Property and Facilities Management
ICMS834	Hotel Management Simulation

Note: All ICMS coded units are only offered at the International College of Management (Manly)

4.3 ENTRY REQUIREMENTS

Admission to the MCom in Business requires a degree from a recognised university deemed equivalent to a three year Australian bachelor degree. The degree can be in any discipline. However, if the degree does not contain sufficient business related units to undertake a proposed program of study, then a preliminary program of study will be required to build prerequisite foundation knowledge. An entry GPA of 2.70 (out of 4.00) is expected. English proficiency is required (e.g. IELTS 6.5) The MCom in Business does not require prior work experience for admission.

4.4 PRELIMINARY PROGRAM OF STUDY

Students who have not completed sufficient business units as part of another degree program will be required to complete a preliminary program of study as part of the MCom in Business. This is necessary to build essential foundation knowledge required for successful completion of the Masters level units. See the section on Preliminary Programs of Study for more detail.

5.0 MASTER OF INTERNATIONAL BUSINESS

5.1 COURSE STRUCTURE

The Master of International Business is a modern business degree with a global outlook. The degree provides an opportunity to acquire contemporary knowledge and skills in core business disciplines taking an international focus. The degree promotes both depth and breadth in

business studies through a program of core study in accounting, economics, finance and marketing together with option units chosen from a range of business disciplines.

5.2 COURSE REQUIREMENTS

The Master of International Business requires completion of eight units. Each unit carries a weight of four postgraduate credit points, so the program is 32 credit points in total. Four core units (16 credit points) and four option units (16 credit points) are required.

Core units (*must take all four core units*)

ACCG835	International Accounting
ECON847	International Trade
ECON867	International Financial Management
MKTG801	International Marketing

Optional units (*must select four option units*)

ACCG806	Risk Management and Derivatives
ACCG808	Corporate Finance
ACCG812	Information Technology Management
ACCG818	Investments
ACCG822	Information Systems in Business
ACCG828	Management Control Systems
ACCG832	Business and Financial Analysis
ACCG837	Capital Markets
ACCG838	Business Valuation
ACCG839	Portfolio Management
ACCG840	Personal Financial Planning
ACCG845	Performance Measurement and Management
ACCG846	International Taxation
ACCG847	Forensic Accounting
ACCG848	Business and Professional Ethics
ACCG875	Investing in Emerging Markets
ACCG876	Islamic Banking and Finance (<i>available 1st semester 2010</i>)
ACCG890	Corporate Financial Forecasting
BUS800	Electronic Commerce Strategy
BUS801	Business Forecasting
BUS802	European Business Environment
BUS803	Strategic Operations Management
BUS804	International Business Strategy
BUS805	Knowledge Management and Organisational Learning
BUS815	Behaviour in Organisations
BUS840	Business Project Management
BUS850	Management of People at Work
BUS851	Comparative Human Resource Management
BUS854	Managing Cultural Diversity in Business
BUS870	International Study Experience
BUS880	Business Internship
BUS890	Business Research Project A
BUS891	Business Research Project B
DEM800	Demographic Analysis in Business
ECON828	International Investment and Risk
ECON846	International Monetary Policy
ECON853	Economics of Public Issues
ECON857	Economic Development and World Economic Order
ICMS801	Management and Organisations
ICMS802	Managing Service Relationships
ICMS811	Foundations of Organisational Performance
ICMS812	Entrepreneurial Leadership
ICMS821	Media Management

ICMS822	Strategic Intelligence
ICMS831	International Tourism
ICMS832	Tourism and Hospitality Marketing
ICMS842	International Sport Management
ICMS844	Sport Marketing
INOV802	Intellectual Property Creation, Strategy and Management
INOV827	Entrepreneurship and Business Strategy (<i>recoded BUS827 in 2010</i>)
MIST800	Computer Applications in Business
MIST811	Information Management
MIST812	Decision Support Systems
MKTG800	Marketing and Finance
MKTG802	Marketing Communications
MKTG803	Marketing Operations
MKTG804	eBusiness Marketing
MKTG805	Applied Marketing Research
MKTG806	Applied Marketing Strategy
MKTG807	Business-to-Business Marketing
MKTG808	Services Marketing
MKTG809	Marketing Logistics
MKTG810	Retail Strategy and Operations
MKTG811	Brand Management
MKTG813	Marketing Principles
MKTG814	Managing Customer Relationships
MKTG815	Consumer Behaviour
STAT826	Market Research and Forecasting
STAT888	Applied Business Techniques

5.3 ENTRY REQUIREMENTS

Admission to the Master of International Business requires a degree from a recognised university deemed equivalent to a three year Australian bachelor degree. The degree can be in any discipline. However, if the degree does not contain sufficient business related units to undertake a proposed program of study, then a preliminary program of study will be required to build prerequisite foundation knowledge. An entry GPA of 2.70 (out of 4.00) is expected. English proficiency is required (e.g. IELTS 6.5). The Master of International Business does not require prior work experience for admission.

5.4 PRELIMINARY PROGRAM OF STUDY

Students who have not completed sufficient business units as part of another degree program will be required to complete a preliminary program of study as part of the Master of International Business. This is necessary to build essential foundation knowledge required for successful completion of the Masters level units. See the section on Preliminary Programs of Study for more detail.

5.5 DOUBLE MASTERS DEGREES

The Master of International Business can be combined with either:

- Master of International Relations, or
- Master of Arts in International Communication

The purpose of a double Masters degree is to provide students with the option of completing two internationally focused degrees within one period of candidature. A double degree will interest those students who would like to extend their business skills in to the complimentary areas of international relations or international communications. Holding two international postgraduate qualifications will be an advantage to graduates seeking work in multinational commercial organisations, government agencies, global institutions or business orientated media .

A double Masters degree can be completed in 18 months of full-time study, or longer by part-time study.

5.5.1 Master of International Business (MIB) and Master of International Relations (MIR)

MIB Core (4 units, 16 cp):

- ACCG835 International Accounting
- ECON847 International Trade
- ECON867 International Financial Management
- MKTG801 International Marketing

MIR Core (3 units, 12 cp):

- IRPG841 Theories of International Relations
- IRPG849 International Political Economy
- IRPG857 International Law and Institution

Options (5 units, 20 cp):

- Two options from the MIB program
- Three options from MIR program (select from IRPG units only)

5.5.2 Master of International Business (MIB) and MA in International Communication (MAIC)

MIB Core (4 units, 16 cp):

- ACCG835 International Accounting
- ECON847 International Trade
- ECON867 International Financial Management
- MKTG801 International Marketing

MAIC Core (4 units, 16 cp):

- ICOM821
- One unit from ICOM811 or ICOM816
- One unit from ICOM812 or ICOM817
- One unit from ICOM818, ICOM828 or ICOM891

Options (4 units, 16 cp):

- Two options from the MIB program
- Two options from the MAIC program (select from ICOM units only).

5.5.3 Eligibility for a double degree

Applicants for a double Masters degree must hold a recognised degree equivalent in standing to an Australian three-year bachelor degree. Applicants must have completed sufficient business units in a prior degree in the areas of finance, accounting, marketing and economics. Applicants without sufficient university level business studies will be required to complete a preliminary program of one semester (six months). An entry GPA of 2.70 (out of 4.00) is expected. English proficiency is required (e.g. IELTS 6.5).

Applicants for the MIB/MA International Communication double degree should preferably hold a bachelor degree that contains some studies in communication, media, public relations or similar.

6.0 MASTER OF COMMERCE IN INFORMATION SYSTEMS AND TECHNOLOGY

6.1 COURSE STRUCTURE

This postgraduate degree program is provided for students who seek a business perspective in their study of information systems and technology rather than a computer science perspective. The degree builds upon the information systems and technology major presently in the MCom in Business. The degree is available to students with or without a business oriented IS/IT background, however students with limited business and IS/IT units in a prior degree will be required to complete a preliminary program to build foundation skills.

6.2 COURSE REQUIREMENTS

The award of MCom in Information Systems and Technology requires the completion of eight postgraduate units (32 credit points) from the following list of available units:

Information Systems and Technology units (*select at least six units*)

ACCG812	Information Technology Management
ACCG822	Information Systems in Business
BUS800	Electronic Commerce Strategy
MIST800	Computer Applications in Business
MIST811	Information Management
MIST812	Decision Support Systems
MIST822	Web-Database Engineering
MIST824	Network Systems for Management
MKTG804	eBusiness Marketing
STAT888	Applied Business Techniques

In addition, there is a range of optional units from the MCom in Business and Master of Information Technology that is available. Students can take up to two options as part of the eight units required for the degree of MCom in Information Systems and Technology.

Optional units (*may select up to two units*)

MCom in Business units

ACCG828	Management Control Systems
ACCG845	Performance Measurement and Management
ACCG848	Business and Professional Ethics
BUS804	International Business Strategy
BUS805	Knowledge Management and Organisational Learning
BUS815	Behaviour in Organisations
BUS840	Business Project Management
BUS850	Management of People at Work
BUS851	Comparative Human Resource Management
BUS854	Managing Cultural Diversity in Business
BUS870	International Study Experience
BUS880	Business Internship
BUS890	Business Research Project A
BUS891	Business Research Project B
ICMS801	Management and Organisations
ICMS802	Managing Service Relationships
ICMS811	Foundations of Organisational Performance
ICMS812	Entrepreneurial Leadership
INOV802	Intellectual Property Creation, Strategy and Management
INOV827	Entrepreneurship and Business Strategy (<i>recoded BUS827 in 2010</i>)

Master of Information Technology units

ITEC832	Application Integration
ITEC842	Enterprise Management
ITEC844	Strategic Project Management
ITEC845	Enterprise Architecture

ITEC846	Leadership and Management in High Tech Industries
ITEC850	Network Management
ITEC870	Database Application Development
ITEC871	Information Systems Design and Management
ITEC872	Data Mining and Business Intelligence

6.3 DOUBLE MASTERS DEGREE WITH MIT

The MCom in Information Systems and Technology (MIST) can be combined with the Master of Information Technology (MIT) offered by the Faculty of Science. The MIST/MIT double degree requires completion of 12 units (48 credit points). The program can be completed in 18 months of full-time study or longer by part-time study.

MIST component (24 cp):

Six units (24 cp) to be selected from:

ACCG812	Information Technology Management
ACCG822	Information Systems in Business
BUS800	Electronic Commerce Strategy
MIST800	Computer Applications in Business
MIST811	Information Management
MIST812	Decision Support Systems
MIST822	Web-database Engineering
MIST824	Network Systems for Management
MKTG804	eBusiness Marketing

MIT component (24 cp):

Two core units (8 cp):

ITEC800	The Software Development Process
ITEC802	Object Oriented Technology

One project unit (4 cp) to be selected from:

ITEC810	Project, OR
ITEC841	Project and Risk Management

Three option units (12 cp) to be selected from:

ITEC820	Software Development Methods Tools and CASE
ITEC832	Application Integration
ITEC842	Enterprise Management
ITEC844	Strategic Project Management
ITEC845	Enterprise Architecture
ITEC846	Leadership and Management in High Tech Industries
ITEC850	Network Management
ITEC852	Network and Systems Security
ITEC870	Database Application Development
ITEC871	Information Systems Design and Management
ITEC872	Data Mining and Business Intelligence

Students from a non-IT background should not select ITEC units in their first semester of study.

6.4 ENTRY REQUIREMENTS

Admission to the MCom in Information Systems and Technology, including the double degree with the MIT, requires a recognised first degree equivalent in standing to an Australian three-year bachelor degree. Students should have completed introductory IS/IT units plus some business units, including accounting and business statistics. An entry GPA of 2.70 (out of 4.00) is expected. English proficiency is required (e.g. IELTS 6.5). The MCom in Information Systems and Technology does not require prior work experience for admission.

6.5 ACCREDITATION

The MIT component of the double degree is accredited by the Australian Computer Society as a “Professional Level Degree”. This enables graduates to progress to full membership of ACS after a period of work experience. Furthermore, the Australian Government has appointed the ACS to carry out skills assessment in the IT field for immigration applications.

6.6 PRELIMINARY PROGRAM OF STUDY

Students without a background in business and introductory IS/IT units will be required to complete a preliminary program. See the section on Preliminary Programs of Study for more detail.

7.0 MASTER OF COMMERCE IN MARKETING

7.1 COURSE STRUCTURE

Marketing is a management discipline concerned with exchange processes in competitive markets. The business function of marketing seeks to identify the needs and wants of customers, determine potential target markets, design appropriate products and services, communicate this offering to customers and distribute it to the marketplace. A wider goal of marketing is to create an organisational-wide ethos that is responsive to customer needs, aware of competitive forces, and builds on core strengths of the organisation.

The MCom in Marketing offers an intellectually rigorous approach, combined with practical relevance. This mirrors the character of marketing jobs which demand a mix of skills, including rigour and creativity, an ability to plan and yet remain fresh, interpersonal skills as well as good written skills, intellectual curiosity mixed with a sound business sense.

As competition in the global marketplace is becoming more intense, organisations are turning to those trained in marketing to give them the competitive edge. Consequently, there is increasing demand for quality marketing graduates.

Course participants have, or find, careers in advertising, customer services, direct marketing, general management, international marketing, logistics and distribution, management consultancy, marketing research, new product planning, product management, public relations and sales purchasing. The skills acquired are in demand across both public and private sectors, nationally and internationally.

7.2 COURSE REQUIREMENTS

The MCom in Marketing is a coursework program requires the completion of eight postgraduate units (4 credit points for each unit) and 32 credit points for the whole program.

Marketing units (*must select at least six units*)

BUS801	Business Forecasting
BUS803	Strategic Operations Management
DEM800	Demographic Analysis in Business
ICMS821	Media Management
ICMS822	Strategic Intelligence
ICMS832	Tourism and Hospitality Marketing
ICMS844	Sport Marketing
MKTG800	Marketing and Finance
MKTG801	International Marketing
MKTG802	Marketing Communications
MKTG803	Marketing Operations
MKTG804	eBusiness Marketing

MKTG805	Applied Marketing Research
MKTG806	Applied Marketing Strategy
MKTG807	Business-to-Business Marketing
MKTG808	Services Marketing
MKTG809	Marketing Logistics
MKTG810	Retail Strategy and Operations
MKTG811	Brand Management
MKTG813	Marketing Principles
MKTG814	Managing Customer Relationships
MKTG815	Consumer Behaviour
STAT826	Market Research and Forecasting

Students who have a limited marketing background, or need to review marketing principles, should take MKTG813 Marketing Principles in their first semester of study.

In addition, there is a range of optional units from the MCom in Business that is available. Students can take up to two option units as part of the eight units required for the degree of MCom in Marketing.

<u>Optional units</u> (may select up to two units)	
ACCG848	Business and Professional Ethics
BUS800	Electronic Commerce Strategy
BUS802	European Business Environment
BUS804	International Business Strategy
BUS805	Knowledge Management and Organisational Learning
BUS815	Behaviour in Organisations
BUS840	Business Project Management
BUS850	Management of People at Work
BUS851	Comparative Human Resource Management
BUS854	Managing Cultural Diversity in Business
BUS870	International Study Experience
BUS880	Business Internship
BUS890	Business Research Project A
BUS891	Business Research Project B
ICMS801	Management and Organisations
ICMS802	Managing Service Relationships
ICMS811	Foundations of Organisational Performance
ICMS812	Entrepreneurial Leadership
ICMS831	International Tourism
INOV802	Intellectual Property Creation, Strategy and Management
INOV827	Entrepreneurship and Business Strategy (recoded BUS827 in 2010)

7.3 ENTRY REQUIREMENTS

Applicants for the Master of Commerce in Marketing must hold a three-year bachelor degree from a recognised university. The bachelor degree can be in any discipline. However, if the bachelor degree does not contain sufficient business related units to undertake a proposed program of study then a preliminary program of study will be required to build prerequisite foundation knowledge. See the section on Preliminary Programs of Study for more detail.

The MCom in Marketing does not require prior work experience for admission.

8.0 INTERNATIONAL STUDY OPPORTUNITIES

Macquarie University runs the largest student mobility program in Australia. The program is supported by the Vice-Chancellor's Travel Grant Scheme, a multi-million dollar scholarship program to assist students in undertaking an international experience while at Macquarie. It is the most generous program of its kind among Australian universities. All programs are available to both Australian and international students. The following are available for students in the

MCom and MIB.

8.1 SHORT PROGRAMS IN AN OVERSEAS LOCATION

Macquarie has links with many overseas universities. In some locations, it is possible to take a short program of study in the Australian summer (Jan-Feb) period or winter (June-July) period. A short program counts for credit toward the MCom and MIB programs (4 credit points, one unit). All programs are taught in English. All students are eligible for a Macquarie University travel grant to assist their participation (except international students returning to their home country).

Short programs of study in overseas universities are arranged in conjunction with Macquarie International. For further information about these programs (timing, costs, accommodation, travel grants) contact:

Macquarie Abroad Office
Level 1, U@MQ Building (next to STA Travel)
Web: www.international.mq.edu.au/abroad/
Email: goexchange@io.mq.edu.au
Phone: (61 2) 9850 6325
Fax: (61 2) 9850 7733

For a description of the opportunities available, see the unit description for BUS870 International Study Experience in this Information Guide.

8.2 INTERNATIONAL DOUBLE DEGREES

Under Macquarie partnership arrangements, the MIB or MCom can be combined with degrees from several foreign universities. These include:

- Aarhus School of Business (Denmark)
Master of Science in Finance and International Business
Master of Science in European Union Business and Law
- Otto-Von Guericke University of Magdeburg (Germany)
Master of Science in Economics and Management
- Normandy Business School
Master of European Business
- EGADE School of Business of Tecnologico de Monterrey (Mexico)
Master of International Business

Features of these double degrees include:

- Students complete two articulated degrees
- Classes are taught in English
- Travel grant available from Macquarie University
- Completion of double degree requires only one additional semester.

The purpose of these double degrees with partner universities is to provide students with an opportunity to extend their period of postgraduate study in a related field, to combine study and travel and to give a truly international perspective to their Macquarie degree through experiencing life and culture in another country.

The double degree component at a partner university must be taken during candidature as an MCom or MIB student. Therefore, it will normally commence after one semester of study and students will return to Macquarie to complete a final semester in the MCom or MIB program.

For more information about the unique features of double degree programs, contact Macquarie International www.international.edu.mq.au

8.3 STUDENT EXCHANGE SCHEME (SEMESTER LENGTH PROGRAM)

Students in the MIB or MCom are able to complete a semester at a foreign university and have up to eight credit points (two units) count for credit toward the Macquarie MIB or MCom degree. A period of travel and study in another country can considerably enhance the international dimension of the MIB or MCom degree.

Details of the Student Exchange Scheme, including an application form, are available from: Macquarie International, Building E3A, Level 1, telephone 9850 7346, www.international.mq.edu.au

Some features of the student exchange scheme are as follows:

- Macquarie has over 200 partner universities around the world participating in student exchange arrangements.
- Macquarie University offers travel scholarships.
- Standard MIB/MCom tuition fees are paid to Macquarie University. There are no tuition fees paid to the partner university while on student exchange.
- Units to a value of eight Macquarie postgraduate credit points completed at a foreign university can be credited toward the MIB or MCom.

Students interested in the exchange scheme MUST follow these procedures:

- Refer to Macquarie International web site on the Student Exchange Program, obtain a copy of the Application Form and read it carefully.
- Develop a Study Plan, as required to complete the application form. The following points are relevant to your Study Plan:
- The foreign university must be recognised as offering postgraduate courses equivalent in standing to the MIB or MCom at Macquarie University. That is, the quality of the foreign university is important. The determination of university standing will be made by the GSO with reference to guidelines provided by the National Office of Overseas Skills Recognition (NOOSR).
- Units selected for study at a foreign university to be credited to the MIB or MCom must be consistent with units offered in these degrees at Macquarie University. The proposed units should be different from units already completed at Macquarie University, but should be in a business-related area.
- Gather evidence to show that the proposed units are at Masters level. Also gather evidence on the workload associated with each unit (e.g. class hours per week, length of semester, out-of-class study requirements). Keep in mind that each Macquarie postgraduate credit point requires 10 hours of class contact per semester and 30 hours of private study, research or class preparation per semester.
- Contact the foreign university to obtain written confirmation (e.g. by e-mail) that you will be able to enrol in your preferred units. This is important as you may find some units are not offered in the semester you attend, or that the foreign university has pre-requisite requirements that you do not meet. Hence, you need to know what you are allowed to do at the foreign university before a study plan can be approved.
- Bring the Application Form and the Study Plan, together with documentary evidence on the units selected, to the Graduate Studies Office (Building E4A, Level 2) for approval by

the GSO. **The GSO will not consider any Study Plan unless accompanied by the completed application form and supported by the required documentary evidence.** Note that the partner institution may require a student on exchange to complete a full semester of study. This may require completion of more than two units. However only two units (8 cp) can be credited toward the MIB or MCom degree.

9.0 PRELIMINARY PROGRAMS OF STUDY

Students who have not completed appropriate business units as part of a prior degree are required to complete a preliminary program of study before taking the standard eight unit component of the MCom or MIB degree. The purpose of a preliminary program is to build essential foundation knowledge required for successful completion of Masters level units.

A preliminary program is available for the MIB, MCom in Business, MCom in Marketing and MCom in Information Systems and Technology. There is no preliminary program for the MCom in Accounting and Finance or the MCom in Actuarial Studies. For these degrees, applicants must have completed a prior degree in the relevant area.

9.1 MIB AND MCOM IN BUSINESS

The preliminary program for the MIB and MCom in Business consists of the following four units:

GCSB100	Accounting 1A
GCSB104	Macroeconomic Principles
GCSB102	Techniques and Elements of Finance
GCSB103	Fundamentals of Marketing

Students who complete all four units will be awarded the Graduate Certificate in Business.

9.2 MCOM IN INFORMATION SYSTEMS AND TECHNOLOGY

The preliminary program for the MCom in Information Systems and Technology consists of the following four units:

GCSB100	Accounting 1A
GCSB105	Principles of Management
GCSB107	Introduction to Information Systems and Technologies
GCSB108	Introductory Statistics

Students who complete all four units will be awarded the Graduate Certificate in Information Systems and Technology.

9.3 MCOM IN MARKETING

The preliminary program for the MCom in Marketing consists of the following four units:

GCSB100	Accounting 1A
GCSB105	Principles of Management
GCSB106	Microeconomic Principles
GCSB103	Fundamentals of Marketing

Students who complete all four units will be awarded the Graduate Certificate in Marketing.

9.4 NOTIFICATION THAT A PRELIMINARY PROGRAM IS REQUIRED

An applicant for the MCom or MIB will be advised of the need to take a preliminary program at the time an offer for the Masters degree is made. Completion of the preliminary program of study will lead to automatic progression to postgraduate units in the MCom or MIB.

9.5 NUMBER OF PRELIMINARY UNITS TO COMPLETE

Australian students will be advised directly by GSO as to how many preliminary units need to be completed. The number of required preliminary units will depend upon an assessment of prior university level studies successfully completed. If a preliminary program is required, it could be between one and four units, depending on the outcome of the assessment.

International students must study full-time according to visa regulations. It is expected that international students will take the standard preliminary program units shown above as these will provide the best preparation for the MCom or MIB postgraduate units. International students may be eligible for advanced standing based on studies completed in a bachelor degree. The maximum amount of advanced standing is 25%, which is equal to one unit out of the four units required for the preliminary program. A student who has recognised prior learning in excess of 25% will be able to substitute one alternate approved unit for one core unit if that is the student's preference.

For the duration of the preliminary program, all students will be enrolled in a Graduate Certificate. Student must study a minimum of two core units (6 credit points) to be eligible for the award of Graduate Certificate and have completed a total of 12 credit points, including any credit points awarded as advanced standing.

Students who satisfactorily complete their required preliminary program will automatically proceed to the MCom or MIB program without further application.

9.6 SUBSTITUTE PRELIMINARY PROGRAM UNITS

It is expected and strongly recommended that students take the standard preliminary program shown above applicable to their planned Masters degree. This will provide the best preparation for MCom or MIB units. However, another unit may be substituted for a standard preliminary program unit if the standard unit has been completed in a prior degree. The substitute units available include those in one of the other preliminary programs as well as the units listed below.

- GCSB101 Accounting 1B
- GCSB109 Organisational Behaviour
- GCSB110 Introduction to Computer Science
- GCSB111 Introduction to Systems Design and Data Management
- GCSB112 Mathematics 1E
- GCSB113 English for Academic Purposes

Substitute units will count toward the Graduate Certificates mentioned above.

9.7 AVAILABILITY OF PRELIMINARY PROGRAM

Preliminary programs of study are conducted on behalf of the Graduate Studies Office by the Sydney Institute of Business and Technology (SIBT) located at Macquarie University. Contacts for SIBT are: telephone (02) 9850 6222, fax (02) 9850 6223, e-mail future@sibt.nsw.edu.au, web www.sibt.nsw.edu.au

The preliminary program at SIBT can be commenced in March, June or October.

9.8 COMPLETION OF PRELIMINARY PROGRAM

It is important to note that the preliminary program must be completed in full for progression to MCom or MIB units. A pass grade (P) or better is required in ALL preliminary units before a student will be permitted to enrol in any MCom or MIB units.

All students who successfully complete a preliminary program will receive a Macquarie University transcript of studies and a Graduate Certificate if four units are completed.

9.9 DURATION AND FEES

A preliminary program is additional to the standard eight units required for the MCom or MIB. It normally extends the term of candidature by one semester and it will increase the total tuition fee payable

Reminder Note: Where a student has completed appropriate foundation units as part of a prior degree, completion of a preliminary program will NOT be required for entry to the MCom or MIB.

10.0 GENERAL INFORMATION

10.1 WHERE TO FIND HELP

There are several sources of assistance available. For general advice contact:

Graduate Studies Office
Macquarie University NSW 2109
Location: Building E4A, Level 2
Telephone: (02) 9850 8526, Fax: (02) 9850 9956
e-mail: BusGrad@efs.mq.edu.au
web: www.businessandeconomics.mq.edu.au

Advice of a general nature is also available from the Student Enquiry Service, located in the Lincoln Building (9850 6410).

International students should contact Macquarie International in Building E3A for advice concerning general enrolment matters (9850 7346).

For all matters relating to the academic conduct of a particular Masters unit, consult with the lecturer in charge.

10.2 STUDENT EMAIL

All Macquarie students are issued with a University email account which is accessed via myMQ Student Portal.

It is University policy that the University issued email account will be used for official University communication. All students are required to access their University account frequently. Alternatively, email can be forwarded to another account but each student is responsible for the information sent to a non-Macquarie account and for managing mailbox size to ensure that account remains active.

10.3 CONFIRMATION OF ENROLMENT NOTICE

Early each semester students receive an enrolment confirmation from Macquarie University. This will show the units enrolled and will be the basis upon which tuition fees are assessed. **Check the enrolment confirmation notice carefully.** Amendments to your program of study can be made through *eStudent*.

Students are permitted to enrol in a maximum of FOUR postgraduate units in a semester (16 credit points). If a student is found to have enrolled in more than four units (by intention or by error), the unit last added will be deleted. Any fee paid will be refunded.

10.4 CHANGE OF UNITS

After enrolment it is possible to change units of study provided it is done within the time limits set by the University. Students will receive information with their enrolment form concerning relevant cut-off dates for withdrawal without financial or academic penalty - please take note of these dates.

Once a student has enrolled and is registered in some units a change of program can be done on the web using *eStudent*. Information about how to use *eStudent* will be distributed at enrolment. Students can also contact Student Enquiries in the Lincoln Building for assistance.

Students may add units during the first two weeks of semester but should only do so if able to catch up on any work missed and provided places are available in the class. No unit additions are permitted after the second week of semester.

A small number of special units (such as internship, international study or research projects) will need GSO approval - Building E4A, Level 2.

10.5 WITHDRAWAL FROM A POSTGRADUATE UNIT

A student has the first four weeks of semester to withdraw from a unit without academic penalty and without fees becoming payable. Withdrawal from a unit after this time, but before the eighth week of semester, will result in a "W" (withdrawal) grade being recorded with no fees refunded (other than in exceptional circumstances). Withdrawal after the eighth week will result in a fail grade unless the Registrar's Office is satisfied that the withdrawal is due to misadventure or other circumstances beyond the control of the student.

Students can withdraw from a unit within approved time limits without academic approval on the web using *eStudent*. Information on withdrawal is also available from Student Enquiries (Lincoln Building).

Students who do not properly withdraw from units in which they are enrolled but have discontinued will receive a fail grade for the unit and will be liable for tuition fees. **Students must manage their own enrolment details carefully. Students cannot simply drop out of a unit without notifying the University – academic and financial penalties will apply.**

10.6 NOTIFYING A CHANGE OF ADDRESS OR CONTACT TELEPHONE NUMBER

A change to a student's address or daytime contact telephone number must be advised to the University by using *eStudent* or on a form available from Student Enquiries (Lincoln Building). Failure to notify a change of address can lead to important university notices going undelivered.

10.7 FEES

All postgraduate coursework degrees have a tuition fee. This fee is spread over the full period of candidature and students only pay for their current semester. Tuition fees are charged on a credit point basis. Each Masters unit carries four postgraduate credit points. Tuition fees are normally payable by the fourth week of each semester. There is a separate tuition fee structure for the preliminary program conducted by SIBT.

Complete information about tuition fees that apply to each course can be found on the Faculty website - www.businessandeconomics.mq.edu.au

Tuition fees are held constant for a period of 12 months from 1 January each year. It has been the practice in recent years for tuition fees to increase by about 6% each year in line with cost increases. It is important for students to know that if a program of study extends beyond 31 December in any year, then the tuition fee applicable to the following year will apply to the remaining units of study taken in that following year.

This also means that, if there is a break in candidature, upon readmission the fee structure applicable to new students in the year of readmission will apply.

All matters concerning Fee Notices must be directed to the Fees Office (9850 7233, student_fees@mq.edu.au). GSO does not deal with student fees.

10.8 GRADES AWARDED IN UNITS

Alphabetic grading is used for units and the grades are interpreted as follows:

HD	High Distinction – Work of outstanding quality
D	Distinction – Work of superior quality
CR	Credit – Work of predominantly good quality
P	Pass – Satisfactory achievement of unit objectives
PC	Pass conceded – Marginal pass
I	Incomplete performance - grade to be determined
IS	Incomplete and a supplementary examination is required
K	Continuing in this unit - grade not yet determined
NE	Not effectively enrolled
W	Withdrawn
F	Fail
FA	Failed owing to absence from exam or other final assessment
FW	Failed owing to late withdrawal from unit

10.9 REQUEST FOR SPECIAL CONSIDERATION

You should note that any request for special consideration must be submitted in writing to the Graduate Studies Office (E4A, level 2) no later than five working days after the date of the examination for the unit for which you are seeking special consideration. Request for special consideration in Vacation units must be lodged within two working days after the date of the examination.

You must supply one original special consideration form and an original professional authority form or other appropriate evidence of illness or misadventure. Requests submitted without the original of documents (or certified photocopies) will not be processed.

All special consideration requests are considered, but are not automatically granted. The granting of special consideration is a privilege, not a right.

Special consideration will only be granted where it is apparent that the stated circumstances substantially disrupted previously satisfactory work. If a student's work in a unit has previously been unsatisfactory, then no amount of subsequent misadventure will overcome the fact that earlier work was unsatisfactory. In particular, supplementary examinations, or allowances for poor performance in examinations, would not normally be granted to candidates whose coursework and class attendance has been unsatisfactory.

If you seek special consideration, you must be available for a supplementary examination at the time determined by the University. Absence at the time advised by the University may lead to failure in the unit.

10.10 NOTIFICATION OF GRADES

Macquarie University does not issue paper-based result notifications except for students who qualify for an award. All unit results can be obtained from *eStudent*. It is University policy that grades cannot be communicated to students in advance of official release. All examination results require approval at a series of Department, Faculty and University meetings. Until

appropriate approvals have been received, staffs are not permitted to inform students of their grades.

All questions about grades must be directed to the lecturer in charge in writing after results have been released.

10.11 TERMINATION OF CANDIDATURE FOR POOR PERFORMANCE

A masters student who fails two units will be required to explain their poor performance and present a case as to why their candidature should not be terminated in accordance with the *Master Degree Regulations* of Macquarie University, as contained in the Macquarie Postgraduate Handbook. Students should have access to a university handbook in order to be familiar with the various regulations relating to postgraduate study at Macquarie University, including termination of candidature for poor academic performance. Handbooks may be purchased from the Student Centre in the Lincoln Student Services Building or viewed in the Library.

Any student who continues to record fail grades after receiving a written warning as described above will be liable to have their MCom or MIB candidature terminated without further notice given by GSO.

10.12 CROSS- INSTITUTION CREDIT

It is expected that students will complete all Masters units at Macquarie University as it is a Macquarie University degree program. Only in exceptional circumstances will units taken at another institution while enrolled at Macquarie be counted for credit toward a Macquarie degree. The availability of on-line units in the MIB and MCom provides an opportunity for students to continue their program in the event of being unable to attend classes.

10.13 ADVANCED STANDING FOR A PREVIOUSLY COMPLETED MASTERS DEGREE

Advanced standing can be given for a relevant Masters degree completed at Macquarie or another recognised university prior to enrolment in the Master of Commerce or Master of International Business. The maximum amount of advanced standing given for a completed Masters degree is 25%, which is equal to two units out of the eight units required for the MCom and MIB.

No advanced standing can be given for units that have been completed as part of an undergraduate degree or graduate diploma. No advanced standing can be given for a completed Masters degree where the units completed are deemed foundation units for the MCom or MIB (and hence provide exemption from the preliminary program). No advanced standing will be given for an incomplete Masters degree where studies have been taken at a university outside Australia, unless by special arrangement with Macquarie (e.g. as part of a double degree).

For an incomplete Masters degree where studies have been wholly taken at an Australian university, GSO will consider advanced standing applications on a case-by-case basis. The maximum possible advanced standing is 50%, but this will only apply in exceptional cases.

Students who are transferring from one related Masters degree to another (e.g. the MIB to the MCom) will receive full credit for units completed in the first program provided those units are available in the second program.

In addition, these other rules apply:

- (a) the Masters degree for which advanced standing is claimed must have been completed at Macquarie or at another recognised university (NOOSR guidelines will apply);

- (b) the Masters degree must contain units at least equivalent in standard to units offered in the Macquarie degree, which normally means that the units have been conducted at Masters level and each unit constitutes at least 160 hours of study, including 35-40 hours of class contact time and assessment is at least 50% by final examination; and
- (c) the Masters degree must contain units with content that is the same as units offered in the MCom or MIB degree or the content of the units is clearly complementary to the MCom or MIB degree.

Where a unit completed at another university has a content which is substantially the same (more than 50%) as a unit available in the MCom or MIB, then the student will not be allowed to enrol in that Macquarie unit if advanced standing in the Macquarie degree has been approved.

Advanced standing may be determined at the time an offer is made if sufficient information is available in the degree application documents. If advanced standing is sought subsequent to initial enrolment then the request for advanced standing should take the following form:

- **Australian students** - submit a letter to the Coursework Studies Section requesting “a determination of advanced standing”.
- **International students** - submit a letter to Macquarie International requesting “a determination of advanced standing”.
- Include a certified academic record from the recognised university showing the name of the completed Masters degree, all units completed and all results attained. (A photocopy signed by an Australian passport holder showing the person’s name and passport number is acceptable certification.)
- Include documentary evidence of the unit content, duration and time commitment, and method of assessment, showing that it is equivalent to at least 160 hours of postgraduate study including 35-40 hours of class contact and at least 50% assessment by final examination. Extracts from the university handbook may be submitted for this purpose, but a copy of the actual unit outline is preferred.
- Include any Macquarie ID numbers known to you for quick identification of your application file.

10.14 BUSINESS INTERNSHIPS

International students who have completed one semester of study can apply to take a supervised workplace internship in their second semester of study for credit toward their MIB or MCom degree. Students will spend 180 hours during a semester working on a project in a business organisation under the guidance of a workplace mentor and an academic assessor. Students will gain experience of Australian workplace culture and environment while being involved in a range of activities such as research, planning, marketing and organisation within the context of a specific project. Students will be individually placed with suitable companies and the type of project will vary.

Placement and administration is through Macquarie International. Academic assessment is organised through the Graduate Studies Office. The number of workplace internships available each semester is limited and selection of suitable candidates will be competitive. Students will need a minimum GPA of 3.00 and excellent written English. Students who satisfactorily complete the internship will receive a pass in BUS880 Business Internship and four credit points toward their postgraduate degree. Only international students are eligible for an internship and it can only be taken after completing the first semester of academic study.

International students interested in a business internship should contact:

Catherine Everett
Internships Department
Macquarie International
Tel: (61 2) 9850 6942
Email: catherine.everett@io.mq.edu.au
Web: www.international.mq.edu.au/studyabroad/internships

10.15 LEAVE OF ABSENCE

The University does not allow leave of absence to be taken during a period of postgraduate candidature. Students who must interrupt their studies have to withdraw from the program and then reapply at a later date. It is almost certain that a reapplication will be accepted if prior progress in the degree has been satisfactory. Units completed during a prior period of candidature will be credited to the new program of study if the units are part of the same degree program.

Student who re-join a postgraduate program after a period of absence will be charged tuition fees that apply to new students in that program.

10.16 AVAILABILITY OF COMPUTERS FOR POSTGRADUATE STUDENTS

Macquarie University has excellent computing facilities available for postgraduate students. Computers for MIB and MCom students are located in Building E4B. Supervisors (recognisable by labelled shirts) will be on duty whenever the computing laboratories are open. Supervisors will only assist with hardware difficulties, not coursework problems. Supervisors also ensure that students use computers for study related purposes only. Any breach of computer usage rules will be reported. There are also computing facilities available in the Library.

Many units use on-line communications to support the learning process and students benefit from access to their own computers. While on campus students may use their own laptop computers to access the wireless Internet facility.

10.17 LIBRARY FACILITIES

The Macquarie University Library contains an excellent collection of business related texts, reference and research material of a national and international nature. The Library uses modern technology to provide access to its collections such as CD ROM and on-line facilities. The Library is open all year, although students should check with the Library's Information Desk located on ground level, regarding opening hours during weekends, vacation and public holidays.

The Library provides material on how to use its services. For all assistance, contact the Library's Information Desk.

10.18 SEMESTER TIMETABLES

A timetable for postgraduate units, showing class times, room locations and contact staff, is prepared at the start of each year and is available at the enrolment / re-enrolment sessions in February and July. Please be sure to obtain a copy of the timetable for both semesters and note the commencement dates for both first and second semesters. As changes to the timetable can occur with the addition of extra classes and changes to class locations, students should refer to the latest timetable,

10.19 TRANSFERS BETWEEN DEGREE PROGRAMS

Students who want to transfer to another degree program must make a new application for the preferred program using the standard application forms available. International students must use the application form available from Macquarie International. Australian students must apply for their preferred degree through the Universities Admission Centre. Students cannot change to a new degree program while in their last semester of study.

If the application is accepted, students will enrol in their new program at the next available enrolment session. Units completed in the prior degree will count for credit toward the new degree provided these units are available units in the new degree program. To transfer successfully, students must meet the admission requirements of their new degree.

Students intending to transfer should note that all pre-arranged unit enrolments are cancelled on termination of the first degree and have to be renegotiated for the new degree. There is a risk that re-enrolment in the same unit in a new degree is not permitted as the class is already full. Also, the fee structure of the new degree applicable to new students will apply on transfer to another degree. Hence transferring students may be subject to increased tuition fees.

10.20 ENROLMENT IN A SECOND DEGREE

For a variety of reasons, students may want to enrol in a second degree after first completing a related business degree. For example, after completing the MIB, a student may want to enrol in the MCom in Business or *vice versa*. Students must meet the admission requirements of the second degree. It is possible to enrol in a second degree with advanced standing to a maximum of 25% provided those units are available in the second program.

10.21 COMPLETION OF DEGREE NOTICE

All students must notify the University in advance that they are expecting to complete the requirements of their program of study and take out their award. The process is not automatic. If you do not notify the University in advance, there can be delays in your qualifying and subsequently graduating. Please notify the University by entering the expected completion date through eStudent.

10.22 GRADUATION

The Graduation Office (9850-7354) handles all matters relating to graduation and will advise students on graduation arrangements. Graduation ceremonies normally take place during the mid-semester breaks in April and September.

11.0 STUDY PATTERN CODES

MCom AND MIB STUDY PATTERNS

Students should take particular note of the study pattern code of the degree in which they are enrolled. When using eStudent to enrol or change units, it may be necessary to seek help through the eStudent help facility. At that point, knowing the right study pattern code will be important.

This is especially relevant for MCom in Business students as there is a separate study pattern code for each of the specialisations within that MCom. To change from one specialisation to another, it will first be necessary to advise the University through the eStudent help facility that enrolment in a different study pattern is required.

Degree Program	Study Pattern Code
Master of Commerce in Accounting and Finance	ACCG10P
Master of Commerce in Actuarial Studies	ACTL01P
Master of Commerce in Business	
Accounting	BUSN01P
Actuarial Studies	BUSN03P
Commercial Law	BUSN05P
Economics	BUSN07P
Entrepreneurship and Innovation	BUSN09P
Finance	BUSN11P
Information Systems and Technology	BUSN13P
Management, Organisations and Society	BUSN15P
Marketing	BUSN17P
Sport Business Management	BUSN18P
Tourism and Hospitality	BUSN19P
Master of International Business	BUSN35P
Master of International Business/MA in International Communication	BUSN40P
Master of International Business/Master of International Relations	BUSN45P
Master of Commerce in Information Systems and Technology	INFT70P
Master of Commerce in Information Systems and Technology/ Master of Information Technology	INFT75P
Master of Commerce in Marketing	MKTG01P

12.0 DESCRIPTION OF UNITS

Brief descriptions of the units offered are shown below. Detailed outlines will be made available in class or by contacting the lecturer in charge

ACCG805 RESEARCH METHODOLOGY IN FINANCE

Assumed knowledge: Students should have a bachelor degree with a major in finance and strong quantitative and reasoning skills

Description

This unit introduces students to the methodology of research in finance. The unit examines theoretical and empirical issues related to the pricing of securities and the nature of risk in financial markets. The basic purpose of this unit is to increase the ability of students to consume and produce research in finance.

For students wishing to undertake investigative work in finance, the unit aims to equip them with the basic skills required to make a contribution to the finance literature. For all students, the unit seeks to develop their capacity to understand and evaluate research in finance. Skills and knowledge acquired in this unit will also assist those students who have an interest in capital markets research in accounting.

Topics

- Asset pricing
- Derivatives
- Volatility
- Interest rates
- Corporate finance
- Behavioural finance

Assessment

Research presentations	50%
Term paper	50%

Textbook

There is no prescribed textbook. Readings are taken from relevant academic journals.

Staff

Dr Geoffrey Loudon (E4A-230, 9850 8536, gloudon@efs.mq.edu.au)

ACCG806 RISK MANAGEMENT AND DERIVATIVES

Assumed knowledge: This is an advanced unit of study. It is assumed that students have good quantitative skills and have completed an introductory unit in finance.

Description

This unit analyses current techniques for measuring and managing the financial risk faced by financial and non-financial corporations, with an emphasis on the practical use of derivative financial products such as forwards, futures, options and swaps.

The objective of this unit is to equip students with the analytical knowledge and practical skills that are essential to the successful use of derivative financial products for managing the financial risks faced by corporates. It addresses the needs of end-users of derivative products, such as risk managers.

Topics

- Introduction to risk management and derivatives
- Adding value by risk management
- Valuing derivatives
- Measuring risk exposure
- Risk management with forwards and futures
- Risk management with options
- Interest rate risk and interest rate derivatives
- Advanced derivatives strategies
- Credit risk and credit derivatives
- Organisational issues in risk management

Assessment

Class participation	10%
Group project	20%
Final examination	70%

Textbook

R. M. Stulz, *Risk management and derivatives*, 1st edition, Thomson, South Western.

Staff

Dr Geoffrey Loudon (E4A-230, 9850 8536, gloudon@efs.mq.edu.au)

ACCG807 RESEARCH SEMINAR

Assumed knowledge: This unit assumes that students have completed a bachelor degree with a major in accounting and/or finance, and that they have completed a unit in research methods or are concurrently enrolled in a research methods unit.

Description

This is a full-year unit which requires students to attend the first and second semester seminars in the Research Seminar Series of the Accounting and Finance Department. Students taking this unit will normally also be enrolled in ACCG893 Research Methodology in Accounting or ACCG805 Research Methodology in Finance. Seminars are held every week or every second week during semester (but excluding the first and last weeks of semester and the mid-semester break) depending on the total number of seminars scheduled for the semester. The seminars range over a variety of areas and topics in accounting (management and financial accounting), auditing, accounting information systems and finance and are presented by local, interstate and overseas researchers. The seminars are attended by academic staff in the department, and sometimes interested people from outside the department. In each case, the seminar is a forum for the academic or researcher to present a working paper on his or her current research to colleagues, with the objective being to obtain constructive comment on the research paper prior to submission to a journal.

Students are also required to select and submit a written commentary (critique) on five of the papers presented in the series over the year. The commentary is required for submission one week after the seminar. The commentary is a maximum of eight A4 pages, typed double-spaced. Details of how to approach the commentary are provided early in the unit, and examples of such commentaries and critiques are met frequently by students in the co-requisite unit ACCG893 or ACCG805. A pre-seminar class will be conducted for selected papers to assist students in their reading and discussion of the paper.

Assessment

Written commentaries (critiques):

Best 4 out of 5 x 20 marks each	80%
Participation in seminars and pre-seminar classes:	20%

Textbooks

None

Staff

Dr Philip Sinnadurai and staff (E4A-334, 9850 7101, psinnad@efs.mq.edu.au)

ACCG808 CORPORATE FINANCE

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in finance, are competent in the use of spreadsheet and possess good quantitative and analytical skills

Description

The objective of this unit is to give the student an opportunity to acquire a high level of ability in the application and analysis of corporate finance issues.

The course will be demanding, as students will be expected to understand the theoretical and the practical aspects of corporate finance at a professional level. At the end of the course, the students will apply their knowledge to real life corporate financial issues by completing a group project.

The unit will begin with the revision of basic financial concepts, various valuation methods, risk and return, investment decisions and capital budgeting problems students have previously learned in their first finance course. More complicated theoretical issues and analytical techniques such as sensitivity analysis, Monte Carlo, decision trees, real options will follow, leading to the completion of a practical project.

Topics

- Revision of basic financial concepts
- Revision of investment decision concepts
- Capital Budgeting
- Sensitivity Analysis, Monte Carlo, Decision Trees
- Dividend Policy
- Debt Policy
- Interactions between debt and investments
- Options
- Valuing risky debt
- Takeovers

Assessment

Problem Sets (3)	15%
Group Project	25%
Mid Term Exam	30%
Final Exam	30%

Text

Brealey, Myers, Partington and Robinson, *Principles of Corporate Finance* (Australian edition) McGraw Hill (2000)

Staff

Siang Chang (Visiting Lecturer, mobile: 0411 954 519, SiangChang@tpg.com.au)

ACCG811 ADVANCED AUDITING AND ASSURANCE SERVICES

Assumed knowledge: Completion of a bachelor degree with a major in accounting.

Description

This is an advanced unit in auditing and assurance services which examines the process of auditing and the concepts which underlay the practice. Although the focus of attention is on audits of financial reports undertaken in compliance with the Corporations Act 2001, reference is also made to other forms of audit and assurance. The course is intended to provide an overview of the audit process as it exists in Australia, and is consistent with International Auditing Standards. The course enhances student's proficiency by requiring the application of techniques and the use of analytical and communication skills, in discussing and completing case studies developed from practice.

Topics

- Introduction to the audit and assurance framework and function
- Audit planning including risk analysis
- Internal control evaluation and the role of mitigating controls
- Audit evidence and analytical review techniques
- Audit approach and materiality
- Utilisation of experts on the audit and internal auditing
- Auditing in an IT environment
- Post balance date events and their impact on the audit
- Audit reporting
- Legal liability and ethics
- Current issues

Assessment

Seminar Assignments	5%
Mid-Semester Examination	25%
Group Case Study & Presentation	20%
Final exam	50%

Textbooks

- Peter Roebuck and Dr Nonna Martinov-Bennie "*Case Studies in Auditing and Assurance*" Lexis Nexis, 4th Edition 2007.
- Gay G, and R. Simnett "*Auditing and Assurance Services in Australia*", McGraw-Hill, revised 3rd edition, 2007.

Staff

Fiona Foster (Visiting Lecturer - [ffoster@bigpond.net.au](mailto:fjfoster@bigpond.net.au))

ACCG812 INFORMATION TECHNOLOGY MANAGEMENT

Assumed knowledge: There is no specific assumed knowledge for this unit.

Description

This unit is designed to give students a managerial or executive perspective over a very broad range of information technology related subjects. It emphasises the management of information technology while reinforcing the basic concepts and/or technical perspectives of information technology.

Information Technology students will learn about the practice of management – both from a general perspective and specifically related to IT personnel, projects etc.

Finance students will learn what all the IT buzzwords and acronyms mean and how to manage an IT function. For most small – medium sized companies it is the most senior finance executive who has responsibility for IT. Undertaking this unit will help make this task so much easier. They will also learn all about the important area of project management and how to make sure IT projects succeed.

Specifically, students will:

- explore and debate critical issues relating to managing and administering IT
- investigate the overall needs of an organisation and the role of IT in meeting them; and
- examine alternative ways to match the IT function to the structure and behaviour of an organisation.

The lecturer is a former partner in a big consulting firm and has over 28 years (and counting!) of industry experience. The unit makes extensive use of case studies, many of which are current and former clients of the lecturer.

Topics

The unit covers the following major areas:

- Leadership Issues
- Managing The Essential Technologies
- Managing Traditional Systems Development
- Managing The 'Expanding Universe' of Computing
- Support Systems
- People and Technology

Assessment

Class Participation	25%
Research Paper	25%
Final Examination	50%

Textbook

McNurlin B.C., R.H. Sprague and Tung Bui, *Information Systems Management in Practice* 8th Edition, 2009, Prentice Hall International.

Staff

Michael Matthew (Visiting Lecturer, mandm@bigpond.net.au)

ACCG818 INVESTMENTS

Assumed knowledge: Introductory finance

Description

This unit provides an understanding of the theory, empirical evidence and practice of security selection. Models of security pricing are reviewed during the first weeks of the semester. Techniques are then considered to enable the student to select superior equity investments. The semester concludes with a review of investment in fixed interest securities.

During the semester student teams utilise these concepts and methods to select a range of securities in an investment simulation. At the end of the semester each team presents both verbal and written reports on their selections. Use of the Internet is integrated into the security selection task via links to Australian and international data sources.

The unit allows students with some finance knowledge to review basic theoretical and empirical concepts relating to security selection. For students with a more detailed understanding of the theoretical underpinnings of finance, the investment simulation provides an opportunity to extend their understanding of the operation of financial markets.

Topics

- Assets for investment
- Approaches in investment
- Fundamental analysis
- Fixed-income securities
- Equity valuation
- Derivatives
- Portfolio theory and practice
- Equilibrium in capital markets
- Empirical evidence on security returns

Assessment

Mid-term examination	30%
Group Assignment	20%
Final examination	70%

Textbook

Bodie, Z., Kane, A. and Marcus, A., *Investments*, McGraw-Hill, 7th edition, 2008

Staff

Dr Garry Hobbes (E4A-231, 9850 8510, ghobbes@efs.mq.edu.au)

Dr Philip Cheng (Visiting Lecturer, pykcheng@efs.mq.edu.au)

ACCG822 INFORMATION SYSTEMS IN BUSINESS

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in computerised information systems.

Description

This unit enables students to gain an understanding the implications and impacts of the Web revolution based on the basic principles of management information systems. The capabilities of information technologies are increasing. This provides organisations with strategic advantage by facilitating problem solving, increasing productivity and quality, increasing speed, improving customer service, enhancing communication and collaboration and enabling business process restructuring. Managing information resources, new technologies and communications has become one of the critical success factors in the success of organisations. One of the most important technological revolutions has been the Web revolution. This has changed the way we work, how we study and how we live our lives.

The primary objective of this unit is to understand the concept of the digital economy, the impact business pressures play on the organisation and their responses and adaptations to these pressures and the role that technology plays both inside and outside the organisation in the context of globalisation. The focus is on the creation of business value by enabling business processes through the use of information and communications technologies (ICTs). Achievement of the unit's objectives should enable students to play an effective part in information development, management, and use, and more able to communicate effectively with ICT professionals. The unit should be relevant to students from a variety of business specialisations.

The evolution of web technologies and electronic commerce continues to raise more issues, additional applications and further advances in what can be achieved. This unit will deal with some of these issues by using contemporary case studies and real life examples throughout the semester to demonstrate the practical application of the theories and concepts developed.

Topics

- IT Support of Organisational Performance
- E-Business and E-Commerce
- Mobile, Wireless and Pervasive Computing
- Enterprise Systems
- Inter-organisational and Global Information Systems
- Knowledge Management
- Business Intelligence and Corporate Performance Management
- Management Decision Support and Intelligent Systems
- IT Strategy and Planning
- Information Technology Economics
- Managing Information Resources and Security
- Impacts on Individuals, Organisations, and Society

Assessment

Quizzes (weekly online)	12%
Web-Setup Assignment (includes presentation)	18%
Virtual Company Assignment	20%
Final Examination	50%

Textbook

Turban E, Leidner D, McLean E, Wetherbe J: *Information Technology for Management: Transforming Organizations in the Digital Economy, 6th Edition, John Wiley & Sons*

Staff

Dr Yvette Blount (E4A 341, yvette.blount@mq.edu.au)

ACCG825 MANAGEMENT ACCOUNTING: STRATEGY AND CONTROL

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in management accounting.

Description

To succeed in a highly competitive environment, business organisations need strategies. The effective and efficient implementation of strategies requires the development of operational plans and a control process to ensure that results agree with these plans. Management accounting is concerned with the use of financial and non-financial information to assist organisations to choose appropriate strategies, identify and analyse decision alternatives and evaluate success in accomplishing goals.

This unit explores the use of management accounting information for decision-making within the context of an organisation's strategy. The use of management accounting techniques such as activity-based, product and target costing, cost-volume-profit analysis and operational and capital budgeting will be shown to be dependent on the strategic direction of the organization. The organisation and content of this unit also supports a view that students who understand the big picture have a better basis for learning, are better decision makers, and are better able to apply what they learn to new situations. The unit shadows a number of topics covered in professional exams (such as the CPA module in management accounting) and is complementary to study in those professional exams; however, it does not presume enrolment in those exams.

Topics

- Management accounting: a tool for decision-making
- Activity cost analysis and planning
- Profitability analysis and planning
- Contribution analysis for decision making
- Value chain analysis and activity-based management
- Product costing
- Inventory valuation and just-in-time inventory management
- Strategic management of price, cost and quality
- Strategic management of capital and operational expenditures
- Performance assessment
- Profitability analysis of strategic business segments

Assessment

Class participation	10%
Assignments	10 %
Group presentation	10%
Quizzes	20%
Final examination	50%

Textbook

Morse, W.J., Davis, J.R. and Hartgraves, Al. L. (2003) *Management Accounting: A Strategic Approach*, (Third Edition), Thomson, South-Western.

Staff

Dr Maria Dyball (E4A-207, 9850 9176, mdyball@efs.mq.edu.au)

ACCG828 MANAGEMENT CONTROL SYSTEMS

Assumed knowledge: Students enrolling in this unit are assumed to have successfully completed at least one undergraduate unit in management accounting.

Description

This unit is concerned with the design and operation of management control systems and the controls which are included in the management control systems of most organizations. Management control systems are one of the main mechanisms by which managers implement an organization's strategy to achieve its goals. Hence, the unit focuses on the link between strategy and controls. The unit also considers the implications of other contextual influences including environment, technology, management style, and culture on control system design.

The unit is divided into two parts. The first part covers the management control environment, which primarily deals with the design of the organizational infrastructure of management control systems (such as responsibility centres), and details in relation to specific accounting related controls. The second part of the course draws on research based readings to illustrate that the design of management control systems is contingent upon many contextual factors.

Topics

- Understanding strategies
- The nature of management control
- Controls for differentiated strategies
- The role of accounting and non-accounting controls
- Responsibility centres
- Performance measurement
- MCSs for different organizational settings
- The effect of different management styles and culture on MCS design
- The effect of the external environment and technology on MCS design
- The effect of life cycle stages on MCS design
- Management control related ethical issues

Assessment

Class presentations	15%
Assignments	20%
Class Participation	15%
Final examination	50%

Textbook

Anthony, R.N. and Govindarajan, V. (2007) *Management Control Systems* (McGraw-Hill, 12thed)

Staff

Dr Kevin Baird (E4A 209, 9850-8532, kbaird@efs.mq.edu.au)

ACCG832 BUSINESS AND FINANCIAL ANALYSIS

Assumed knowledge: Students are expected to have a reasonable understanding of the principles of financial accounting and an appreciation of basic concepts in finance, gained through the completion of at least one unit in business finance.

Description

A principal focus of the unit is the analysis of financial information - particularly firms' financial statements – as a basis for making financial decisions, including the decision to invest. Important concerns are equity valuation and methods of fundamental analysis. The unit does not assume market efficiency. Rather, it develops techniques for challenging market prices in order to assess whether investments are appropriately priced. It adopts the philosophy that one of the risks in investing is the risk of paying too much. Topics include models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and value generation in a firm, evaluation of accounting quality, forecasting earnings and cash flows, and determination of the drivers of price/earnings (P/E) and market-to-book (P/B) ratios. Although the core of the unit is a framework for estimating the value of publicly-traded equity securities, a number of other issues may be canvassed, including the role of financial information in contracting; credit risk assessment; and research on the relation between earnings and equity valuation. Students employ the techniques considered in the course in completing a group project which requires analysis and valuation of a major Australian listed company.

Assessment

Syndicate Project	20%
Mid-semester exam	20%
Final examination (2 hours)	60%

Textbook

Penman, S.H., *Financial Statement Analysis and Security Valuation*, 3rd Edition, McGraw-Hill Irwin (2007).

Staff

Brian Millanta (E4A-328, 9850 8547, bmillant@efs.mq.edu.au)

ACCG835 INTERNATIONAL ACCOUNTING

Assumed knowledge: This unit assumes that students have completed at least one undergraduate unit in accounting.

Description

This unit is concerned with issues in both financial and management accounting in international contexts. Particular attention is given to the concept of national culture and to how an understanding of cultural differences provides insights into cross-national differences in approaches to accounting issues.

This unit is more conceptual and less technical than some other accounting units. In order to understand the issues in this unit, students must be familiar with the fundamentals of accounting. The practical construction of a balance sheet using international accounting standards will, for example, be required in one of the weekly assignments. In many weeks however, the class will not be required to perform practical bookkeeping or calculations. Instead, we will discuss the cultural, political, historical and institutional aspects of accounting policy formulation, regulation and disclosure practices in a number of selected nations. Current issues in accounting standard-setting in an international context, including the debate on international harmonisation, are also examined. With respect to management accounting, the unit examines issues and problems facing international companies in organising and managing their global operations, and in designing and implementing management planning and control systems.

Topics

The concept of culture.

Cultural and non-cultural explanations of cross-national differences in accounting and management.

Management accounting topics

Approaches to management planning, control, performance evaluation and decision-making in different countries and cultures; the design of management planning and control systems for international and global companies.

Financial accounting topics

Common differences in accounting methods and disclosure practices; construction of financial reports using international accounting standards; accounting and corporate reporting regulation in different nations (nations to be discussed will be selected from Anglo-American, European and Asian societies); the international harmonisation debate; future directions.

Assessment

Assignments	30%
Examination (3 hours)	70%

Textbook

ACCG835 International Accounting, 2nd edition Pearson Australia, 2006, ISBN0733988660

Staff

Stephen Haswell (E4A-210, 9850 8542, shaswell@efs.mq.edu.au)

Alan Kilgore (E4A-326, 9850 8564, akilgore@efs.mq.edu.au)

Prof Chris Patel (E4A 336, 9850 7825, cpatel@efs.mq.edu.au)

ACCG837 CAPITAL MARKETS

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in finance.

Description

This unit provides an overview of the operation of the capital markets in Australia. The financial institutions are described and the securities offered by these institutions are reviewed. Emphasis is placed on the financial instruments available to companies and investors from the equity, debt and derivative markets.

Topics

- The financial system and banking sector
- Non-bank financial institutions
- Companies and the sharemarket
- Companies raising funds
- Investors and the sharemarket
- The debt markets; short term debt
- Medium and longer term debt
- Government borrowing requirements and debt instruments
- Debt markets and monetary policy
- Interest rates
- Futures contracts
- Options markets

Assessment

Group Project (Presentation)	10%
Group Project (Written)	15%
Mid-semester exam	35%
Final examination	40%

Text

Viney, C., Financial Instruments and Markets, 4th edition, McGraw Hill, Sydney 2003

Staff

Siang Chang (Visiting Lecturer, mobile: 0411 954 519, SiangChang@tpg.com.au)

ACCG838 BUSINESS VALUATION

Assumed knowledge: At least one undergraduate unit in each of corporate finance and financial accounting.

Description

The valuation of businesses is a core issue for management and affects many management decisions. For example: when deciding to sell part of the current operation, or when acquiring a new entity, or when forming a view of the current share price during a restructure of the capital base of the business.

This unit examines some of the many techniques commonly employed in assessing the value of whole businesses and individual parts of businesses, and how to select an appropriate technique for a particular valuation task. The focus is on establishing the principles that underlie each of the valuation methods and these are demonstrated by application to simple examples. Students will have a firm basis for further study into the valuation of real world complex businesses and will understand the questions that need to be asked and answered. This course does not attempt to raise student ability to that of a competent valuer, nor does it seek to analyse and value a real public listed company.

Topics

- Deriving multi-period general PV formula
- Valuation of basic securities. Dividend imputation. CAPM and beta
- General WACC and Free Cash Flow models
- MM model, inflation. "Cook book" method of PV valuation of businesses.
- Discounting equity cash flows. Variable leverage and TCS. Acquisitions and divestments.
- American option pricing with intermediate cash flows. BS model. Binomial model. Valuation of hybrids.
- Valuation by using multiples. How to develop a multiple. Future Maintainable Earnings. Estimating PE multiples.
- Future Maintainable Dividends. Liquidity issues. Private companies.
- Asset based valuations. Book and market values. Tax issues. Going concern. Liquidation. Sale of the business. Intangibles.
- Partly paid shares. Group issues. Inter-group assets/liabilities. Cross shareholdings

Assessment

- Interim Exam (30%) One hour. Closed book.
- Final exam (70%) Three hours. Closed book.

A pass in the final exam is required to pass the unit.

Text

Loneragan W., *The Valuation of Businesses, Shares and Other Equity*, (Business and Professional Publishing 4th Edition). ISBN 1 86508 970 2

Staff

Richard Marriot (Visiting Lecturer, ramarriott@gmail.com)

ACCG839 PORTFOLIO MANAGEMENT

Assumed knowledge: Intermediate finance including ACCG818 Investments or equivalent unit

Description

This unit provides a basis for effective management of investment portfolios. The relevance of finance theory to the practice of portfolio management is a feature of this subject. The unit begins with a review of the theoretical underpinnings of portfolio management followed by a comparison of passive and active approaches to investment management.

International investments and their relevance for optimal portfolio construction are considered. Then follows a discussion of the techniques used to modify the risk/return profile of a portfolio using futures. The unit concludes with a consideration of performance assessment.

Techniques of portfolio management are applied using a simulation. Student teams aim to maximise the return for a portfolio relative to a benchmark. Each team presents both a written report and a class presentation on the management of their portfolio. The investment process utilises internet resources and financial databases.

Topics

- Portfolio Construction
- The APT and Portfolio Management
- Passive Portfolio Management
- Equity Valuation Models
- Stock Selection Techniques
- Asset Allocation
- Investment Styles
- International Investment
- Futures and Portfolio Management
- Fixed Interest Portfolio Management
- Portfolio Performance
- Portfolio Management Presentations

Assessment

Portfolio Management Presentation (group)	10%
Portfolio Management Report (group)	20%
Research Article Presentation (individual)	10%
Final Examination	60%

Textbook

Lecture notes will be provided.

Staff

Alex Proimos (E4A, 9850-9179, aproimos@efs.mq.edu.au)

ACCG840 PERSONAL FINANCIAL PLANNING

Assumed knowledge: completion of introductory units in accounting, finance, tax & law.

Description

Almost all people are vitally concerned about their financial well-being. Most will seek professional assistance in relation to one or many aspects of their financial welfare and it is incumbent on professionals in the finance/accounting sector to have a broad understanding of personal financial planning, both for their own benefit and for that of their clients. While not suggesting that all should be licensed financial advisers or holders of proper authorities, this unit will cover those areas of financial planning which are most frequently addressed and provide the opportunity to explore some interesting strategies.

These strategies will generally take the form of case studies and students will explore potential solutions to some challenging financial situations in which their future clients may find themselves. There will be scope within the Group Project to examine in detail an aspect of the course which might stimulate interesting strategy suggestions and much of the course should be of immediate or imminent personal interest to students. The unit will also explore the legal requirements, constraints and limitations on providing advice in the general course of business, both with and without being an authorised representative.

Topics

- Income Tax
- Fringe Benefits Tax
- Managed Investments
- Listed Investments
- Hybrid Securities
- The Superannuation Environment
- Self Managed Superannuation Funds
- Retirement Planning
- Retirement Income
- Estate Planning
- Risk Management for Non Financial Assets
- Managing Volatility
- Gearing

Assessment

Group Project and presentation	25%
Mid Term test /individual Assignment	25%
Final Exam	50%

Text Books

- CCH, *Australian Master Financial Planning Guide 2007*
- Taylor, Juchau, Houterman (LexisNexis) – *Financial Planning in Australia 3rd* edition.

Staff

Nidal Danoun (Visiting Lecturer, nidal.danoun@law.mq.edu.au)

ACCG845 PERFORMANCE MEASUREMENT AND MANAGEMENT

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in management accounting.

Description

This unit has been designed for students who are interested in gaining a broader understanding of performance measurement and management systems used in organisations to achieve organisational objectives successfully. The unit examines performance and management systems as systems that generate and use financial and non-financial information for planning, control and decision making purposes, and provides a systematic and critical analysis of the relevant issues.

Topics

- Organisational tensions to be managed and systems for performance measurement and control
- Basics for successful strategy
- Using information for performance measurement and control
- Decentralization and managing through profit centres
- Managing investment centre performance
- Using the Balanced Scorecard to measure performance
- Measuring customer, internal business processes and employee performance
- Diagnostic and interactive controls to achieve goals
- Performance goals, incentives and executive compensation
- Ethical issues in measuring and rewarding performance
- Identifying and managing strategic risks

Assessment

Weekly assignments	15%
Class participation	15%
Group presentations	15%
Final examination	55%

Textbook

Simons, R. (2000), *Performance Measurement and Control Systems for Implementing Strategy*, Prentice Hall, New Jersey.

Staff

Assoc Profr Sujatha Perera (E4A-330, 9850 8525, Fax 9850 8497, sperera@efs.mq.edu.au)

ACCG846 INTERNATIONAL TAXATION

Assumed knowledge: A unit in taxation (any country) at undergraduate level.

Description

This unit examines the impact that taxation considerations have in the international business environment. Recent trends in the taxation of international transactions will also be identified and critiqued. To give the unit a practical focus, case studies of typical investment tax problems will be examined.

Topics

- Background to international tax; policy framework and structure of international taxation.
- Jurisdiction to tax: Residents, non-residents and expatriates.
- Mechanisms for international double tax relief.
- Combating international tax avoidance: Transfer pricing; Controlled Foreign Corporations and similar regimes.
- International mergers and acquisitions
- International tax planning as a key feature of any strategy of expansion.
- International taxation and the challenges of electronic commerce.
- Current issues and tax reform.

Assessment

Individual assignments and class participation	25%
Research Project	75%

Textbooks

There are no prescribed textbooks in this unit. As the unit is based on contemporary developments in the area, much of the reading will be drawn from compiled course materials and secondary sources (journal articles, interpretive rulings etc).

Recommended Reading

Hamilton, Deutsch, and Raneri, *Guidebook to Australian International Taxation*, 8th edition, Prospect 2003.

2006/07 International Master Tax Guide (CCH, Australia).

Staff

Assoc Prof Hope Ashiabor (W3A Room 430, 9850 8457, hope.ashiabor@law.mq.edu.au)

ACCG847 FORENSIC ACCOUNTING

Assumed knowledge: Students are assumed to have a sound knowledge of accounting procedures, accounting systems and corporate structures.

Description

Forensic accounting covers two broad areas (i) litigation support and (ii) investigative accounting. This unit focuses on the investigative accounting aspects of forensic accounting. Investigative accounting involves determining whether criminal matters such as employee theft, securities fraud, financial statement fraud, identity theft, and insurance fraud have occurred. This unit will examine these issues from both a local and international perspective.

Topics

- Fraud perpetrators and their motivation
- Fraud symptoms
- Evidence collection and evaluation
- Legal elements of fraud
- Report writing, testifying and interviewing witnesses and perpetrators
- Financial statement fraud
- Fraud prevention and fraud policies

Assessment

Group Case Study	30%
Mid Term Exam	20%
Final Exam	50%

Textbook

Albrecht, W.Steve, Conan C. Albrecht, Chad O. Albrecht, *Fraud Examination*, Thompson South-Western, 2nd edition, 2006.

Staff

Assoc Prof Renee Radich (E4A 343, 9850 8534, rradich@efs.mq.edu.au)
Allan Drummond (Visiting Lecturer, adrummon@efs.mq.edu.au)

ACCG848 BUSINESS AND PROFESSIONAL ETHICS

Assumed knowledge: There is no specific assumed knowledge for this unit.

Description

This unit provides an introduction to the main ethical issues raised by the activities of corporations. Students initially consider the role of ethical principles and ethical reasoning in business, focusing on the differences between ethical reasoning and self-interest and between ethical obligations and legal requirements. Students then focus on broader issues concerning the role and function of corporations in society by considering the relationship between business and each of its key stakeholders (shareholders, government, customers, employees, the community and the environment). The final topics consider the obligations of employees to disclose corporate information to the public and on the question of discrimination.

The unit does not require prior studies in ethics, but presumes that students are willing to consider (and debate) ethical issues with an open mind. We take contemporary examples and media reports as the basis for our weekly discussions. The mid-semester assignment requires students to apply the concepts learned in class to a real world example.

Topics

- What is business ethics and why does it matter?
- Types of ethical reasoning in business (e.g. Kantian, utilitarian and virtue ethics)
- Business and shareholders (e.g. are shareholders the most important stakeholder?)
- Business and government (e.g. when is it ethical for businesses to influence governments?)
- Business and customers (e.g. the ethics of advertising)
- Business and employees (e.g. employee rights and responsibilities)
- Business and the community (e.g. the corporation and globalisation)
- Business and the environment (e.g. pollution)
- Whistle blowing (e.g. the ethics of public disclosure of corporate information)
- Discrimination (e.g. the ethics of both positive and negative discrimination)

Assessment.

Tutorial work	30%
Assignments	30%
Final examination	40%

Textbook

Joseph DesJardins *An Introduction to Business Ethics* Third Edition 2009 McGraw-Hill: New York

Staff

James Hazelton (E4A-239, 9850 8486, james.hazelton@mq.edu.au)

ACCG871 ADVANCED CORPORATE ACCOUNTING

Assumed knowledge: Completion of a bachelor degree with a major in accounting.

Description

This is an advanced unit in financial accounting that examines accounting for business activities conducted through a corporate group structure. As such, the unit deals with the preparation of consolidated income statements and balance sheets as well as cash flow statements, foreign subsidiaries, accounting for associated entities, and other topics in the area of group accounting. The unit is very practical and emphasises the development of analytical thinking and problem solving skills. This unit is specifically designed to equip students with knowledge and skills necessary for successful completion of Financial Accounting modules in the CPA or the CA program.

Topics

- Recent developments in financial reporting
- Presentation of financial statements including cash flow statements
- Income Tax accounting
- Property, Plant & Equipment
- Intangible assets
- Impairment of assets
- Business Combination accounting
- Consolidation accounting - fundamental principles
- Consolidation accounting - intra-entity transactions
- Consolidation accounting - minority interests
- Consolidation accounting - indirect ownership interests
- Foreign subsidiaries
- Accounting for associated entities

Assessment

Class Presentation	5%
Class Quiz	5%
Weekly assignments	10%
Research assignment	15%
Final examination	65%

Textbooks

- Alfredson, Leo, Picker, Pacter, Radford, Wise (2007) "Applying International Financial Reporting Standards – Enhanced Edition", text published by John Wiley & Sons Australia, Ltd

Staff

Fiona Foster (Visiting Lecturer, ffoster@bigpond.net.au)

ACCG872 ADVANCED FINANCIAL REPORTING

Assumed knowledge: Students are expected to have a good knowledge of the principles of financial accounting.

Description

This unit in financial accounting deals with conceptual and technical issues of preparing external financial reports under International Financial Reporting Standards (IFRS). The unit seeks to develop skills in interpreting and applying a broad range of IFRS, as applied in Australia.

Topics

- Framework for preparation and presentation of financial statements
- Financial reporting in Australia and international accounting standards
- Presentation of income statements and balance sheets
- Materiality
- Property plant and equipment (recognition, revaluation, impairment and depreciation)
- Inventories
- Exploration and evaluation of mineral resources
- Income taxes
- Related party disclosures
- Employee benefits
- Leases
- Events occurring after balance sheet date
- Provision, contingent assets and contingent liabilities
- Revenue recognition
- Construction contracts

Assessment

Class Participation	10%
Mid-semester test	25%
Examination (2 hours)	65%

Textbooks

- Henderson, Peirson & Herbohn, *Issues in Financial Reporting*, 13th Edition, (2008: Pearson Education Australia).
 - *Australian Handbook 2009*, (2009: Pearson Education Australia).
- These texts will be available as a package from the Bookshop on campus.

Staff

Brian Millanta (E4A-328, 9850 8547, bmillant@efs.mq.edu.au)

ACCG875 INVESTING IN EMERGING MARKETS

Assumed knowledge: There is no specific assumed knowledge.

Description

Emerging financial markets have certain features that differentiate them from financial markets in developed countries. These differences bring about special challenges and provide diverse range of opportunities for investors. Investment in emerging markets exhibit high expected return, high volatility and low correlation of return with return in developed markets. Higher rate of return is usually attributed to faster economic growth and to market inefficiency. Higher risk arises from currency fluctuations, restrictions on foreign investment and on repatriation of capital, potential price volatility, lesser liquidity of traded shares, nationalisation or expropriation of assets and political instability. From a practical point of view, the challenge for prudent investors is how to deal with these risks in order to benefit from higher rate of return provided by these markets. From a theoretical point of view, the challenge is how to modify the traditional models in order to make them more relevant to issues that are specific to emerging markets. We discuss investment issues in emerging markets from both theoretical and practical point of views. Geographic focus is in Asian countries.

Topics

- Characteristics of emerging financial markets.
- Recent developments in emerging markets: Implications of privatisation, integration/liberalization, and reforms.
- Portfolio versus direct investment in emerging markets.
- Asset allocation, volatility and linkages in emerging capital markets.
- Political risk, currency risk, speculative craze, and market manipulation.
- Financial crises in emerging markets.
- Systematic risk and alternative CAPM for emerging financial markets.
- Valuation of companies in emerging markets.
- Valuation of direct investment and the cost of capital in emerging markets.
- Risk management and hedging practices in emerging markets.

Assessment

Major assignment	20%
Case studies	20%
Final exam	60%

Textbook

- Financial Decision in Emerging Markets by Jaime Sabal

Major references

- Emerging Financial Markets by David Beim and Charles Calomiris
- Project Finance in Asia Pacific by Richard Tinsley

Staff

Dr Mehdi Sadeghi (E4A-514, 02 9850 8527, msadeghi@efs.mq.edu.au)

ACCG876 ISLAMIC BANKING AND FINANCE

Unit available 1st semester 2010

Unit outline to be provided

ACCG882 ADVANCED TAXATION

Assumed knowledge: Students must have completed an undergraduate unit in Australian taxation law.

Description

This unit looks at the key areas of taxation including income tax, indirect taxes and fringe benefits tax with an emphasis on its practical application. The unit is broken up into seminars which will be in the form of the discussion of assigned questions on specified topics which, in the main, will apply the law to various fact situations.

Whilst the unit aims to further develop an understanding of taxation law and the ability to undertake critical analysis, building on basic knowledge obtained at undergraduate level, it also has as a key objective the ability to apply the law to a fact situation and come up with a logical piece of advice. The unit will also cover GST, focusing on its practical application.

Topics

- Introduction to the unit
- Capital/Income distinction
- Income from isolated transactions
- Income from personal exertion
- Fringe benefits tax
- Taxation of Capital gains
- GST
- Deductions and timing issues
- Trusts
- Partnerships
- Companies
- International aspects of taxation
- Tax administration, enforcement and anti-avoidance.

Assessment

One assignment	30%
Final exam	70%

Textbooks

- Master Tax Guide (CCH) 2009
- 2009 Core Tax Legislation and Study Guide(CCH)

Staff

Catriona Lavermicocca (E4A-242, 9850-8528, clavermi@efs.mq.edu.au)

ACCG890 CORPORATE FINANCIAL FORECASTING

Assumed knowledge: Principles of finance, principles of accounting and principles of statistics.

Description

This unit investigates the role of forecasting from a finance perspective. Typically, the role of a forecaster is viewed as one of providing the best “point” estimate. However, the role of a forecaster is seen increasingly as one of identifying the uncertainty surrounding a “point” estimate. For example, most corporations want information not only on next year’s likely earnings, but also on the range of possible future earnings outcomes around the best estimate.

Finance investigates the quantification and pricing of risk. Mun (2006) links risk and uncertainty as follows: “Risk is something one bears, and is the outcome of uncertainty.” Thus, the focus of the unit is on the quantification of the uncertainty of financial variables and on the forecasting process as an input to the quantification and pricing of risk.

Topics

- Forecasting: the forecast horizon and uncertainty
- Risk: the relationship between uncertainty and risk
- Simulation methods
- Extrapolation forecasting techniques
- Prediction of uncertainty and risk
- The correlation between financial variables through time
- Valuing flexibility using a real options approach
- Management of risk

Assessment

Attendance	5%
Group Case	5%
Weekly Tasks	5%
Assignment	20%
Examination	65%

Textbook

Johnathan Mun, *Modeling Risk*, Wiley finance series, 2006.

Staff

Dr Edward Watts (E4A-227, 9850 8533, ewatts@efs.mq.edu.au)

ACCG893 RESEARCH METHODOLOGY IN ACCOUNTING

Assumed knowledge: This unit assumes that students have successfully completed a bachelor degree with a major in accounting.

Description

This unit examines research methods commonly used in accounting research, including experimental research, survey research, field research and research using available data. The unit is designed primarily for students in the Honours Degree of Bachelor of Commerce. Restricted places may be available for students in the MCom degree, but approval must be given by the Lecturer-in-Charge of the unit and will depend on place availability and prior performance in relevant degrees. The unit is structured to allow students to gain an understanding of the research process and to be able to read and evaluate research studies. The unit also allows students to develop their generic skills, particularly analytical, critical thinking and writing skills, and assists them in reading and understanding research papers used in other units in their programs.

Assessment

Final exam	40%
Assignments (2 x 10 marks, 1 x20%)	40%
Class participation	20%

Textbook

To be advised.

Staff

Staff from the Accounting Department

ACCG898 RESEARCH PROJECT A

Description

The unit will allow the student to carry out a piece of research in accounting, finance or a related area. A member of staff will be appointed to approve and supervise the research project. The research project will provide the student with an opportunity to develop skills in research literature review, theory and hypothesis development, qualitative and/or quantitative analysis and report writing. A research project for this unit is expected to be 8,000-10,000 words. This unit can also be combined with ACCG899 Research Project B for a larger research project.

Staff

A research project supervisor will be assigned.

ACCG899 RESEARCH PROJECT B

Description

Students will work under supervision on a research project of their own choice which will enable them to apply the theoretical and analytical knowledge developed during the course to a substantive problem relevant to their area of specialisation. The project may be academic or industry related.

Staff

A research project supervisor will be assigned.

ACST815 SUPERANNUATION

Description

This unit is designed to provide an overview of the Australian superannuation industry.

Topics

- A market overview
- A historical perspective - the growth of superannuation
- The introduction of compulsory superannuation - award based superannuation
- More compulsory superannuation - the Superannuation Guarantee Charge
- Protecting members - the role of the trustee
- Prudential legislation - the Superannuation Industry Supervision Act
- Current issues
- Investment management of superannuation funds
- Death and Disability benefits
- Tax treatment of superannuation
- Superannuation and divorce

Distance Education

This course is available by distance education. Course notes and assignments are posted on the website. Students must attend two 2-day seminars during the term. Students will be required to do quizzes during these seminars, and also do one class presentation.

Textbooks

There is no textbook for this subject, but a set of readings will be provided. In order to stay up to date with current developments, students will also be referring to some Internet sources, such as the APRA and ASFA websites.

Assessment

Two essays (15% each)	30%
One class presentation	20%
Two quizzes	10%
Final Examination	40%

Staff

Shauna Ferris (E4A-617, 9850 7294, sferris@efs.mq.edu.au)

ACST827 CORPORATE AND STRUCTURED FINANCE

Assumed knowledge: Students are assumed to have strong mathematical skills and proficiency in spreadsheet programming as well as knowledge of the fundamentals of finance.

Description

This unit aims to provide students with a knowledge and understanding of the principles and techniques underlying theory and practice in Corporate Finance, Structured Finance and Capital Markets. You will learn about different modelling techniques and will need to understand the usefulness and shortcomings of these techniques when applied in practice. It primarily aims to give you the tools for quantitative analysis of transactions and securities including valuation and risk management for capital projects and securities. The unit also aims to give instruction in the use of excel spreadsheet software for financial modelling and valuation of investment projects, complex transactions and capital market securities including debt, equity and hybrids. It should assist you to develop an ability to analyse practical problems in the Corporate and Structured Finance and Capital Markets area. This unit takes a quantitative / valuation approach to corporate and structured finance.

Note: This unit will cover part of the syllabus of module 2 of the specialist examinations in investment and finance of the Institute of Actuaries of Australia.

Topics

- Methods for Investment evaluation and Capital Budgeting
- Structured Finance: Leveraged Leases and other tax effective methods of financing
- Financial Markets, Financial Securities, raising finance by issuing new securities
- Capital Structure and Dividend Policy
- Mergers, Takeovers and Corporate Restructuring,
- Corporate Liabilities and International Finance
- Valuation and analysis of Debt Securities
- Valuation of projects, business ventures and equity securities
- Forward, Futures, Swap and Option Contracts
- Introduction to Risk Management
- Introduction to Corporate Governance

Assessment

Three assignments	50%
Final exam	50%

Textbook

To be advised

Staff

Timothy Kyng (E4A-614, 9850-7289, tkyng@efs.mq.edu.au)

ACST828 OPTIONS, FUTURES AND DERIVATIVES

Assumed knowledge: Students are assumed to have strong mathematical skills, statistical and financial background and proficiency in spreadsheet programming as well as knowledge of the fundamentals of finance.

Description

This unit aims to provide students with knowledge and understanding of the principles and techniques underlying theory and practice in Derivative Markets. You will learn about different modelling techniques and will need to understand the usefulness and shortcomings of these techniques when applied in practice. It primarily aims to give you the tools for quantitative analysis of transactions and securities including valuation, hedging and risk management for derivative securities.

The unit also aims to give instruction in numerical implementation of derivative pricing models using excel spreadsheet software, and to assist in understanding the mathematical and statistical methods used in the analysis of derivatives. It should assist you to develop an ability to analyse practical problems in the Financial Derivatives and Capital Markets area. In practice, the decision to invest in an investment project, a security, or a complex derivative will not be clear cut and it will always be necessary to make decisions based on competent analysis and an element of judgement.

Note: This unit will cover the syllabus of module 3 of the specialist examinations in investment and finance of the Institute of Actuaries of Australia.

Topics

- Forwards, Futures and Swaps
- Bond Pricing and interest rates
- Options - basic concepts and trading strategies
- The uses and users of derivatives, derivative markets and products
- Options - models for prices and returns and the Black Scholes approach
- Hedging and Portfolio Insurance
- Other Models: - Alternatives to Black Scholes
- General Approach to Valuation
- Numerical Procedures
- Interest Rate Derivatives
- Exotic Options
- Measurement of Market and Credit Risk, Capital Adequacy and Accounting for Derivatives

Assessment

Three assignments	50%
Final exam	50%

Textbook

Options Futures and Other Derivatives (5th Edition) by John Hull

Staff

Timothy Kyng (E4A-614, 9850-7289, tkyng@efs.mq.edu.au)

ACST829 CAPITAL BUDGETING AND FINANCIAL MODELLING

Assumed knowledge: Students are assumed to have completed a unit in corporate finance (e.g. ACCG808 or ACST827) or equivalent and be familiar with Excel spreadsheet software..

Description

The purpose of the unit is to teach students about (i) established methods for the valuation and appraisal of investment projects; (ii) the new “real options approach” to investment appraisal; (iii) using Microsoft excel to build the financial models and perform the calculations for these methods; and (iv) introduce students to visual basic / excel macros. The unit critically examines various established methods for the evaluation of investment projects and introduces the “real options approach”. The unit also teaches students how to use excel for building financial models and to perform project evaluation.

Topics

1. Basic financial theory

- Overview of capital budgeting
- Introductory financial mathematics
- Project analysis under certainty:
- Project analysis under risk: risk and uncertainty, the risk adjusted discount rate and certainty equivalent approaches, cost of capital
- Sensitivity and breakeven analysis, Simulation concepts and methods
- Resource constraints and linear programming

2. Options and real options analysis

- Introduction to options: calls and puts, European and American options,
- Embedded options
- Flaws in existing methods of project appraisal
- The “real options approach” to project valuation
- Valuation of options using Black Scholes formulae, Monte Carlo Simulation and Binomial Tree methods
- Exotic options formulae relevant to real options and project appraisal (compound options, switching options, chooser options, option on the maximum or minimum of several assets etc)

3. Excel for financial modelling

- Introduction to excel / Financial statement modelling / Financial analysis of leasing and leveraged leasing / Estimating beta factors and the security market line
- Excel functions: statistical functions, financial functions, date functions, array and matrix functions / using excel for linear regression / Monte Carlo simulation in excel
- Building and using binomial trees for valuation of contingent claims and options

4. Visual basic for applications (VBA)

- User defined functions
- Conditional execution: using if and select case statements
- Types and loops
- Macros and user interaction
- Arrays: simple, multidimensional and dynamic arrays
- Objects in VBA

Assessment

Three assignments	50%
Final exam	50%

Textbooks

- *Capital Budgeting*: by Dayananda et al (ISBN 0 521 52098 3)
- *Financial Modelling*: by Simon Beninga (ISBN 0 262 02482 9)

Staff

Timothy Kyng (E4A-614, 9850-7289, tkyng@efs.mq.edu.au)

ACST833 INSURANCE

Description

This unit focuses on financial and other management issues for the insurance industry.

We look at all perspectives on the industry, including those of the consumer, the investor and the regulator, and ask the question: "How could things be managed in a more efficient manner for all concerned?"

The three course lecturers are all actuaries with over 80 years combined practical experience in the industry, and include specialists in general insurance, life insurance and reinsurance. Whilst we can't guarantee that actuaries will be running the business in the future, the trends are that disciplined actuarial techniques are increasingly being used in a management context. Regulators too are depending more and more heavily on actuarial advice.

Whilst the word "actuarial" is used rather liberally in this brief description, we should point out that we shall be mainly discussing the application of actuarial disciplines and not delving into technical matters, so this course should appeal not only to actuarial specialists, but also to broader business students, such as accounting and business studies graduates.

Staff

David Finnis (Visiting Lecturer)

ACST863 ACTUARIAL RESEARCH PROJECT A

Description

This unit together with ACST864 forms an integrated overall research project of 8 credit points. The units are comprised of a literature review, a detailed research proposal followed by the research and writing up the results. The word limit is approximately 8,000-10,000 words for both ACST863 and ACST864.

Staff

Professor Piet de Jong (E4A 611, 9850-8576, pdejong@efs.mq.edu.au)

ACST864 ACTUARIAL RESEARCH PROJECT B

Description

This unit together with ACST863 forms an integrated overall research project of 8 credit points. The units are comprised of a literature review, a detailed research proposal followed by the research and writing up the results. The word limit is approximately 8,000-10,000 words for both ACST863 and ACST864.

Staff

Professor Piet de Jong (E4A 611, 9850-8576, pdejong@efs.mq.edu.au)

ACST865 QUANTITATIVE METHODS IN FINANCIAL RISK MANAGEMENT

Description

This unit covers practical and theoretical aspects of financial risk, namely, market, credit and operational risk. The key to area models and methods will be introduced and their application will be demonstrated using relevant financial data.

Staff

Dr Jiwook Jang (9850- 8575, jjang@efs.mq.edu.au)

Dr Nino Kordzakhia (E4A 537, 9850- 8549, nkordzak@efs.mq.edu.au)

ACST871 INVESTMENT MANAGEMENT

Description

This unit covers investment from an actuarial practitioner's perspective. Topics covered include: asset classes and their characteristics, Australian shares, overseas shares, property, fixed interest and "other" strategic and tactical asset allocation, stochastic asset liability modelling, investment mandates, investment management styles, investment performance measurement, risk management and control, formulation of investment policy for financial institutions taking into account the nature of their liabilities.

Staff

Staff from the Actuarial Studies Department

ACST872 QUANTITATIVE TECHNIQUES IN DEBT AND EQUITY INVESTMENT MANAGEMENT

Description

This unit covers: analysis of accounting information in the context of investment and credit analysis; the Australian and global debt securities markets; fixed income, floating rate and asset backed securities; construction and management of portfolios of debt securities; yield curve analysis and modelling; credit risk measurement and management; the Australian and global equity securities markets; quantitative approaches to equity valuation; valuation theory and methodologies; use of accounting information in valuations; valuations of hybrid securities; equity portfolio management; behavioural finance, market anomalies, multi-factor models and application to equity portfolio management and stock selection; transaction costs, performance measurement and attribution; asset allocation: theory and practice.

Staff

Timothy Kyng (E4A-614, 9850-7289, tkyng@efs.mq.edu.au)

ACST873 FINANCIAL DERIVATIVES MANAGEMENT

Description

This unit covers the valuation and hedging of financial derivatives and their applications in investment and finance. Topics covered include: the use of financial derivatives; modelling framework for pricing and management, standard financial derivatives; exotic options; interest rate derivatives; managing financial risks; measuring and managing capital; and accounting and taxation for derivatives.

Staff

Timothy Kyng (E4A-614, 9850-7289, tkyng@efs.mq.edu.au)

BUS800 ELECTRONIC COMMERCE STRATEGY

Assumed knowledge: There is no specific assumed knowledge.

Description

E-commerce is revolutionising the economic, social, political, legal, and ethics dimensions of the business environments within which managers operate. This unit aims to provide a comprehensive framework for understanding these changes. Through a combination of lectures, case study presentations, and class discussions, this unit provides students with:

- conceptual frameworks for understanding e-commerce as a social and business phenomenon,
- an analytical and strategic approach to the analysis of e-commerce business problems,

Topics

Key E-Commerce Business Models

- Retailing on the Web
- B2B e-marketplaces
- B2B: Supply chain management and e-procurement
- C2C and P2P models

Mobile Commerce

Key E-Commerce Support Areas

- E-Auctions
- Electronic payments systems
- Online security
- Order Fulfilment

E-Commerce Strategy and Implementation

Assessment

E-Commerce Report	20%
Case Study Presentation and report	30%
Final Examination	50%

Textbooks

- E. Turban, J. Lee, D. King, and D. Viehland, 2008. *Electronic Commerce A Managerial Perspective International Edition*. 4th Edition Prentice-Hall.

Staff

John Edwards (E12C 291, 9850 9944, john.edwards@mgs.edu.au)

BUS801 BUSINESS FORECASTING

Assumed knowledge: Students should have good quantitative skills..

Description

The unit will examine various forecasting approaches and techniques that apply to modern business situations. Students will learn about the role of forecasting in organisations, the information system and data requirements for forecasting and practical forecasting techniques. Students will undertake a major forecasting project

Topics

- Exploring business forecasting
- Time series, data for prediction, errors and the cost of errors; moving averages; exponential smoothing.
- Prediction of trends; Holt's smoothing model.
- Seasonal models; decomposition; Winter's smoothing model
- Regression models
- Cycles, predicting cycles; business indicators
- ARIMA model
- Judgemental methods, management and sales force forecasts; formal surveys
- Scenario based methods; Delphi approaches.
- Delphi in practice.

Assessment

Semester tests	20%
Assignments	30%
Final examination	50%

Text

No set text.

Staff

Con Korkofingas (E4A-629, 9850 8545, ckorkofi@efs.mq.edu.au)

BUS802 EUROPEAN BUSINESS ENVIRONMENT

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit provides an up-to-date and comprehensive review of the business environment of the European Union (EU), the world's largest market.

The unit has a policy approach. It analyses key economic and political issues affecting the successful integration of the European Union, as well as policy effects on Union member countries.

Topics:

- The European Business Environment.
 - An overall view of the European Union. Historical background
 - The EU on the world scene
- The Institutions and Politics of the European Union.
 - Approaches to integration.
- The EU Member Countries: A Survey.
- The future of the EU.
 - Major Issues.
- The Single European Market
 - Economic performance of the EU
- Economic and Monetary Union.
 - The single currency
- The EU Labour Market
 - Unemployment. Labour legislation.
- The EU Budget Taxation issues.
 - The Common Agricultural Policy
- The EU Social Policy
- Competition and Industrial Policies
- External Trade Policy. Major Issues.

Assessment

Seminars	40%
Final examination (2 hours)	60 %

Textbook and Readings

To be advised by lecturer when classes commence

Staff

Marc Lombard (E4A-436 9850 8501, mlombard@efs.mq.edu.au)

BUS803 STRATEGIC OPERATIONS MANAGEMENT

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit will examine strategic, operational and structural change processes occurring within supply chain and demand chain management based on a value chain philosophy of modern business and consider, amongst other things, the emerging concepts of value, the value proposition, value chain positioning strategy and the management of processes, knowledge, technology and relationships. Further, the unit will also examine the impact of these business concepts upon strategy, design and operations of a firm in the context of products and services they market and the capability building processes they need to engage in to gain a competitive edge.

With a focus on customer needs, the emerging concept of innovation is a key to organisational success. Collaborative arrangements bring about innovation from the perspective of new products or services, new processes or even new ways of managing change, be it incremental or radical, which ultimately provides value to the end customer and other stakeholders. This creative ability arms organisations with competencies that allows them to gain competitive advantage, increased productivity and improved performance. Further, this unit uses real-life situations which provides an opportunity to analyse industry specific needs, and hence the unit is underpinned by an application-oriented teaching approach.

Topics

- The new business environment and emerging business models - Supply Chain and Demand Chain management
- Strategic operations analysis and management - the philosophy of value chain
- Role and importance of organisational collaboration in managing innovation – strategy, design, implementation and operations
- Customer Focus and organisational fit/alignment/orientation
- Practical experience through industry Case Studies design and analysis
- Services vs manufacturing – similarities and differences
- Performance planning and measurement

Assessment

Individual Focus:

Individual Research Assignment (2,000 words)	20%
Two hour, closed book exam	35%

Group Focus:

Group Assignment	25%	
Team Dynamics Evaluation and Critical Reflection Write-up		5%

Class Participation Focus:

Peer Evaluation	5%
Participation Marks and class exercises	10%

Text

Slack, N, Chambers, S and Johnston, R, *Operations Management*, Pearson Education, 5th edition, 2006

Staff

Brad Smith (Visiting Lecturer, bradsmith2000@yahoo.com.au)

BUS804 INTERNATIONAL BUSINESS STRATEGY

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit will draw upon concepts and theoretical frameworks from interdisciplinary sources as well as practical industry- and firm-level case studies in order to examine the various issues relevant to conducting business across national borders.

The unit will address not only the economic dimension of the international business environment, but also its political, cultural, and technological dimensions, all of which interact in complex ways to generate opportunities and threats at the firm-level. Students will have the opportunity to develop their knowledge of specific industries and firms through the completion of a major project.

This unit is designed to introduce students to critical issues in strategic decision making facing businesses in the global markets and to provide insights on the practices and policies used by businesses competing globally. It also explores the challenges, dynamics and processes involved in managing the multinational company. It aims to provide participants with working knowledge of basic theoretical concepts, skills and sensitivities that will help them deal effectively with key management issues and challenges in today's global business environment.

The underpinning of this unit is the practical real life, real time knowledge gained by students through experiential learning. This unit is taught through lectures, discussions, cases and experiential exercises. This course will examine critical issues from the perspective of senior executives and managers in charge of these operations. Concepts developed in the course will be applied to the solution of "real world" problems through the use of latest case studies, and other learning strategies throughout the semester.

Topics

- History of International Trade and Investment
- National and Regional Economic Development Strategies
- Industry Restructuring & The Multinational Enterprise
- International Strategic Alliances and Networks
- Coordination and Control in the Multinational Enterprise
- International Trade Theory
- Politics of International trade
- Foreign Exchange Market
- Foreign Direct Investments
- Financial Markets & Global Capital Markets
- Entry Strategies
- Global Manufacturing & Global Marketing
- Materials Management
- Global Human resources
- Major Projects

Assessment

Major Group Project	25%
Individual Case Study	25%
In-class Assignments	10%
Final Exam	40%

Textbook and Readings

Hill, Charles W. L., *International Business: Competing in the Global Marketplace*, 7th edition, McGraw Hill

Staff

Dr Meena Chavan (Visiting Lecturer, mchavan@efs.mq.edu.au)

Assumed knowledge: There is no specific assumed knowledge.

Description

This comprehensive unit examines how organizations learn and manage knowledge. Superior learning ability is the basis by which organizations create knowledge and superior knowledge generates an enhanced capacity to create competitive advantage. This two-way relationship means that collectively, individual and organizational competencies must be enhanced before knowledge can be translated into competitive action. Innovation and technological processes are tangible evidences of knowledge generation. The unit explores how organizations both create and manage knowledge. At the individual level, the unit explores how organizations expand individual worldviews so that advanced interpretive skills are developed. At the organizational level, organizations create systems and procedures as one method by which to capture and store knowledge. The key to understanding knowledge generation however is in the culture for learning that is unique to each organization. The unit makes a strong link between leadership and learning, and between culture and change. The link between superior learning and knowledge is explored to the extent that superior learning organizations are able to make decisions that lead to more informed successful strategic pursuits. The unit will be useful for graduates wanting to work in global organizations.

Topics

- Analyse the relationship between learning and knowledge.
- Define and explain how learning organizations are created and managed.
- Distinguish between individual and organizational learning.
- Develop consultancy skills designed to improve diagnostic abilities.
- Apply contemporary management solutions to knowledge organizations.
- Identify the links between culture and learning and culture and knowledge.
- Identify solutions organizations use to capture, store, and share knowledge.
- Show the relationships between learning, knowledge, and competitive advantage.

Assessment

Two group online assessments	20%
Individual essay	20%
Individual case application	20%
Final exam	40%

Textbook

- Starkey, K. Tempest, S. McKinlay, A. (2004), (2nd edition), *How Organizations Learn: Managing the Search for Knowledge*. Thomson: London.
- Murray, P. Poole, D., Jones, G. (2005), *Frontiers in Management: Contemporary Issues in Management for the Modern Organisation*. Wiley: Sydney

Staff

Staff from the Business Department

BUS815 BEHAVIOUR IN ORGANISATIONS

Assumed knowledge: understanding of the composition and functions of organisations

Description

Behaviour in Organisations addresses human behaviour in the context of organizations. It recognises three levels of analysis for examining organisational behaviour: the individual; the group, and; the organization as a whole. A range of topics are considered within each of these levels of analysis. Upon successful completion of this unit students will have examined aspects of the individual that contribute to their behaviour in the workplace and how individual behaviour is manifested in the organization.

Topics

The unit addresses major organisational behaviour topics including the following.

- Individual - level topics
 - individual characteristics and attitudes
 - motivation
 - job design

- Group-level topics
 - social influence and socialisation
 - groups and teams; communication
 - leadership
 - power and politics; culture
 - negotiation

- Organisation-level topics
 - rewards and performance management
 - organisational change

Assessment

Project	25%
Mid Semester Test	25%
Final Exam	50%

Text

Schermerhorn, J., Hunt, J., Osborn, R. (2008). Organizational Behaviour 10th ed., Wiley: New Jersey

Staff

Gordon Brooks (E4A-632, 9850 7472, gbrooks@efs.mq.edu.au)

BUS840 BUSINESS PROJECT MANAGEMENT

Description

This unit presents a broad view of project management covering both qualitative and quantitative aspects of the subject. Topics include: organisational structures, administration, financing, feasibility studies, documentation, tendering, planning implementation and control, commissioning and review, network diagrams, Gantt charts, time limited and resource limited scheduling, critical path methods, PERT analysis, Critical chain scheduling, Project selection and time-cost tradeoffs. Various case studies will be investigated.

Text

Pinto Jeffrey K., *Project Management Achieving Competitive Advantage and MS Project*. Prentice Hall, 2007.

Staff

KJ Byun (E4A 509, 9850 7473, kbyun@efs.mq.edu.au)

BUS850 MANAGEMENT OF PEOPLE AT WORK

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit will analyse many of the processes and practices required to effectively conduct a range of people management responsibilities. Human Resource and Employee/Workplace Relations Management are functions receiving significant attention due to increasing statutory compliance and the ongoing competition for the recruitment and retention of “talent”. Many of the traditional H.R. activities have been devolved to those managers and executives responsible for the day-to-day management of their staff, requiring the development of a more enhanced skill set as “generalist” managers. This unit will assist in preparing current and future managers and executives to be more effective in such an environment.

Topics

- Human Resource Management and Employee Relations Management – the Link to Organisational Strategies.
- Establishing Human Resource Management Cost Effectiveness
- Leadership in People Management
- Staffing the Business Unit
- Interviewing Techniques
- Remuneration and Reward Strategies
- Managing and Improving Performance
- Negotiation in the workplace
- Counselling and Dispute Resolution
- Managing Employment Issues Ethically

Assessment

Tutorial Presentation & Paper		10%
Research Paper	20%	
Major Assignment	40%	
Examination	30%	

Textbooks

Stone, R.J.,(2005) *Human Resource Management*, (5th Edition) Wiley, Brisbane.

Staff

Antony Drew (Visiting Lecturer, antony.drew@newcastle.edu.au)

BUS851 COMPARATIVE HUMAN RESOURCE MANAGEMENT

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit considers the international and cross-cultural dimensions of human resource management (HRM) theory and practice. In particular, the unit focuses on a series of comparative management studies among a number of Asia Pacific countries and draws out their implications for HRM in multinational organisations, joint ventures and Australian companies' overseas operations.

The unit places generic HRM practice in the context of different social, cultural, political and economic environments. The impacts of globalisation, different industrial relations systems, and HRM policies and philosophies in different countries will be discussed in relation to a theoretical framework of international human resource management. The unit will develop students' awareness of the contemporary HRM issues in their dealing with international business.

Topics

- The impact of globalisation on HRM
- Key issues in international recruitment and selection
- Issues on expatriate and repatriate
- Performance evaluation for international employees
- International staff training and development
- Design of international compensation packages
- Strategic performance management
- Implications of culture on international HRM
- Cross-cultural management
- Essential skills for international assignments in multinational companies

Assessment

Quiz	30%
Peer assessment	10%
Individual essay	30%
Group project	30%

Textbook

To be advised in class

Staff

Bill Morrissey (Visiting Lecturer, bill@champion.com.au)

BUS854 MANAGING CULTURAL DIVERSITY IN BUSINESS

Assumed knowledge: None, other than is required for management studies at Masters level.

Description

This unit is presented through four media:

- A weekly classroom lecture combined with discussions, presentations and small group work;
- The set textbook for the unit: Elizabeth Christopher (ed) *Managing Cultural Diversity in International Business* 2008 (Pearson Education Australai)
- Online support with lecture notes, writing guidelines, readings, case studies, etc
- The students themselves, each of whom will make a short presentation to the class on some aspect of their culture

The unit aims to:

- Increase students' knowledge of human aspects of management in multinational and global operations; and how to develop skills of motivation and leadership.
- Develop awareness of the interactions of cultures within organisations and nations as well as between nations; and skills to increase and improve the quality of such interaction.
- Apply the concept of culture to explain and predict differences in behaviour;
- Assess the impact that cultural factors exert on organisation and management styles and values; and identify factors for the success of employees' international assignments;
- Strengthen the idea of diversity as an asset, not only as a challenge, for international strategies and alliances, communication and management;
- Evaluate the extent and manner in which students' own behaviour is shaped by cultural background, experience and assumptions;
- Apply and evaluate theoretical frameworks for strategic planning and control in culturally diverse settings;
- Enhance generic skills (communication skills, critical thinking, independent work, teamwork, writing skills and problem solving) developed from students' previous studies.

Topics

There are ten key topics, illustrated with readings and case studies:

An overview of the global business environment; corporate social responsibility and ethics; the role of culture in international management; cross cultural communication; negotiations and decisions; expansion strategies; international alliances; structures and controls; workforce diversity; motivation and leadership.

Assessment

Student assessment will be:

Students' individual class presentations:	5%
Essay	15%
Group research project	20%
Final examination	60%

*Gain at least 20/40 marks for coursework to sit the exam;

*Achieve at least 50% pass in the exam.

Textbook

Elizabeth Christopher (ed) 2008 *Managing Cultural Diversity in International Business*, ISBN: 0733988849, Pearson Education, customised text for BUS854,

Staff

Dr Elizabeth Christopher (Visting Lecturer, 0417-236-531, echristo@efs.mq.edu.au)

BUS870 INTERNATIONAL STUDY EXPERIENCE

Description

The Graduate Studies Office and Macquarie International together provide MCom and MIB students with an opportunity to participate in a period of study at an overseas university during the December-February summer vacation or the June-July winter vacation. The off-shore study programs are between four to six weeks in duration. At present, study programs are offered in the following locations with additional locations likely to be added:

- Fudan University (Shanghai)
- La Salle University (Mexico City)
- Copenhagen Business School (Denmark)
- Aarhus Business School (Denmark)
- ESCEM (France)
- Michigan State University (USA)

The purpose of these short, but intensive, international programs is to provide students with an opportunity to study business theory and practice in a unique setting in a way that compliments their program of study at Macquarie University. These off-shore programs will focus on areas of business relevant to the country in which the program is taught. The program will place business operations within the social, cultural, political and legal environment of that country. Relevant site visits will be included in the program. All classes will be taught in English by staff from the host university. Students are financially supported by a Macquarie University travel grant.

Students will be enrolled in BUS870 International Study Experience and satisfactory completion of the program will count as one unit (4 credit points) toward the MCom or MIB.

Assessment

Assessment for this unit will be through active participation in all aspects of the program at the host university and completion of a written report in an area to be determined by university teaching staff.

Enquiries and Application

To discuss the opportunities available, students should contact:

Macquarie Abroad Office
Level 1, U@MQ Building (next to STA Travel)
Web: www.international.mq.edu.au/abroad/
Email: goexchange@io.mq.edu.au
Phone: (61 2) 9850 6325
Fax: (61 2) 9850 7733

BUS880 BUSINESS INTERNSHIP

Description

International students who have completed one semester of study can apply to take a supervised workplace internship in their second semester for credit toward their MIB or MCom degree. Students will spend 180 hours during a semester working on a project in a business organisation under the guidance of a workplace mentor and an academic assessor. Students will gain experience of Australian workplace culture and environment while being involved in a range of activities such as research, planning, marketing and organisation within the context of a specific project. Students will be individually placed with suitable companies and the type of project will vary.

Placement and administration is through Macquarie International. Academic assessment is organised through the Graduate Studies Office. The number of workplace internships available each semester is limited and selection of suitable candidates will be competitive. Students will need a minimum GPA of 3.00 and excellent written and spoken English. Students who satisfactorily complete the project will receive a pass in BUS880 Business Internship and four credit points toward their postgraduate degree. Only international students are eligible for an internship and it can only be taken after completing the first semester of academic study.

Assessment

Written assignment (GSO assessed)	40%
Workplace supervisor's report	25%
Weekly work journal	10%
Final presentation	25%

Enquiries and Application

Students in the MIB or MCom programs who would like to undertake an internship for degree credit should apply to:

Catherine Everett
Internships Department
Macquarie International
Tel: 61 2 9850 6942
Email: catherine.everett@io.mq.edu.au
Web: www.international.mq.edu.au/studyabroad/internships

BUS890 BUSINESS RESEARCH PROJECT A

Description

Students will carry out a research project in an area of business under supervision of a member of staff. Students can select a topic of their choice for research (subject to approval). It is expected the research project will complement prior or concurrent coursework study. The research methodology may be quantitative and/or qualitative and the topic area may be academic or industry related. A research report of 8,000 -10,000 words will be expected. If this unit is taken in conjunction with BUS891 Business Re-search Project B a more substantial piece of research will be carried out.

Staff

A research project supervisor will be assigned.

BUS891 BUSINESS RESEARCH PROJECT B

Description

Students will carry out a research project in an area of business under the supervision of a member of staff. Students can select a topic of their choice for research (subject to approval). It is expected the research project will complement prior or concurrent coursework study. The research methodology may be quantitative and/or qualitative and the topic area may be academic or industry related. Students will develop strong skills in research literature review, theory and hypothesis development, analysis and report writing. The unit can only be taken in conjunction with BUS890 Business Research Project A and a substantial research project is expected with a report of 15,000-20,000 words for the combined units.

Staff

A research project supervisor will be assigned.

BUSL832 BUSINESS TRANSACTIONS LAW

Description

The unit reviews contract law and the statutory additions to it - in particular, the Trade Practices Act (the consumer provisions which are largely replicated by the Fair Trading Act at the State level) and the Sale of Goods Act. As well, the related topic of principal and agency will be reviewed, and the principles of equity will be illustrated through a review of selected cases and doctrines.

The unit will seek to put the basic principles of contract law and these related topics, into the broader commercial context and to consider such issues as the extent to which contract law realistically meets the needs of commerce (its complexity, and the cost of invoking it, will be sub-themes); the extent to which the traditional laissez-faire notion of freedom of contract has been entrenched upon by modern legislation seeking to inject standards of fair dealing into the law, and whether this approach has gone too far, or not far enough; and where the balance should be struck between regulation through black-letter law on the one hand and self-regulation on the other (such as by resort to ethical standards not necessarily embodied in the law).

The unit's aims, broadly, are:

- to develop or enhance an appreciation by business managers and related professions of the legal context in which they operate;
- to create an enlightened awareness by individual professionals of the legal basis for, and scope of, their roles;
- generally, to contribute to the legal literacy of these professions.

Topics

- Overview of the legal system
- Contracts – an overview
- Contracts – formation; offer and acceptance; intent to enter into legal relations
- Contracts – formation; consideration
- Contracts – terms
- Contracts – vitiating elements
- Breach of contract
- Statutory developments affecting contracts
- Principal and agent

Assessment

Assessment is by way of assignments and essays. In appropriate cases students can choose a topic for individual investigation in consultation with the lecturer-in-charge.

Textbook

P Gillies, Business Law, 12th edition (Federation Press).

Staff

Professor Peter Gillies (Department of Business Law, 9850 8460, peter.gillies@mq.edu.au)

BUSL833 BUSINESS PROPERTY LAW

Description

This unit reviews the law relating to property including real property and personal property. A focus of the unit is the manner in which the law enables the protection, pursuance and composition or settlement of rights relating or incidental to property interests. In this context the law of tort and particularly the means by which the law deals with insolvency will be considered.

Topics

- Property, including real and personal property
- Intellectual property
- Torts
- Trusts, succession and bailment
- Insurance Law
- Insolvency – personal and corporate

Assessment

Assessment will be outlined at the first class. Examples of the forms of assessment that may be used include assignments, essays and presentations.

Textbook

The unit covers areas found in general business law texts and as concerns corporate insolvency, company law texts.

Students should contact the convenor for more specific information on relevant texts.

Staff

Michael Quilter (W3A 430, 9850 8456, michael.quilter@law.mq.edu.au)

BUSL834 LAW OF BUSINESS ENTERPRISES

Description

This unit reviews the law of associations, with particular reference to company law, from the perspective of managers.

Topics

- Introduction
- Non-Corporate Organisations
- Incorporation – Legal Effects
- Company Relations with Outsiders
- Corporate Financing
- Dividends and Loan Capital
- Corporate Management
- Meetings and Minorities
- Takeovers
- Securities Industry and Investigations
- Restructuring and Liquidation

Assessment

Assessment is by way of assignments and essays. In appropriate cases students can choose a topic for individual investigation in consultation with the lecturer-in-charge.

Textbook

To be advised

Staff

Prof Peter Gillies (Department of Business Law, 9850 8460, peter.gillies@law.mq.edu.au)

BUSL851 INTERNATIONAL TRADE LAW

This unit examines topics in international trade law such as WTO/GATT, the Vienna Convention on the international sale of goods, letters of credit, the Unidroit Principles, carriage of goods by land, sea and air and international commercial arbitration. (Note that topics covered may vary each year).

Staff

Prof Peter Gillies (Department of Business Law, 9850 8460, peter.gillies@law.mq.edu.au)

BUSL852 TRADE PRACTICES LAW

This unit examines the Trade Practices Act which deals with consumer law, restrictive trade practices, unconscionability provisions and related areas of law.

Assessment

Research paper (5000 – 7000 words)

Staff

Prof Peter Gillies (Department of Business Law, 9850 8460, peter.gillies@law.mq.edu.au)

BUSL860 BANKING AND FINANCE LAW

This unit examines the nature of banking, the regulatory framework, banker-customer relationship, and financial instruments and arrangements used by lenders and investors and the need to minimise risk.

Staff

Prof Peter Gillies (Department of Business Law, 9850 8460, peter.gillies@law.mq.edu.au)

BUSL861 FINANCIAL SERVICES LAW

This unit examines the contractual, fiduciary and legislative obligations imposed upon financial service providers, such as financial advisors, stockbrokers and fund managers. Topics examined include Part 7 of the Corporations Act (Financial Services and Markets), and the consumer provisions in the Australian Securities Commission Act.

Staff

Prof Peter Gillies (Department of Business Law, 9850 8460, peter.gillies@law.mq.edu.au)

BUSL863 CORPORATE AND MARKET LAW

This unit examines the corporation and its regulation, internally and in respect of its role in markets, especially financial markets. Topics dealt with include internal governance, mergers and acquisitions, public fundraising, and competition law – especially in its application to financial intermediaries. The roles of ASIC, ACCC and the ASX will be examined.

Staff

Prof Peter Gillies (Department of Business Law, 9850 8460, peter.gillies@law.mq.edu.au)

BUSL864 INTERNATIONAL BANKING AND FINANCE LAW

This unit examines the financing of international trade, international payments systems, foreign currency transactions, international capital markets, treaty provisions relating to financial services, international financial institutions such as the IMF and the World Bank and the resolution of international investment disputes (including the ICSID regime).

Staff

Prof Peter Gillies (Department of Business Law, 9850 8460, peter.gillies@law.mq.edu.au)

DEM800 DEMOGRAPHIC ANALYSIS IN BUSINESS

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit introduces students to basic demographic techniques and highlights the uses of demographic data and methods in marketing and business decision-making. The implications of demographic trends for the business environment are discussed. The trends covered include those for Australia, China and selected Asian countries. Students are given hands-on experience of accessing and analysing data from the countries of greatest relevance to them. A section of the unit addresses survey methods and their uses in business. In addition to lectures and tutorials, students would be expected to actively participate in class discussions.

Assessment

The assessment will involve both a final examination (60%), group project (20%) and a class test (20%).

Textbook

There is no textbook prescribed for this unit. Students are recommended to study:

- Rowland (2003) *Demographic Methods and Concepts*, Oxford University Press.
- Pollard, Yusuf & Pollard (1990) *Demographic Techniques*, and
- Siegel (2002) *Applied Demography*.

Staff

Professor Farhat Yusuf (E4A-641, 9850 8565, fyusuf@efs.mq.edu.au)

ECON828 INTERNATIONAL INVESTMENT AND RISK

Assumed knowledge: Principles of finance

Description

Increasingly, large and medium-sized corporations diversify their production facilities on a global basis. Also banks, pension funds and investment trusts include international bonds and shares in their portfolios. This unit is concerned with the analysis and management of the major aspects of international investments. We examine international portfolio selection using a multi-factor international market model that allows the estimation of investment yields and global risk premiums. The hedging of specific international risks through currency overlay strategies, derivatives and credit risk management models forms an important part of the unit. Foreign direct investment requires an analysis of the international cost of capital and international capital budgeting. International taxation as well as mergers and acquisitions are also examined. This unit attempts to prepare graduate students for the rapidly expanding employment opportunities in the global funds management industry and multi-national enterprises.

Topics

- Financial Products and how they are used for hedging
- How to manage exposures
- Interest Rate Risk
- Dependence, Correlations and Copulas
- Bank Regulations and Basel II
- Capital Asset Pricing Models and Multifactor Models
- Value-at-Risk and other Risk Measures
- Managing Market Risk
- Managing Credit Risk
- Operational Risk
- Model and Liquidity Risk
- Derivatives
- Global Bond Portfolio Management
- International Portfolio Investment

Assessment

Essay	30%
Final examination	70%

Textbook

Hull, J. (2007) *Risk Management and Financial Institutions*, 1st edition, Pearson

Staff

Dr Stefan Trueck (E4A 432, 9850 8483, stueck@efs.mq.edu.au)

ECON844 MONETARY AND FINANCIAL POLICIES

Description

All students doing this unit must have completed an intermediate level course in macroeconomics. The unit examines a number of issues concerning monetary theory and policy.

We begin with an analysis of empirical regularities of money, output, prices and interest rates, with particular reference to Australia. This leads to the development of key models of monetary economies in use today. These are invariably based on what is known as dynamic stochastic general equilibrium, or DSGE, models. These models were first developed in the context of real business cycle models with flexible prices. The policy relevant ones include a variety of nominal rigidities, and they are often referred to as “New Keynesian” models. The workhorse version has 3 equations (dynamic IS relation, a modern Phillips curve, and an interest rate rule), which has the virtue that it can be easily manipulated both analytically and numerically. We will examine monetary and fiscal policies interactions. A key issue addressed is how to determine optimal monetary policy, and in this context we will study the role of inflation targeting.

Topics

- Empirical regularities of money, prices, output and interest rates
- Basic monetary models
- Money and public finance, optimal inflation
- Real business cycle theory
- The New Keynesian model with nominal rigidities.
- DSGE models with nominal rigidities
- Optimal monetary policy

Assessment

Essay	20%
Mid-term test	35%
Final examination	45%

Textbook references

Carl E Walsh, *Monetary Theory and Policy* MIT Press, 2nd edition, 2003

Michael Wickens, *Macroeconomic Theory*, Princeton University Press, 2008

Staff

Professor Jeffrey Sheen (E4A 430, 9850 7287 jsheen@efs.mq.edu.au)

ECON846 INTERNATIONAL MONETARY POLICY

Description

The objective of this unit is to examine selected policy issues in international monetary economics from a country, regional and global perspective. The unit assumes completion of an intermediate unit in macroeconomics. Emphasis is on economic argument, critical economic analysis and understanding rather than advanced mathematical expertise. The reading for each topic is designed to cover a broad range of technical skills and relevant policy issues of the international monetary system.

Topics

- International Monetary System: principles and problems; role of IMF; reform issues.
- Saving, Investment and the Current Account Policy Issues
- International Reserves and Liquidity : Issues of adequacy and equity
- Confidence Problem and International Monetary Crises
- External Debt and Solvency : HIPC Initiative
- European Monetary Union and Currency Unions

Assessment

To be determined

References

There is no single text for the unit. Specific reading material is assigned for each topic. All reading material is in the Special Reserve Section of the main library, many readings can be downloaded from the library website: www.lib.mq.edu.au . Useful background reading is in:

- Argy, V. *International Macroeconomics: Theory and Policy*, London, Routledge, 1994.

Staff

Dr Natalia Ponomareva (E4A 428, 9850 6194 nponomar@efs.mq.edu.au)

ECON847 INTERNATIONAL TRADE

Assumed knowledge: Students should have completed a unit in microeconomics.

Description

This unit examines international trade both in theory and practice. It first reviews the theories related to inter and intra industry trade determination and the empirical evidence supporting them. It then examines trade policies, covering a wide range of topics, illustrated by up-to-date case studies. The unit has a policy approach and aims at also providing students with a good understanding of major trade issues around the world and the effects of globalisation on trade. It focuses on current applications of theoretical principles.

Topics

- The Theory of Comparative Advantage.
- Trade and Income Distribution
- New Theories of Trade
- Trade Restrictions: Tariffs
- Trade Restrictions: Non-Tariff Barriers
- Political Economy of Trade
- Globalisation and WTO's Contentious Issues
- Trade Blocs
- Trade and Development
- International Factor Movements: Immigration and Foreign Investment
- Australia's Trade and Balance of Payments
- International Trade and Exchange Rates

Assessment

Seminar questions	30%
Final exam (2 hours)	70%

Text

Gerber, J. *International Economics*, 3rd edition 2005, Pearson

Staff

Marc Lombard (E4A-436, 9850 8501, marc.lombard@mq.edu.au)

Joseph Macri (E4A-418, 9850 9469, jmacri@efs.mq.edu.au)

Dr Pundarikaksha Mukhopadhaya (E4A 647, 9850-6476, pundarik@efs.mq.edu.au)

ECON853 ECONOMICS OF PUBLIC ISSUES

Description

The aim of this unit is to study the role of economic theory and analysis in informing decision-making on matters of public policy. Appropriate theory and analytical methods will be outlined and discussed, and their use in considering particular issues will be explored. The unit is structured partly around particular theories or methods of importance to the analysis of public policy, and partly around specific policy issues themselves.

Generally each session will comprise approximately two hours of lecture time and up to one hour of discussion. However, sessions will be flexibly organised to allow ample scope for student participation and interaction.

Topics

Topics will be chosen from the following list:

- Education policy
- The economics of foreign students
- Peace, security and national defence
- Ecologically sustainable development
- The energy sector
- Climate change
- The economics of tourism
- Limits to redistribution
- The economics of efficiency, fairness and equity
- The non profit sector
- The economics of intellectual property
- The creative economy
- Labour standards and trade
- The broader role of financial institutions
- The economics of cultural heritage

Assessment

Three assignments of 2000 words each.

References

No set text is required. Each topic has its own list of references. Copies of main references are placed in Special Reserve in the University library.

Staff

Professor David Throsby (E4A-438, 9850 8474, dthrosby@efs.mq.edu.au)

ECON857 ECONOMIC DEVELOPMENT AND WORLD ECONOMIC ORDER

Assumed knowledge: This unit assumes that students have successfully completed principles of microeconomics and principles of macroeconomics.

Description

This unit is concerned with the relevance of historical experience to the problems confronting developing countries today; economic and social factors affecting the development process; population and economic development; education, human capital and development; income distribution and poverty; agriculture modernisation and growth; urban-rural dichotomy; the relationship between equality and development; trade, aid and development. The unit is also likely to be useful to non-economics (eg, sociology, anthropology, philosophy etc.) students.

Topics

- Historical Experience and Major Theories of Economic Development and Policy
- Concept of Development and measurement
- Economic Growth and Development
- Income Distribution and Poverty: Concept and measurement
- Some Development models
- Trade Policies in Developing Countries
- The World Bank, the IMF and the Third World Debt Crisis
- Nutrition, Health and Development
- Democracy and Development

Assessment

Class test	10%
Seminar Paper	15%
Research assignment (Case study)	15%
Final Examination	60%

Textbooks

Michael P. Todaro and Stephen C. Smith, *Economic Development*, Tenth Edition, Addison-Wesley, 2009

Staff

Dr Pundarik Mukhopadhaya (E4A 413, 9850-6476, pundarik@efs.mq.edu.au)

ECON867 INTERNATIONAL FINANCIAL MANAGEMENT

Assumed knowledge: Principles of finance.

Description

This unit applies relevant elements of international finance to the analysis of financial management of multi-national corporations, companies, financial institutions and central banks. The unit analyses nominal and real exchange rates and it evaluates their impact, together with those of international interest rate changes, on the decisions of corporate, institutional and government managers. We also attempt to explain the behaviour of currency rates in terms of their determinants. The hedging of currency risks associated with international trade, overseas investments and foreign borrowing through a range of derivatives such as currency futures, options, swaps, value at risk models and stress testing will be extensively discussed.

Case studies dealing with typical international financial decisions of corporate companies help to bridge the gap between theory and finance sector practices. They foster active learning, exercise critical thinking, model the analytical mindset of professionals and hone report-writing skills. Case studies are thus an indispensable tool in preparing graduates for effective professional work and research.

Topics

- Global Flows of Funds and International Financial Markets
- Foreign Currency Markets
- Interest Rate Parity, Arbitrage and Swap Transactions
- Effective Exchange Rates and Purchasing Power Parity
- International Markets for Bonds and Notes
- Currency and Commodity Swaps
- Currency Futures
- Foreign Currency Options
- Foreign Currency, Country and Political Risks
- Management of Foreign Currency Risk Exposure
- Value-at-Risk Management
- Models of Exchange Rate Determination
- Forecasting of Exchange Rates

This unit is offered in the day and evening. The day and evening classes cover the same material, but could have different staff, textbooks and assessments tasks.

Textbooks

- I. A. Moosa, 2004, *International Finance: An Analytical Approach*, 2nd. ed., Irwin/McGraw-Hill, Australia.

Staff

Dr George Milunovich, Lecturer in Charge (E4A-443, 9850 8543, gmlunov@efs.mq.edu.au)

ICMS801 MANAGEMENT AND ORGANISATIONS

Assumed knowledge: There is no specific assumed knowledge for this unit.

Description

Using a highly interactive style of learning involving case studies, games, and guest speakers, the unit explores the function and characteristics of organisations and the paradoxes faced by managers when determining how to structure their organisation. The unit briefly traces the history of Western thought relating to organisations and management, and then explores the influence and role of strategy, technology, ethics and power in organisation effectiveness.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Defining the *organisation*, *organisation theory* and *organisational effectiveness*, and comparing various ways of structuring an organisation.
- The evolution of management theory and how it relates to modern organisations and newly emerging structural arrangements.
- Approaches to organisational effectiveness and the role of managers in influencing how effectiveness is perceived and managed.
- The way in which strategy and technology constrain and expand the role of management.
- The role of power, ethics and control in organisational management and options for managing the environment faced by the organisation.
- The concepts of innovating, managing knowledge and organisational learning and how these concepts enable organisations to overcome constraints imposed by traditional bureaucratic structures to become innovative organisations.
- Managing planned structural changes, understanding the nature of organisational change and ways to develop and implement change plans.

Assessment

Individual assignment	25%
Group assignment	25%
Class participation	10%
Final examination	40%

Textbook

Robbins, S.P. and Barnwell, N (2006) *Organisation Theory; concepts and cases*, 5th edition, Australia, Pearson Education Australia

Staff

Skye Nettleton (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly, DID: 9466 1054, Email: snettleton@icms.edu.au)

ICMS802 MANAGING SERVICE RELATIONSHIPS

Assumed knowledge: There is no specific assumed knowledge for this unit.

Description

This unit is an in-depth review of both customer and provider behaviour. The unit is designed to draw together many contemporary issues in business and society. These issues reflect current perspectives and theories of services and the function they play in today's economy. The course explores the changes in importance to economies from manufacturing to services. The unit uses content from International Marketing and International Trade, and discusses current developments in ways that services are branded and packaged. Multiple theoretical frameworks and models are used with practical applications highlighting the linkages that exist in the consumer product and service industries. The focus is on how services should be provided.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Overview of the nature of service relations
- identify the service function in differing enterprises and how it relates to the key performance indicators of successful businesses
- The quality of relationships with service providers
- Successful services marketing: the services mix
- The effectiveness of decision making in service provision
- The service function in different service enterprises
- Contemporary challenges for service providers.

Assessment

Weekly preparation of set questions based on cases & readings	15%
Group research assignment	30%
Final examination	55%

Essential Textbook

Lovelock, C., Patterson, P. and Walker, R. (2007), *Services Marketing – An Asia Pacific and Australia Perspective*, 4th Edition, Sydney, Australia: Pearson Education.

Recommended Textbook

Normann, R., (2002) *Service Management – Strategy and Leadership in Service Business*, 3rd Edition, Chichester: Wiley

Staff

Dr. Jennifer Adelstein (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly, DID: 9466 1054, Email: jadelstein@icms.edu.au)

ICMS811 FOUNDATIONS OF ORGANISATIONAL PERFORMANCE

Assumed knowledge: There is no specific assumed knowledge for this unit.

Description

This unit will examine the nature of organisational behaviour and the importance of the people-organisation relationship, drawing attention to the main influences on the behaviour and performance of people in the work situation. It will review different approaches to leadership and management, and the relationship between theory and practice using real-life examples. It will also consider different organisational systems and the impact these have on organisational performance. The learning will be on tangible, evidentiary material depicting the practical correlation to organisational performance. This unit aims to provide a basis for the critical appraisal of contrasting perspectives of leadership, management and systems of organisations. It is designed to encourage a greater level of awareness of, and sensitivity to, the organisational factors and management processes/approaches influencing behaviour and performance of people at work.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- The nature of organisational behaviour and the importance of the people-organisation relationship
- The major trends in the development of managerial thinking and the relationship between theory and management practices
- The importance of the individual's and the teams' contribution to the performance of work in organisations
- The nature and importance of leadership towards organisational performance
- Situational variables that influence the attainment of organisational performance goals
- The effective leadership and management of an organisation and the development and improved performance that depends very largely on the staff it employs

Assessment

Individual assignments	20%
Group-based assignment	30%
Final examination	50%

Textbook

There is no set text for this unit.

Staff

Milano Pelligrini (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly, DID: 9466 1093, Email: milano@milanopm.com.au)

ICMS812 ENTREPRENEURIAL LEADERSHIP

Assumed knowledge: There is no specific assumed knowledge for this unit.

Description

The aim of this unit is to enable students to acquire leadership skills and knowledge of general management, with entrepreneurial leadership at the core. The unit provides theoretical understanding and practical application of entrepreneurial leadership. The unit is designed to provide leadership skills and innovation management to meet the challenges of entrepreneurial organisations in the 21st Century. It is based on the premise that the modern entrepreneurial organisation—whether it is a start up, SME or a large established company—must adapt and change using leadership and entrepreneurial skills. It is designed to impart specific knowledge, raise awareness of business growth, provide basic business and scientific/entrepreneurial leadership skills and instill students' capability to examine, analyse and evaluate various leadership theories that are essential for business improvement and venture creation. The key learning outcomes are:

- the basic concepts and application of leadership, corporate entrepreneurship and innovation management in international context;
- leadership and entrepreneurial skills e.g. change management and Six Sigma tools etc associated with the entrepreneurship and innovation in venture creation;
- the ability to identify, investigate and synthesise of relevant information for entrepreneurial leadership development processes through organised industry visit.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Explain and apply leadership theories with case studies in international context
- Venture creation through virtues, values, relationship, culture, belief, strategy and vision
- Achieve the entrepreneurship through leadership, innovation, creativity and change management etc
- Develop the appropriate leadership skills for entrepreneurial management and venture creation
- Implement corporate entrepreneurship via entrepreneurial leadership process

Assessment

Individual assignment	20%
Group-based assignment	30%
Final examination	50%

Textbook

Avery, G. C. (2004). *Understanding leadership: Paradigms and cases*. London: SAGE Publications.

Staff

Julian Yim (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 9466 1054, Email: jyim@icms.edu.au)

ICMS821 MEDIA MANAGEMENT

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in marketing principles.

Description

The overall aim of the unit is to examine strategic marketing so as to fit media to the market. The unit examines the relationship between an effective marketing communications program and successful marketing strategy. We look at case studies and current industry practice of organisations managing their marketing communications to deliver adequate levels of message frequency and maintain desired levels of awareness, comprehension and interest. Typical Assignments include a real world campaign development for small business & the Google Online Challenge.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Overview of marketing communications and the evolution of IMC
- Communications Theory and Research
- E commerce, CRM and New Media
- IMC and Sales Promotions
- Public Relations and Marketing
- Sponsorship and IMC
- Media Planning and Buying
- International Brands and IMC

Assessment

Individual assignments	10%
On Line Campaign Strategy Plan	15%
Post Campaign Strategy analysis & Report	25%
Final examination	50%

Textbook

Clow, K. E. and Baack, D. (2007) *Integrated Advertising, Promotion, and Marketing Communication*. 3rd Edition, Pearson Prentice Hall.

Staff

Kevin Reid (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 9466 1080, Email: kreid@icms.edu.au)

ICMS822 STRATEGIC INTELLIGENCE

Assumed knowledge: This unit assumes that students have successfully completed as part of your undergraduate degree courses in marketing management and/or business management.

Description

This unit considers the use of Business Intelligence, Competitive Intelligence and Knowledge Management in the overall management and development of a business. In this course you will get to challenge why and how we think and reconsider what it is you need to know in order to run your business. Using the information hierarchy we will develop our own Strategic Intelligence approach to BI, CI, KM and Business Management.

This is a live and interactive course that considers not just theory but real life application and implications for the commercial environment. The course culminates in a group project.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- What is SI, BI, CI, and KM
- The Information Hierarchy
- Case Studies and Workshops
- Causal effects of decision making
- Identifying issues
- The factors that precipitate change
- Design strategies that will create business value for customers and will be profitable in new markets and industries in the future

Assessment

Individual Assignment	10%
Group Presentation	10%
Group Report	30%
Final examination	50%

Textbook

Course Readings Book – this is a compiled group of readings across the SI field.

Staff

Lawrence Potter (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly, DID: 9466 1093, Email: lawrencep@incitemg.com.au)

ICMS831 INTERNATIONAL TOURISM

Assumed knowledge: There is no specific assumed knowledge for this unit.

Description

This unit gives an overview and analysis of the essential elements involved in the highly globalised tourism industry in terms of its functional, structural and operational attributes. A deeper examination is undertaken by focusing on the importance, complexity and diversification of the tourism industry. The unit examines the concepts and phenomena associated with the relationship between tourism and the significant environments with which it interacts. After taking this unit, students will gain a strong knowledge and better understanding of the peculiarities of the specific contexts in which management within the tourism industry is exercised. This will provide students with the ability to formulate management strategies and perform management functions appropriate to sectors of the travel and tourism industry. A review of diagnostic models and data collection methods will highlight the tools necessary for contemporary tourism decision making.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Definitions of tourism and an examination of the development and delivery of global tourism products.
- The broad process of tourism development and delivery with particular emphasis on the application to individual case studies.
- The importance of market research in understanding international tourism.
- An analysis of the role of government in the delivery of tourism.
- An examination of the issues of sustainable and responsible tourism.
- A summary of the economic, social and environmental impacts of tourism from an international perspective.
- An analysis of the issues and challenges facing developing nations with respect to development and delivery of tourism.
- An examination of the structure and performance of various tourism special interest groups.
- An analysis of global tourism trends and their impact on businesses.

Assessment

Individual assignment	20%
Group-based assignment and presentation	30%
Final examination	50%

Textbook

Hall, C.M. 2003, *Introduction to Tourism: Dimensions and Issues*, 4th ed., Pearson Education Australia.

Staff

Susana Heraud (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 9466 1093, Email: sheraud@icms.edu.au)

ICMS832 TOURISM AND HOSPITALITY MARKETING

Assumed knowledge: Principles of marketing

Description

This unit will provide students with a depth of understanding and the skills needed to plan and manage marketing issues in the tourism and hospitality industries. The unit recognizes marketing as a key managerial decision-making area relating the organisation to its environment to bring about change. Drawing extensively on the literature in tourism and hospitality services marketing and management, the unit adopts a range of teaching approaches to demonstrate the nature and complexity of tourism and hospitality managerial decision-making. At the same time the unit develops knowledge and skills for effectively managing the complexity of marketing processes in the tourism and hospitality industries.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Research and development for added-value products and services in leisure industries.
- International tourism, hospitality marketing opportunities, and market-entry strategies.
- Strategic management, organisational strategies and developing competitive advantage in tourism products and hospitality services.
- Analysis of the internal operating environment as it relates to external environments.
- Management of a tourism product or hospitality service from the research and design stage through delivery to the ultimate consumer. This will cover research, product development, pricing, marketing channels, distribution and logistics, sales, communications, on-line marketing, customer relations, consumer behaviour, market segmentation, organisational buyers, targeting and positioning, market research and forecasting, marketing and business plans for new products or services in tourism and hospitality.

Assessment

Individual coursework assignment	20%
Group assignment	20%
Presentation and questions	10%
Final examination	50%

Textbooks

Hsu, C., Killion, L., Brown, G., Gross, MJ and Huang, S. (2008) *Tourism Marketing: An Asia-Pacific Perspective*, First Edition, John Wiley and Sons Australia

Staff

Brent Reihana (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 9466 1093, Email: breihana@icms.edu.au)

ICMS833 HOSPITALITY PROPERTY AND FACILITIES MANAGEMENT

Assumed knowledge: There is no specific assumed knowledge for this unit.

Description

The unit begins with an examination of aspects of strategic planning and policy making in relation to asset management and engineering functions in hospitality properties. It explores areas such as the design and renovation of structures, maintenance of a safe and secure environment, containment of energy costs, preservation of physical facilities and compliance with building codes. These issues are important in ensuring long-term operational profitability.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Examination of the attributes of sound architectural design and construction methods.
- An analysis of the reasons why understanding property management is a vital part of strategic management.
- Planning the design briefing documents for refurbishment programs.
- Preparing a project management schedule for capital works.
- Examining the requirements for a maintenance agreement.
- Analysing the principles of asset management and preparing basic policy guidelines for the management of physical facilities
- The preparation of budget estimates
- Examining the basic concepts of energy management.
- Preparing a plan to implement health, safety and security procedures in the workplace.

Assessment

Individual project assignment	30%
Plans for refurbishment	20%
Final examination	50%

Textbooks

R.P.Parlour, *Building Services: A guide to integrated design: Engineering for Architects*. Pymble NSW Integral Publishing (2000)

Reference

McDonough, B., Hill, J., Glazier, R., Lindsay, W. and Sykes, T. (2001) Building Type Basics for Hospitality Facilities, Kliment, S. A. (Editor), New York, John Wiley and Sons.

Staff

Peter Robinson (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 9466 1059, Email: probinson@icms.edu.au)

ICMS834 HOTEL MANAGEMENT SIMULATION

Assumed knowledge: Principles of marketing, principles of accounting and principles of finance

Description

This unit provides a flexible, student-centred and academically rigorous program which seeks to develop students' competencies and encourage their intellectual skills in examining the theory and operations of the hospitality industry. The computer simulation bridges the gap between individual subject knowledge and management practice by integrating hotel operations within a computerised model. Groups of students will be able to evaluate broad ranges of accumulated learning by running a business within an accelerated competitive environment. The impact of students' decisions is reflected through outcomes in marketing and sales, finance, budgeting, pricing, staffing, renovation and yield management. At the same time this unit develops knowledge and skills for effectively managing the complexity of hotel operations processes and makes this a competitive, challenging and exciting unit.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Identifying business opportunities and threats through analysis of a background document.
- The preparation, implementation and monitoring of a business plan for the simulated property.
- An application of the principles of prior learning to the running of a hotel business simulation.
- Management of finances by developing and remaining within the confines of an operating budget in a competitive environment.
- The development of teamwork through involvement in the decision making and problem solving process.
- The application of administration skills by producing regular progress reports.
- The development of analytical skills through discussion, comparison of results and investigation of variances.
- Forecasting and evaluating business performance and reporting results on a timely basis.
- Interpret financial and socio-economic data to form future managerial avenues.
- Communicate effectively the management objectives and strategies of the simulated business.

Assessment

Group based Business Plan assignment	20%
Class Participation (individual)	10%
Interpreting simulator reports (group)	30%
Final Exam	40%

Textbooks

Hayes, D. K. and Ninemeier, J. D. (2006). *Hotel Operations Management* (2nd edn.). New York: Prentice Hall.

Staff

Julian Yim (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 94661054 Email: jyim@icms.edu.au)

ICMS841 SPORT IN AUSTRALIA

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit examines the nature of Australia's international reputation for sporting excellence that derives from a strong sport-orientated culture complimented by world-class capacities in sport science, sport coaching and sport management.

Sport science and management is an important and growing knowledge industry and sport administrators who understand all the relevant aspects of the business of sport will enhance the economical benefits of their organisations.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Introduction to sport in Australia
- History of sport and mass culture
- Ideologies of sport
- The rise of organised sport in Australia
- The social and political implications of sporting institutions
- Sport in the time of war
- Australian heroes
- Developments in Australian sport after WWII
- Research mythologies in sport
- Impact of globalisation on Australian sporting culture

Assessment

- | | |
|------------------------------------|-----|
| • Homework and class participation | 25% |
| • Group Assignment | 25% |
| • Final Exam | 50% |

Textbook

Cashman, Richard, *Paradise of Sport (The Rise of Organised Sport in Australia)*, Walla Walla Press, Sydney, 2009.

Journals

Journal of Sport Management
International Journal of Sport Marketing and Sponsorship
International Journal of Sport Finance
International Journal of Sport Management and Marketing

Staff

Michael Matthew (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 94661054 Email: mandm@bigpond.net.au)

ICMS842 INTERNATIONAL SPORT MANAGEMENT

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit provides students with the foundation knowledge in the management of international sporting organisations, sports teams, and sport programs. This unit also explores international management concepts as they relate to the sport environment. It examines context, structures and processes through the major themes of: background to sport administration; theories of international management; strategic planning; intercultural human resource issues; and management skills and processes.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Introduction to international sport management
- Development of sport management
- The uniqueness of sport management in business
- Governance issues in international sport
- Organisational theories and their relationship to international sport
- The impact of globalisation on sport management
- Intercultural management in sport
- Strategic planning and economic focus around globalised sporting competitors
- Diversity and ethics in sport management
- The commercialisation of sport
- Sponsorship and international sport media
- Human resource management and sport

Assessment

- | | | |
|-------------------------------------|-----|-----|
| • Individual Journal Article Review | 25% | |
| • Group Research Assignment | 25% | |
| • Class Participation | 10% | |
| • Final Exam - Individual Essay | | 40% |

Textbooks

Parkhouse, B. (2005) *The Management of Sport: Its Foundation and Application with Power Web Bind-in Card*. 4th edition. England: McGraw-Hill Publications.

Cunningham, G. B. and Fink, J. S. (2006) Diversity Issues in Sport and Leisure; in *Journal of Sports Management*, Vol.20, No.4.

Staff

James Anderson (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 94661054 Email: janderson@icms.edu.au)

ICMS843 SPORT AND THE LAW

Assumed knowledge: There is no specific assumed knowledge.

Description

With a growing market for sport and leisure activities, and the huge increase in the financial and contractual arrangements of sporting organisations and their members, it is imperative that sport administrators understand rights and obligations of all stakeholders in this industry. This unit introduces students to the principles and practises of law in the area of sport. These specialist business managers need to be competent with all legal aspects in relation to the contemporary sporting environment.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Introduction to sport law
- Sport agents and contracts
- Sport torts
- Sport crimes
- Disability and sport
- International sport issues
- Antitrust and labor issues in sport
- Intellectual property issues in sport
- Dispute resolution in sport

Assessment

- Individual Case Studies 50%
- Final Exam 50%

Textbook

Epstein, A., 2002, Sport Law, 1st Edition, New York, Delmar Learning

Journals

Journal of Sport Management
International Journal of Sport Marketing and Sponsorship
International Journal of Sport Finance
International Journal of Sport Management and Marketing

Staff

Staff from ICMS

ICMS844 SPORT MARKETING

Assumed knowledge: There is no specific assumed knowledge.

Description

This unit examines the nature of market relations and marketing processes for sport. With the global increase in sporting events and the rise in financial and administrative obligations of sport managers, the unit focuses on the development of professional skills relevant to the effective marketing strategies for sport management.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Introduction to sport marketing
- Marketing through sport
- Introduction to sponsorship
- Sponsorship objectives and components
- Pre and post event evaluation
- Endorsements
- Segmentation of the sport market
- Pricing decisions in sport marketing
- Developing a promotional strategy for the marketing of sport products

Assessment

- Group Sport Marketing Plan 50%
- Exam 50%

Textbook

Shank, M., 2009, *Sports Marketing: A Strategic Perspective*, 4th Edition, Prentice Hall

Journals

Journal of Sport Management
International Journal of Sport Marketing and Sponsorship
International Journal of Sport Finance
International Journal of Sport Management and Marketing

Staff

Dr Hamin Lie (Visiting Lecturer – Faculty Centre, Kelly House, ICMS, Manly,
DID: 94661054 Email: hlie@icms.edu.au)

INOV802 INTELLECTUAL PROPERTY CREATION, STRATEGY AND MANAGEMENT

Assumed knowledge: There is no specific assumed prior knowledge for this unit

Description

The unit is targeted at the intellectual property issues involved in ideas, invention and research where new ideas are created and which need to be protected, licensed, sold or developed into commercial products and services. It also addresses the important elements of managing and strategies associated with the intangible aspects of a company or organisation. The purpose is not to produce intellectual property attorneys or lawyers but does provide a strong basis on which to work with such professionals.

The unit includes quite practical advice and understanding from the viewpoint of the inventor/developer of IP. It utilises a range of educational materials including video material, publications, licensing games, case studies, CD-ROM databases, and Internet-based material. The course will include visiting IP and legal professionals.

Topics

- The legal system and Intellectual Property
- Patents and confidential information
- Copyright, designs and trade marks
- Introduction to IP management
- IP creation and capture
- IP valuation and markets
- IP licensing and negotiation
- More detailed coverage of license agreements
- IP management within strategic business development
- Risk and enforcement litigation
- Specialist areas – biotechnology, software, information technology and entertainment

Assessment

To be advised

Textbook

Case study and handout material as provided through the course.

Staff

To be determined

INOV827 ENTREPRENEURSHIP AND BUSINESS STRATEGY

Unit to be recoded BUS827 in 2010

Assumed knowledge: This course assumes a basic understanding of business and the business environment.

Description

This unit looks at the role of entrepreneurship and innovation as key enablers of industry development and business growth. Particular emphasis is given to the entrepreneur's role in stimulating economic development, impact of technological change on the competitive environment, the emergence of new technologies and business concepts, and strategies for successfully establishing and developing new, innovative ventures.

Topics

- The nature of entrepreneurship
- Entrepreneurship, cognition and decision-making
- The economic function of the entrepreneur
- Entrepreneurship and economic development
- Not for profit and public entrepreneurship
- Success, stakeholders and social responsibility
- The entrepreneurial process
- The nature of business opportunity
- Resources in the entrepreneurial venture
- The entrepreneurial venture and the entrepreneurial organisation
- The role of the entrepreneur in the mature organisation
- Entrepreneurial vision
- The entrepreneurial mission
- The strategy for the venture
- The business plan: an entrepreneurial tool
- Initiating and developing the new venture
- The dimensions of business growth

Assessment

To be advised

Textbook and Readings

Timmons Jeffrey A. & Spinelli, Stephen (International 2008) *New Venture Creation: Entrepreneurship for the 21st Century* (McGraw Hill, 8th Edition)

Staff

Gary Barnier (Visiting Lecturer, e-mail: garybarnier@mac.com)

ITEC800 THE SOFTWARE DEVELOPMENT PROCESS

Assumed knowledge: Students entering this unit are expected to have some programming experience in at least one programming language. Students who have never programmed before (or not for a long time) should consult the lecturer in the first week of classes.

Description

ITEC 800 will focus on the activities and issues involved in developing quality software systems. The following topics will be handled in the 13 weeks of the course. The course will entail lectures and project work (assignments). There will be discussions and tutorials. The aim of the course is to teach students the processes and activities involved in building software systems that meet customer expectations and maintain high quality standards.

Topics

- Introduction to Software Development Processes Models
- Software Process Models and their Activities: Waterfall, Evolutionary, Incremental, and Spiral Development
- Requirements Engineering Processes: Feasibility, Elicitation Techniques
- Requirements Engineering Processes: Analysis, Modelling, Negotiations and Prioritisation.
- Requirements Engineering Processes: Validation, Specifications, Management and Evolution.
- Design: Architectural Designs, Domain-specific architectures, Object-Oriented
- Design Process.
- Design: Real-time design, Re-use, Critical Systems design, User Interface design.
- Software Testing: Verification, validation, System testing, Debugging Process.
- Metrics for Software Quality: Defect Removal, Process Metrics and Improvement, Function-oriented metrics
- Management of Software Process: Software team, Software Scope, Process Decomposition, Resources.
- Software Evolution: Legacy systems, software change, software reengineering, reverse engineering.
- CASE: Computer-aided software engineering tools

Assessment

Assignments	30%
Final Exam	70%

Text

Ian Sommerville, *Software engineering*, 6th Edition, Addison Wesley (2001) ISBN: 0-201-39815-X

Staff

Frank Moisiadis (E6A 321, 9850 9521, fmoisiad@comp.mq.edu.au)

ITEC802 OBJECT ORIENTED TECHNOLOGY

Assumed knowledge: Students entering this unit are expected to have some programming experience in at least one programming language. Students who have never programmed before (or not for a long time) should consult the lecturer in the first week of classes.

Description

Object-oriented design approaches apply methods for producing applications software that place correctness and reusability as principle aims. Its tools include object classes, inheritance, message passing and polymorphism. This unit examines object orientated design and programming with applications to simulation. Project work uses the programming language Java.

Topics

- Object Oriented concepts
- Object Oriented programming
- Encapsulation
- Inheritance
- Polymorphism
- GUIs and event handling
- Object Oriented Design
- Design Patterns
- Exceptions
- Multithreading
- Advanced topics in Java

Assessment

Assignment 1	8%
Assignment 2	8%
Assignment 3	8%
Assignment 4	8%
Practicals	8%
Final Exam	60%

You must achieve a pass overall for the assignments and practicals to pass the course (20 out of 40). You must also achieve a pass mark in the final exam.

Text

Craig Larman: Applying UML and patterns, 3rd Edition

Staff

Gaurav Gupta (E6A, 9850 6346, ggupta@ics.mq.edu.au)

ITEC832 APPLICATION INTEGRATION

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in information technology or information systems.

Description

The objective of this unit is to impart a comprehensive appreciation and understanding of the e-commerce technologies used to enable business to business (B2B) application integration. B2B integration allows for automation of the supply chain from customers to manufacturers to their suppliers. The enabling technologies include process modelling, workflow management systems, application integration and marketplaces.

A major case study, using the complex Australian Hospital Supply Chain, is used to depict real life applications of these technologies. We follow the government and private initiatives to implement e-commerce solutions. We use the contemporary IBM BPM process modelling software to model the necessary workflow. Application integration technologies including application programming interfaces, database integration, message orientated middleware, integration brokers and application servers are discussed. The evolution from EDI to web services is explored.

Topics

- Application Integration Objectives
- Supply Chain Management
- E-Procurement Processes
- B2B Application Integration
- Web Services
- EAI using APIs, Databases and MOM Integration Techniques
- Application and Integration Servers
- Workflow Management Systems
- Business Process Reengineering
- B2B Marketplaces and Exchanges
- Emerging Technologies

Assessment

Individual Assignment	10%
Major project (group)	40%
Final Exam	50%

Text

Linthicum, D.S. (2003) Next Generation Application Integration: From Simple Information to Web Services, Addison Wesley, Sydney

Staff

Dr Ian Krycer (Adjunct Lecturer, Faculty of Science, 0424 149 902, krycer@ics.mq.edu.au)

ITEC841 PROJECT AND RISK MANAGEMENT

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in information technology or information systems.

Description

The objective of this unit is for students to gain an understanding of IT project management and the practical skills to apply these principles to real life IT projects. The content issues involving project scope, roles and detailed planning with Microsoft Project are covered in depth. Additionally, the contextual issues which often determine the eventual success of the project are discussed. These include the roles of sponsors and stakeholders, people management and organisational politics.

Students complete an individual assignment on MS Project 2007 and provide a risk management plan for a contemporary enterprise IT system. Then, as a group assignment, a major IT project is selected and a project plan written for the initiative.

Topics

- Project scope, roles and responsibilities
- Resource management
- Time and cost estimation
- Project planning, control and reporting
- MS Project 2007
- Measuring project success
- Identifying causes of project failure
- Managing project risk and review of AS4360
- Change management
- Project communication
- Post implementation review
- Team management and organisational politics

Assessment

Two Individual Assignments	20%
Major project (group)	40%
Final Exam	40%

Text

Thomsett, R (2002), 'Radical Project Management' Prentice Hall, Upper Saddle River, NJ.

Recommended reading

- Gray, C.F. & Larson, E.W. (2008), 'Project Management: The Managerial Process.' 3rd Edition, McGraw Hill, Sydney

Staff

Dr Ian Krycer (AdjunctLecturer, Faculty of Science, 0424 149902, krycer@ics.mq.edu.au)

ITEC842 ENTERPRISE MANAGEMENT

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in information technology or information systems.

Description

The objective of this unit is to impart a thorough understanding of the role of the IT Manager in a large enterprise as a member of the executive team. Two themes are alternated throughout the course, IT management and corporate strategic management. Students gain an understanding of the need to align the IT vision and strategies with the organizational goals. IT and information needs are considered in the context of the business needs of the enterprise. We start by considering the business advantage created by IT and understanding the process of strategy development and assessing strategic capability. We look at strategy from a corporate level and drill down to the business level. From a management perspective, we consider leading the IT function, organizing for success, managing strategic change and strategic leadership. We consider the trend towards building networked businesses and establishing a secure and reliable internetworking infrastructure. Numerous challenges exist in managing a diverse IT infrastructure due to acquisitions and growth and adapting it towards value chain vertical integration. Given the complex nature of these business issues, case study research will be used extensively in this course. Small groups will take turns in presenting one of the nine well documented IT case studies, each one highlighting one or more highly relevant topics.

Topics

- The 'new' CIO as a member of the executive team
- Creating business advantage with IT
- Managing a diverse IT environment
- Organising for success
- Supply chain integration – eProcurement and eFulfillment
- Portfolio approach to IT projects
- Managing IT outsourcing
- Strategy development at the corporate and business levels
- IT strategy aligning with business strategy
- Organising and leading the IT function
- Managing strategic change

Assessment

Individual Assignment	10%
Group Assignment	40%
Final Examination	50%

Textbook

- Applegate, L. M., Austin, R.D. and McFarlan, F.W., *Corporate Information Strategy and Management Text and Cases*, 7th Edition, McGraw Hill, 2005
- Johnson, G. and Scholes, K., *Exploring Corporate Strategy*, 8th Edition, Prentice Hall, 2008.

Staff

Dr Ian Krycer (Adjunct Lecturer, Faculty of Science, 0424 149902, krycer@ics.mq.edu.au)

ITEC844 STRATEGIC PROJECT MANAGEMENT

Description

This unit builds upon the foundations laid by the introductory unit ITEC841 Project and Risk Management to provide students with a more thorough understanding of the strategic, infrastructural and socio-technical aspects of project management. At one level, this unit is intended as a training ground for participants who wish to extend their existing ICT project planning and management skills in the more technical aspects of disciplines such as strategic planning, capital budgeting, risk analysis and post- implementation review. At another, we examine the political and organizational context into which this discipline fits, with a view to equipping candidates with the background required to make the transition into a project- sponsorship role.

Staff

Staff from the Computing Department

ITEC845 ENTERPRISE ARCHITECTURE

Description

This course will introduce students to fundamental concepts in enterprise architecture and agile design, ensuring that participants can correctly align business goals to software design and implementation in their own organizations. Students will development skills in enterprise modeling techniques and new process methodologies.

Staff

Staff from the Computing Department

ITEC846 STRATEGIES FOR HIGH TECH INDUSTRIES

Description

This unit focuses on managerial decision-making and organization building. With emphasis on professional service firms and high tech companies, students learn the skills to coordinate and leverage human capital. Tactical, operational and strategic leadership are explored. Other topics include entrepreneurial decision-making, performance measures, managerial control, product strategies, management of strategic change, and competitive analysis.

Staff

Staff from the Computing Department

ITEC850 NETWORK MANAGEMENT

Description

This unit covers architecture, analysis, design, standards and migration issues related to the operation, management and control of distribution systems and communication networks for voice, data, image, and networked computing. Initially the focus is on the fundamental building blocks of network management architecture. These basics are built upon by discussing advanced topics including Broadband and Web-based network management, telecommunications management, security management, management platforms and applications/research issues such as delegated agents and management of mobile or ad hoc networks.

Staff

Staff from the Computing Department

ITEC870 DATABASE APPLICATION DEVELOPMENT

Assumed knowledge: Undergraduate Database unit would be advantageous.

Description

Major objectives of this unit are: A sound understanding of information systems analysis and database design; The knowledge, skill and ability to develop a small database application system from functional requirements to an installed system; A general understanding of the application of information systems to business.

Topics

- Introduction – database roles (DA/DBA)
- Database analysis and design techniques and technologies
- Normalisation and Relational Model
- Introductory and advanced SQL
- Introduction to server side database programming using PL/SQL
- PL/SQL – Advanced Topics
- Database Constraints, Assertions and Triggers
- Indexing and Tuning
- Concurrency Control and Transaction Management
- Database security and User Authorisation
- Object-Relational Databases
- Host Languages and SQL: Embedded SQL, CLI and JDBC

Assessment

Assignment 1	10%
Assignment 2	10%
Assignment 3	10%
Final Exam	70%

Staff

Sekher Seshadri (E6A, adjunct lecturer)

ITEC871 INFORMATION SYSTEMS DESIGN AND MANAGEMENT

Assumed knowledge: This unit assumes that students have successfully completed at least one undergraduate unit in information technology or information systems.

Description

The objective of this unit is to impart a comprehensive understanding of the design and management of enterprise level information systems. ERP systems represent the backbone of most enterprise architectures and are covered in depth. We consider the requirements, critical success factors, modular components and integration issues. Students complete a business case proposal for an ERP upgrade in a medium sized ASX200 company.

The business context and functionality of the different types of information systems such as ERP2, business intelligence, customer relationship management, groupware and distributed systems are analysed with the assistance of case studies.

The technologies deployed in today's enterprise systems are covered in some detail, including Web 2.0, server configurations and CASE tools. Guest speakers from major IT vendors present their latest thinking on market direction and growth areas. Finally, the course considers emerging technologies, especially mobile commerce and wireless networks.

Topics

- Modelling the Business Value of IS Investments
- ERP and ERP II Systems
- Data Mining and Business Intelligence
- Analytical CRM Systems
- Enterprise Web 2.0 Applications
- Servers – Availability and Scalability
- Groupware
- CASE Tools and Integrated Development Environments
- Acquisition Process for Enterprise Systems
- Product Lifecycle Management
- Knowledge Management
- Mobile Commerce and Wireless Networks

Assessment

Individual Assignment 1	10%
Individual Assignment 2	10%
Group Assignment	40%
Final Examination	40%

Textbook

K. C. Laudon and J. P. Laudon, *Management Information Systems: Managing The Digital Firm*, 10th Edition, International Edition, Prentice Hall, 2007

Staff

Dr Ian Krycer (Adjunct Lecturer, Faculty of Science, 0424 149902, krycer@ics.mq.edu.au)

ITEC872 DATA MINING AND BUSINESS INTELLIGENCE

Description

The aim of this unit is to show where data warehouse and business intelligence technologies are at in this point in time so that business managers know what is possible for their next business strategy. As such this unit is primarily concerned at awareness of what these technologies are currently capable of, rather than create business intelligence developers. The unit will follow a typical lifecycle of a data warehouse/business intelligence project, involving the following broad phases; Extraction Transformation and Loading data from source systems; Building OLAP cubes, once the preserve of elite analysts, OLAP is quickly becoming a ubiquitous technology; Data mining, once the preserve of the Fortune 100 companies, it is now a commodity technology available to all; Creating business intelligence tools.

Staff

Staff from the Computing Department

MIST800 COMPUTER APPLICATIONS IN BUSINESS

Description

Students in this unit will work with Microsoft Excel, Access, PowerPoint and the accounting package MYOB. These will be used to investigate methods by which business data can be collected, interpreted and accessed in a systematic way. Links between the various packages will be discussed. Power Point will be used to explore ways in which the results of business analysis can be communicated to management for decision making. The unit considers database management, computer based analysis of results and report writing. Students will also learn the basics of web page design as well as have an introduction to MYOB.

Topics

- Microsoft Excel
- Summary measures and graphical presentation of data in Excel
- P-values and hypothesis tests using Excel
- Microsoft Access
- Designing a database
- Microsoft PowerPoint
- Setting up Web pages using HTML
- MYOB

Assessment

Assignments:	No. 1 (Excel)	15%
	No. 2 (Access)	15%
	No. 3 (PowerPoint) presentation	10%
	No. 4 (Web Page) demonstration	10%
	No. 5 (MYOB)	5%
	Final examination	45%

Textbooks

- Course notes will be issued during the semester.
- Easy introductions to Microsoft Access and Excel: "Teach Yourself Access 2000 VISUALLY" and "Teach Yourself Excel 2000 VISUALLY", MaranGraphics, IDG Books, available from large newsagents for about \$40 each.
- More advanced: New Perspectives Series, publisher: Thompson Learning.
- "Microsoft Access 2000" by JJ Adamski, K T Finnegan and C Hommel
- "Microsoft Excel 2000" by JJ Parsons, D Oja, R Ageloff and P Carey
- "Microsoft Office Access 2003" published in 2004 by Microsoft
- "Absolute beginners guide to Microsoft Office Access 2003" by Gunderloy M. and Harkins S.S., 2004, Que Publishing.

Staff

Professor Don McNeil (E4A-548B, 9850 6138, dmcneil@efs.mq.edu.au)

Associate Professor Julian Leslie (E4A-544, 9850 8593, jleslie@efs.mq.edu.au)

Dr Ayse Bilgin (E4A-515, 9850 8509, abilgin@efs.mq.edu.au)

Dr Jun Ma (E4A-530, 9850 8548, jma@efs.mq.edu.au)

MIST811 INFORMATION MANAGEMENT

Assumed knowledge: Some familiarity with quantitative methods (equivalent to a first course in introductory statistics) and/or intermediate IT skills (eg MIST800 Computer Applications in Business).

Description

The use of state-of-art information technology for the systematic management of information. The complete flow of information from recording instrument to statistical report, using graphical, database, and statistical concepts, with some emphasis on handling errors and incomplete data.

Offered for graduate students both in Business and in Applied Statistics, this unit expands on topics covered in MIST800 Computer Applications in Business, and is available both in distance and traditional learning modes.

Software needed (available in postgraduate computing labs)

MS Excel and Access 2000, Matlab 5.

Topics

- Study design and data collection
- Paradigm for statistical analysis
- Relational database: tables and forms
- Graphical methods: confidence intervals
- Database retrievals
- Graphical methods: comparisons
- Graphical methods: relations (regression)
- Graphical methods: associations
- Further database concepts
- Sample size and power; meta-analysis
- Designing reports
- Modules and macros

Assessment

Three assignments due in weeks 5, 9 and 12, each worth 10% marks, practical work 10% and a supervised final examination in week 13 worth 60%.

Staff

Dr Tania Prvan (E4A-510, 9850 8561, tania.prvan@mq.edu.au)

MIST812 DECISION SUPPORT SYSTEMS

Assumed knowledge: MIST800 Computer Applications in Business or equivalent.

Description

Decision support systems provide information to support semi-structured and unstructured decisions in modern organisations. The decision support systems studied in this unit are computer based and provide for user manipulation of source data extracted from databases both internal and external to the organisation. Students will study decision support systems involving: data warehousing and data marts, online analytic processing, data mining and the geographic information systems. The unit will be taught using modern software including SPSS Clementine for data mining and MapInfo for the GIS package.

Software

SPSS, SPSS-CLEMENTINE, MAPINFO, Microsoft Excel

Topics

- Data Mining: Principles and Concepts
- Data Mining: Data Warehouse and OLAP Technology
- Data Mining: Data Preprocessing (Missing values, noisy data, inconsistent data)
- Data Mining: Concept hierarchies, interestingness measures & visualisation
- Data Mining: Descriptive data mining
- Data Mining: Mining Association Rules - Market Basket Analysis
- Data Mining: Classification and Prediction
- Data Mining: Cluster Analysis
- GIS: Introduction – presenting business geographic data
- GIS: Active earth maps
- GIS: Maps with hyperlinks
- GIS: Contour maps

Assessment

Data Mining Project 1	10%
Data Mining Project 2	20%
MapInfo project	10%
Final examination	60%

Staff

Assoc Prof Julian Leslie (E4A-544, 9850 8593, jleslie@efs.mq.edu.au)

MIST822 WEB-DATABASE ENGINEERING

Assumed knowledge: business applications software, principles of database management, knowledge of decision support systems

Description

This unit is designed to give broader and more advanced coverage of the material on website design and management introduced in MIST800 Computer Applications in Business. Students will learn in hands-on mode, in terms using web servers in a dedicated laboratory, which will simulate the environment used by companies to develop their websites for commercial use. Security issues will be addressed, as well as methods for on-line surveys and web-based statistical graphics. In addition to HTML and its extensions, available software includes ASP, VBScript, JavaScript, CSS, PHP, Visual Studio InterDev, SQL Server and MySQL.

Topics

- Website Design/Architecture
- SQL Queries
- HTML/ASP and VBScript programming
- Currency transactions
- Image handling
- JavaScript
- Cascading style sheets
- Personal home pages
- MySQL
- Further PHP applications
- Web-based statistical graphics
- Security issues

Assessment

Assignments – individual (2)	25%
Assignments – group (1)	15%
Examination – final	60%

Textbook

Support material to be advised

Staff

Professor Don McNeil (E4A-548B, 9850 6138, dmcneil@efs.mq.edu.au)

MIST824 NETWORK SYSTEMS FOR MANAGEMENT

Assumed knowledge: An intermediate level of experience with computing, database and internet is required

Description

This unit gives an overview of the configuration and implementation of business computer networks. This unit complements the unit MIST822 Web Database Engineering, presenting technologies of web site construction. Emphasis is placed on application level protocols for effective network communication and management, including mail protocols and network security. A basic understanding of how computer networks are structured is developed through introducing network protocols, Linux/Unix operating systems and the Open Source paradigm as a point of comparison with Microsoft alternatives. The focus will be on setting up practical solutions to common networking issues. There will be weekly 2 hour lab sessions supporting lectures with a strong “hands on” orientation.

Topics

- Introduction to Unix
- UNIX windows environment
- Internet file transfer, browsers and mail clients
- System administration
- Network concepts
- Application to e-mail systems
- Systems of network access
- Network administration
- Apache web server and web site hosting
- Introduction to network security
- Apache web server administration and network security topics

Assessment

Assignments - 2 x individual	25%
- 1 x group	15%
Examination (3 hour)	60%

Reference texts:

Lasser “Think UNIX”, Ch 1-5
O'Reilly, “Learning the Unix OS”
Kurose and Ross

Staff

Professor Malcolm Hudson (E4A-540, 9850 8557, malcolm.hudson@mq.edu.au)

MKTG800 MARKETING AND FINANCE

Required knowledge: Principles of marketing, introductory accounting and introductory finance.

Description

This unit will examine the interface between marketing and finance with particular emphasis on developing an understanding of the financial implications of marketing decisions. Topics to be covered include: the scope of strategic marketing decisions; implementing marketing strategies; cost implications of marketing decisions; marketing and production; marketing and the creation of shareholder value; marketing and cash flow management.

Topics

- Planning and Cost Behaviour
- Financial Issues and Strategy Decisions
- Managing Gross Margins
- Product Management
- Managing Operating Margins
- Working Capital Management: Issues for Marketing
- Shareholder Value: Issues for Marketing
- Managing Cash Flows
- Capital Structure Decisions
- Managing Fixed Assets
- Planning and Cost Behaviour

Textbooks

Walters D and M Halliday (2005), *Marketing and Financial Management, New Economy-New Interfaces*, Palgrave Macmillan, London.

Staff

Jack Hanrahan (Visiting Lecturer, jackhanrahan@gmail.com)

MKTG801 INTERNATIONAL MARKETING

Assumed knowledge: Principles of marketing.

Description

This unit is designed to provide students with an *overview* of marketing in a global environment/context. At the end of this unit, students should have an understanding of the following concepts:

1. The environments (e.g. political/legal, economic, social/cultural and technology) that differ across nations/societies when doing international business.
2. International Marketing Research as a basis for decision-making.
3. Market entry strategies and related issues when designing the marketing components (essentially the “four P’s”) in an international context.

Topics

- Introduction to International Marketing
- Assessing Global Market Opportunities
- International Economic and Financial Environment
- International Political and Legal Environment
- International Social and Cultural Environment
- International Market Entry Strategies
- International Product/Service Strategies
- International Pricing Strategies
- International Promotion Strategies
- e-Business & Internet Marketing
- International Personnel Management
- International Channels of Distribution

Assessment

Quizzes	10%
Case study	40%
Final exam	50%

Textbook

Cateora, P. R., Mort, G. S., D'Souza, C., Taghian, M., Weerawardena, J., & Graham, J. L. (2009). *International Marketing* (1st ed.). Sydney Australia: McGraw Hill.

Staff

Dr John Fong (DID: +61294661093, jfong@efs.mq.edu.au)

Nigel Barker (Visiting Lecturer, barker@arcom.com.au)

Dhun Karai (Visiting Lecturer, karai@bigpond.net.au)

MKTG802 MARKETING COMMUNICATIONS

Assumed knowledge: Principles of marketing.

Description

This unit examines the relationship between an effective marketing communications program and successful marketing strategy. Target customers must be made aware of the product, its benefits, advantages and why it represents value for money.

To be effective and cost efficient, an organisation's marketing communications must deliver an adequate level of message frequency to maintain desired levels of awareness, comprehension, and interest. This unit examines the marketing communications infrastructures that are available to business in developing a communications strategy that will result in achieving the awareness, comprehension and sales response objectives of the organisation.

Topics

- The Role of Marketing Communications
- Market Research and Brand Tracking
- Creating Marcomms briefs
- Advertising and Sales Promotion
- Public Relations
- Sponsorships
- Conferences & Conventions: Face to face with the market place
- Direct marketing: B-to-B and B-to-C
- Word of Mouth and Referrals
- Media Planning & Buying
- Brand Valuation and Return on Investment

Assessment

Assignment	50%
Final examination	50%

Text

Morgan, A - *"Eating The Big Fish: How challenger brands can compete against brand leaders"*, Wiley, New York 1999

Lecturer

Bob Miller (Visiting Professor, 9516 3515, bob.miller@austreet.com.au)

MKTG803 MARKETING OPERATIONS

Assumed knowledge: Principles of marketing

Description

This unit examines the activities involved in managing marketing functions to provide an organisation with the greatest probability of developing sustainable competitive advantage. Topics include: marketing planning, product management, pricing, marketing channels, logistics, and communications.

The execution of an organisation's strategy is the role of business operations. The operations to develop, produce and deliver the organisation's products and services and to support them throughout their life are a key component of its overall success. The difficulties experienced by many firms over the past decade are due to the fact that the operations within an organisation have been largely neglected. They are still frequently looked upon as only a cost to the organisation of doing business and not as a means to add value. In the late 1990s the effective management of operations -- using concepts such as the extended value chain, total quality management, quality function deployment, process re-engineering and benchmarking, flexibility and economies of scope -- is being recognised as a key source of competitive advantage.

The broad objective of this unit is to provide an understanding of the management of hard and soft technologies in both service and manufacturing organisations and their impact on organisational effectiveness. The specific objectives of the unit are (a) to gain an insight into the appropriate means of applying process based concepts and operational tools and techniques; and (b) to develop an ability to interrelate the impact of developments made in the operations area with other functional areas and with overall corporate strategy. Throughout this unit, the emphasis is on the analysis process - identifying information needs, acquiring the necessary information, interpreting it and using it as the basis of your recommendations.

Topics

- Understanding market management
- Analysing marketing opportunities
- Developing marketing strategies
- Making managerial decisions
- Managing and delivering marketing programs
- Developing sustainable competitive advantage

Assessment

Individual assignment	20%
Group assignment	20% (15% for written submission; 5% for group presentation)
Final examination	60%

Text

Richard Chase & F. Robert Jacobs, *Operations Management for Competitive Advantage*, 11th Edition, McGraw Hill, 2005 (May be updated in 2008)

Staff

Steve Erichsen (Visiting Lecturer, erichsen@optusnet.com.au)

MKTG804 E-BUSINESS MARKETING

Assumed knowledge: Principles of marketing.

Description

E-Business Marketing is designed to introduce students to conceptualizing, developing and using marketing computer-mediated environments (CME's). Students are introduced to the concept of E-Business Marketing as a metaphor for skills and capabilities required for 21st century marketers, based around marketing orientation as both customer value creation using CME's, and viewing marketing as a set of information flows using new and emerging electronic business technologies. New approaches to Marketing based around Search-Engine Marketing, Web 2.0, Social Media and emerging advanced Collaborative Platforms are explored as features of an ever-developing E-Business Marketing environment and philosophy.

The objective of this unit is to:

1. To introduce and familiarise students with the major concepts in E-Business Marketing
2. To integrate these concepts into a framework which can be used to deliver effective electronic marketing planning and actions
3. To gain and understanding of these concepts and the challenges they pose on domestic and international organisations

Topics

- E-Business Marketing Models
- Net Consumer Behaviour and Demographics
- Marketing products and services online / Retailing on the Web
- Building brands and traffic online
- Search Engine Marketing
- Online Advertising
- Building Communities and Relationship Marketing online
- Web 2.0 / User-generated content / Social Media
- Marketing in Virtual Worlds
- Online Market Research tools and applications / Web Analytics
- One-to-One Marketing / Database Marketing / e-CRM
- Legal and Public Policy / Digital Rights Management
- Emerging E-Business Marketing Applications and technologies

Assessment

E-Business Marketing Report	30%
Seminar Topic Presentation and report	20%
Final Examination	50%

Text

Edwards, John (2009): MKTG804 Marketing Seminar (E-Business Marketing) Workbook, Macquarie Printing Services, Sydney.

Staff

John Edwards (E12C 291, 9850 9944, john.edwards@mgs.edu.au)

MKTG805 APPLIED MARKETING RESEARCH

Assumed knowledge: Principles of marketing.

Description

The unit examines the research issues, methodology and techniques that are required by the modern marketer. Research output and analysis forms the basis of input for marketing management decision making. The focus of the unit will be on application of techniques. Students are expected to complete a major applied project that will incorporate all aspects of the unit in addition to semester projects, and a final examination.

Topics

- Marketing information systems
- Exploratory research
- Secondary data; introduction to survey methods
- Survey methods; examples
- Test market simulations
- Measurement of attitudes
- Questionnaire design issues
- Sampling
- Elementary data analysis
- Advanced data analysis

Assessment

Semester examinations	30%
Research projects	30%
Final examination	40%

Text

Zigmund, *Exploring Market Research*, Dryden Press

Staff

Con Korkofingas (E4A-629, 9850 8545, ckorkofi@efs.mq.edu.au)

MKTG806 APPLIED MARKETING STRATEGY

Assumed knowledge: it is assumed that you have a working knowledge and understanding of the fundamentals of marketing theory and application.

Description

This unit provides you with an opportunity to apply and test marketing theory in the real world and consider how and why the use of similar or the same strategy in different environments delivers varied and at disparate results. You will be challenged to consider the way we think and question the what, why, and how of marketing. It will require the application of the strategic marketing skills including, marketing research and analysis, and development of commercial strategies and planning skills.

This unit focuses on the Australian Marketplace. Assessment is through both individual assignment work and group work, culminating in a major group project on a profile Australian business/company/industry.

Topics

- Concept and trends an overview of strategic market management
- External analysis; customers and competitors
- Market and environmental analysis
- Internal analysis
- Sustainable competitive advantage and strategic directions
- Strategic positioning and growth strategies
- Diversification strategies
- Marketing Strategies and Implementation issues

Assessment

Individual Assignment	10%
Group Assignment/Presentation	40%
Final examination	50%

Textbooks

Strategic Market Management, Aaker; David.A; John Wiley & Sons 2008

Staff

Lawrence Potter (Visiting Lecturer, lawrencep@incitemg.com.au)

MKTG807 BUSINESS TO BUSINESS MARKETING

Assumed knowledge: Principles of marketing.

Description

This unit aims to develop an understanding of industrial markets, the industrial marketing environment and the application of marketing theory to business-to-business markets. These markets include producers of goods and services, intermediaries, government, non-profit organisations, and any group who purchases and uses inputs to produce or resell goods and services. This unit examines the marketing infrastructures that are available to business in developing strategies that will result in achieving the awareness, comprehension, sales response objectives and stable profitable relationships essential to continuity of commercial success of supplier organisations.

Topics

- Marketing and selling: their relationship
- Defining industrial customers and their special needs
- Selling to senior executives
- Managing the value chain as a marketing and sales strategy
- Managing modularity: the Li and Fung global approach
- How to win and keep big customers
- Customer value management
- Direct marketing B-to-B
- Sponsorships as relationship builders and sales opportunities
- Pricing
- Solution selling: creating buyers in difficult selling markets
- Overcoming resistance to cultural change

Assessment

Assignment	50%
Final examination	50%

Text

Stalkamp, T – *Score!: A better way to do business. Moving from conflict to collaboration*, Wharton/Pearson, New Jersey 2005

Lecturer

Bob Miller (Visiting Professor, 9516 3515, bob.miller@austreet.com.au)

MKTG808 SERVICES MARKETING

Assumed knowledge: Principles of marketing.

Description

Services products and service enterprises differ in several fundamental aspects from their manufacturing counterparts. This unit addresses the pivotal role that services, and particularly financial services, play in today's (and tomorrow's) economy. Marketing and operations aspects of service enterprises, large and small, for-profit or not for profit as well as government enterprises are examined. The financial services landscape across Asia Pacific is drawn on for some case studies. The effect of globalisation and the information and communications technology revolution on service enterprises are analysed using a range of frameworks and models, which draw upon conceptual academic research as well as recent managerial practice. The unit stresses the importance of understanding service enterprises on their own terms and then tailoring marketing goals and operational strategies accordingly.

Topics

- Understanding Services
- Understanding customers and managing relationships (minor overlap with MKTG814)
- Strategic Issues in Services Marketing
- Tools for Service Marketeers
- Operational challenges for Service Marketeers
- International Marketing of Services with particular focus on emerging trends in Financial Services.

Assessment

Individual research report (2,000 words)	25%
Group issue presentation (20-30 minutes) plus 1200 word summary	25%
Two hour, closed book exam (3 from 6 choices, 350 words each)	35%
Class participation in case discussions	15%

Required Text

Zeithaml, V.A., Bitner, M.J. and Gremler, D.D. 2006, *Services Marketing*, 4th ed., McGraw-Hill Irwin, New York.

Supplementary Text

Lovelock, C. H., Patterson, P. G. and Walker, R. H. (2004), *Services Marketing: An Asia-Pacific and Australian Perspective*, 3rd ed., Pearson Prentice-Hall, Sydney.

Staff

Prof Greg Elliott (E4A 636, 9850 8990 gelliott@efs.mq.edu.au)

MKTG809 MARKETING LOGISTICS

Assumed knowledge: Principles of marketing.

Description

This unit offers participants an opportunity to study the complexities of distributing products and services. The unit will explore the theoretical and practical aspects of marketing channels, related channels of distribution and logistics management. The role of marketing logistics in achieving corporate objectives through effective management of an enterprise's supply chain and the role of current and emergent technologies are important features of the unit.

Topics

- Segmentation for Marketing Channel Design
- Efficiency Analysis
- Channel Flows
- Channel Power
- Strategic Alliances
- Distribution Intensity
- Retailing/Wholesaling/Franchising
- Logistics and Supply Chain Management

Assessment

Group research report in form of Management Brief (3,000-3,500 words)	20%	
Group presentation related to group report (20-30 minutes)		10%
Two hour, closed book exam (4 from 6 choices, 300-350 words each)	50%	
Group case Study Presentation	10%	

Text

Coughlan, A. T.; Anderson, E.; Stern, L. W.; and, El-Ansary, A. I. (2006) *Marketing Channels* 7th edition, Prentice-Hall, New Jersey,

Staff

Gareth Jude (Visiting Lecturer, email: gjude@ozemail.com.au)

MKTG810 RETAIL STRATEGY AND OPERATIONS

Assumed knowledge: Principles of marketing.

Description

This unit considers current approaches to strategy formulation as it relates to the retailer in the distribution system. Recent and current approaches to retail strategy will be explored including electronic retailing, communication technology and the globalisation of retailing. The retail format, merchandise strategy and marketing communication strategies will be also discussed as they relate to the retail environment. The role of operations management will be explored in relation to planning and control of operational performance and managing for shareholder and customer value. The importance of profitability, productivity and cash flow will be considered from a retail perspective. The financial evaluation of proposed retail strategy options will also be considered. Throughout the unit, the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis of your recommendations. The unit will have a practical, hands on approach where students will have to report on how well (bad) retailers execute strategy in Australia.

Text

Walters, D., & Hanrahan, J., *Retail Strategy and Operations*, Macmillan Press, UK. 2000

Staff

Jack Hanrahan (Visiting Lecturer, jackhanrahan@gmail.com)

MKTG811 BRAND MANAGEMENT

Assumed knowledge: Principles of marketing

Description

The objective of this unit is to increase the understanding of the important issues in planning and evaluating brand strategies across goods and services. The unit will introduce appropriate theories, models and other tools needed to make better branding decisions. A strong marketing orientation is carried throughout the course that builds on material covered in fundamentals of marketing. Particular emphasis is placed on understanding the psychological principles at the consumer level that will improve managerial decision-making with respect to brands. The unit will cover the importance of brand equity and the application of the marketing mix to brand strategies.

Topics

- What is a Brand?
- The Strategic Brand Management Process
- Brand Positioning and Values
- Planning and Implementing Brand Marketing Programs
- Building Brand Equity
- Measuring Brand Equity
- Introducing New Products and Brand Extensions
- Managing Brands over time and geographic boundaries

Assessment

Participation (individual)	15%
Early feed-back exam (individual)	15%
Assignment (Team work)	30%
Final exam (individual)	40%

Note: Students must pass the individual assessment components in order to pass this unit.

Textbook

Keller, K.L. (2008), *Strategic Brand Management, Building, Measuring, and Managing Brand Equity, 3rd Edition*, Pearson Education, New Jersey.

Staff

Dr Chris Baumann (E4A 634, 9850 8551, cbaumann@efs.mq.edu.au)

MKTG813 MARKETING PRINCIPLES

Assumed knowledge: No prior knowledge of marketing is required for this unit.

Description

This unit introduces students to the principles and practices of marketing in the contemporary environment. The objective is to develop an understanding and awareness of the importance of customers and familiarity with some of marketing's tools and techniques and how they apply.

Topics

- Introduction to marketing
- Planning in a global environment
- Information Management and Marketing Research
- Consumer and Business-to-Business Buyer Behaviour
- Segmentation, targeting and positioning
- Product Strategy
- Pricing Strategy
- Distribution
- Marketing Communications

Assessment

Assignments	70%
Final examination	30%

Text

Kotler, Philip, (2006) *Marketing Management*, 12th Edition, International Edition, Prentice Hall, New Jersey.

Staff

Phillip Morgan (Visiting Lecturer, Phillip.morgan@grassrootsgroup.com.au)

MKTG814 MANAGING CUSTOMER RELATIONSHIPS

Assumed knowledge: Principles of marketing.

Description

The objectives of this unit are to develop students' understanding of the concept of managing customer relationships, also commonly referred to as Customer Relationship Management (CRM); promote a deeper understanding of the process; and encourage students to become sensitive to the value of developing deep relationships with customers and the value of these relationships to the long-term success of any business. Students will be exposed to a variety of domestic and international case studies both during the lectures as well as through their own research and experiences. Students will also have an experience of developing their own 'Managing Customer Relationships' strategy for a selected organisation.

Topics

- Introduction to Managing Customer Relationships/Customer Relationship Management
- The new business environment
- The Three Key Principles of the Customer Revolution
- The Three Pillars of Total Customer Experience (TCE)
 - Brand experience
 - Customer Experience
 - Customer dialogue
- CRM Value Chain
- How to create great customer experiences – An Operational Framework
- Pre-requisites for Managing Customer Relationships
- 'Managing Customer Relationships' Strategy Development
- Metrics for Managing Customer Relationships
- Roadmap for Implementation
- Pitfalls of implementation
- Develop your own 'Managing Customer Relationships' strategy

Assessment

Group Written Report	25%
Group Presentation	10%
Individual Report	25%
Final Exam	40%

Text

Buttle, F., *Customer Relationship Management: Concepts and Tools* (Elsevier, 2004).

Additional readings are strongly recommended. A recommended reading list will be provided.

Lecturer

Paul Benning (Visiting Lecturer, pbenning@efs.mq.edu.au)

MKTG815 CONSUMER BEHAVIOUR

Assumed knowledge: Principles of marketing.

Description

This unit examines the external and internal factors that influence people's behaviour in a purchase situation. It provides a conceptual understanding of consumer behaviour, integrating theories from psychology, sociology, cultural anthropology and economics. Topics covered include: market segmentation and product positioning; motivation; personality, values and involvement; perception; learning; habit, and brand loyalty; consumer attitudes and attitude change; cultural and sub-cultural influences, class, situational and household influences on the consumer and; decision processes of the consumer. In addition, the unit aims to impart an understanding of demographic dynamics in consumer behaviour, providing Global and Australian perspectives of the demographic factors that have determined the current size of markets and their likely future make up, and differences in market size and per capita purchasing power including purchasing power parities.

Topics

- Consumers in the marketplace
- Perception
- Learning & memory
- Motivation & Values
- Personality & Lifestyles
- Attitudes
- Individual decision making
- Buying and disposing
- Groups & opinion leadership
- Household d'making
- Income & social class
- Subcultures and Age
- Consumers & culture

Assessment

Group Activities	15%
Major Assignment	25%
Final examination	60%

Text

Soloman, M.R., Dann, S., Dann, S., Russell-Bennett, R. 2007. Consumer Behaviour: Buying, Having, Being. Pearson Prentice Hall: Australia

Staff

Associate Professor Cynthia Webster (E4A 640, 9850 7472, cwebster@efs.mq.edu.au)
Jacqueline Kenney (Visiting Lecturer, jacqueline.kenney@efs.mq.edu.au)

STAT826 MARKET RESEARCH AND FORECASTING

Assumed knowledge: An undergraduate applied statistics unit including multiple linear regression and analysis of variance.

Description

Advanced quantitative methods including multivariate and other statistical methods that have important applications in market research will form the first part of this unit. Consumer choice modelling (conjoint analysis) will also be discussed. Methods for modelling and forecasting trends based on time series data, including techniques for seasonal adjustment will be covered. The unit will make extensive use of the statistical computing package SPSS.

Topics

- Principal component analysis
- Factor analysis
- Conjoint analysis
- Time series decomposition
- Autoregressive and moving average models
- Smoothing techniques

Assessment

Two class tests (each 10%), 5 assignments (each 5%), 3 hr examination (55%)

Note, this unit shares lectures and lab sessions with STAT328 however, additional material is provided and two short extra assignments are included.

Textbooks (recommended reading)

- *Applied Multivariate Methods of Data Analysis* by D E Johnson, Pub: Duxbury Press
- *Forecasting: Methods and Applications* 3rd Edition, by S Makridakis, S C Wheelwright, R J Hyndman. Pub: John Wiley

Staff

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Stephen Brown (E4A-543, 9850 8552, scbrown@efs.mq.edu.au)

STAT888 APPLIED BUSINESS TECHNIQUES

Assumed knowledge: There is no specific prior knowledge required for this unit.

Description

This unit provides the skills necessary to apply the techniques of quantitative analysis in organisational decision-making situations. The approach taken consists of defining the business problem, developing a model, acquiring the necessary data, developing and analysing the solution and implementing the results. Practical examples taken from a wide variety of business situations will be used and discussed with the emphasis being on application of the techniques rather than the theory.

The solutions to many of the problems will be found using the program QM for Windows (supplied with the textbook) and Microsoft Excel. The aim of the unit is to provide an appreciation of information requirements within business and to develop competence in the analysis of management decisions.

Lecture notes including many exercises and examples will be provided.

Topics

- Project management
- Inventory management
- Simulating business systems
- Modelling business problems
- Optimal allocation of resources
- Maximising profits and minimizing costs
- Applications of scientific method in business
- Provision of service versus customer waiting times
- Time limited and resource limited project scheduling

Assessment

Major assignment	20%
Mid-semester exam	20%
Final examination	60%

Textbook

Render, B. and Stair, R., Quantitative Analysis for Management (Prentice Hall 2000, 10th edition)

Staff

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13.0 MCOM AND MIB ADMINISTRATION STAFF

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