



International Business

100 level units

ACC100/ACCG121 – Accounting Fundamentals

3 credit points
45 hours

The subject material has been designed for those who will be working in the complex & diverse business environment. The introductory theoretical base and meaningful practical applications to business scenarios combine to make this unit a realistic and useful learning experience. The unit has been designed for those who are or will be working in the current complex and diverse business environment. This unit allows students to examine and understand the basic framework of the accounting information system so that they can interpret and use it to enhance the decision-making process.

The unit uses a practical approach and examines the way financial statements are formed from source data giving students every opportunity to be familiar with the accounting processes and the assumptions, concepts and principles upon which the final financial statements are based.

COM100/ENG124– Business Communication

3 credit points
45 hours

This unit covers the knowledge, skills and attitudes to communicate effectively in the workplace. Areas emphasised include interpersonal skills within a business setting and client interaction. It also develops proficiency in composing basic business correspondence. It also encourages the development of communication skills for face-to-face client interaction and public speaking in a socially diverse work environment.

ECO100/BBA103 – Business Economics

3 credit points
45 hours

Economics is a cornerstone subject in any financial, commerce or business related study. All businesses operate within an economic environment and an economic, social, legal and political framework. Understanding the business environment and the framework is vital to sound strategic business decision making. The teaching of economics is designed to assist students relate their theory studied to real world commercial events. They will use economists' eyes to see the world at work. While students need to be equipped with the practical and personal skills necessary to work successfully in a highly competitive global environment, they also must be motivated by a demonstration of the relevance of economic principles to everyday life. This unit introduces the core concepts and frameworks of economics that must be understood before students can undertake an analysis of key and empirical policy issues.

HRM100/HRM107 – Introduction to Human Resources**3 credit points
45 hours**

This unit provides an introduction to human resources management (HRM) in Australia. The unit emphasises HRM practices in Australia and draws on cases studies and related research to illustrate these practices. The unit has also been designed to help you explore the way an organization manages its human resources.

The way in which people are managed is vital for the sustainability of any organisation. Sustainability relies not only on financial outcomes but also employee well being, customer satisfaction and social and environmental responsibility.

The unit will challenge you to think analytically –it is a critical component, and will also ask you to explore your own personality traits and how they are applied in an organisational setting. The emphasis on analytical thinking will deepen your understanding of the affective domain (feelings, beliefs and values); it consciously employs reflection and certain other high-order thinking skills, so that you are more confident when it comes to HR matters.

ISY100/ISYS123 – Introduction to Information Systems**3 credit points
45 hours**

Service industries now rely on employees being competent with the use and manipulation of computers. The rapid development of computing and telecommunications, coupled with a quantum leap in the performance of personal computers (PC) and attractive price ratios, has elevated the role of information systems to that of a strategic resource.

It has been argued that service organisations would not have grown to the size they are today were it not for the global impact of information technology (IT).

MGT100/BBA122 – Managing People & Organisations**3 credit points
45 hours**

This course is a study of management theories, emphasising the management functions of planning, organising, leading, controlling, motivating and decision- making.

The unit also provides an introduction to management from an organisational perspective for management students. Students will be faced with making a range of decisions related to real life business scenarios, which not only tests their theoretical knowledge of the subject but also enhances their ability to make informed and appropriate decisions based on that knowledge and the given circumstances of a variety of situations.

MKT100/MKTG221 – Principles of Marketing**3 credit points
45 hours**

In the course of an ordinary day we encounter hundreds, even thousands of marketing efforts brought to us by professional marketers and we are the targets of countless marketing communications campaigns. This unit will introduce you to the techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns. Marketers work to bring about exchanges that will simultaneously satisfy our needs and the needs of their organizations. We will examine the evolution of marketing theory and the environment in which it operates. We will look closely at what constitutes a market and how a marketer identifies, segments and targets markets. We will introduce you the ways in which marketers develop the elements of the marketing mix. This unit will enable students to become practitioners of marketing theory through a series of exciting, competitive and interactive tutorials.

STA100/STAT311 – Business Statistics**3 credit points
45 hours**

A basic level of understanding of statistical tools is necessary for any contemporary educated business manager to make informed decisions. This unit provides a broad introduction to statistical concepts and techniques for data analysis. The unit is basically concerned with the development of an understanding of statistical practice and importantly how it is applied in a business situation.

200 level units**ACC200/ACCG232 – Managerial Accounting****3 credit points
45 hours**

The theoretical base and meaningful practical application to industry scenarios combine to make this unit an exciting, realistic and memorable learning experience. The unit has been designed for managers working in the current complex and diverse business environment. This unit allows the students to examine and understand the basic managerial skills necessary to interpret and report on accounting information systems. These reports can then be used to enhance the decision-making process. The unit examines the use of financial statements within several contexts, giving the students every opportunity to be familiar with the basic tools of managerial accounting concepts and the assumptions upon which they are based.

DEM256 – Business Demographics**3 credit points
45 hours**

Demography is the study of the changing size and composition of human populations and the causes and consequences of such change. This subject will be useful not only to those with an interest in learning about population change it will also provide knowledge and skills which will be valuable to those aiming to pursue study or careers in marketing, market research, economics, business, health or tourism. Demographic analysis can assist planning marketing campaigns, retail site location, electoral campaign strategies and public sector resource allocation decisions such as where to build schools and hospitals

ENG232/233/234/235/236/237 – Contemporary Issues**3 credit points****45 hours**

This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or paper.

The student will develop their ability to complete an individual business research paper, carrying out both primary and secondary research, analysing their findings and presenting the results in a formal argumentative piece of work for academic review.

This unit is designed to give the participants a compact base from which their skills and competencies in this field might be further developed. This unit will also provide a sound base for those students wishing to proceed to further studies at degree level.

FIN200/ACST101 – Business Finance I**3 credit points****45 hours**

This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. Management of any business requires a thorough grounding in methods of business finance. This unit will introduce the student to the various financial instruments, institutions and markets that form a part of the Australian economy and the role they play, through globalisation in the world economy. A thorough grounding in the mathematics of finance will also assist the student to better understand the intricacies of the financial sector. What you learn will be relevant in the world of finance no matter where your travels take you.

HRM200/BBA217 – Human Resource Planning & Performance**3 credit points****45 hours**

This course has been designed based upon the following two major principles: 1) management is about getting things done through people and 2) the ultimate test of management is performance. More precisely, for an organisation to perform (that is, to reach its objectives), there thus must be, amongst other things, a planned and coordinated deployment of the people that comprise it. This deployment, which has to be congruent with the overall strategy of the organisation, is often called 'Human resource Management'.

LAW200/BUSL250 – Business Law**3 credit points****45 hours**

This unit will introduce students to the basic principles of business law. With the increasing legal liability imposed upon individuals and businesses in the current commercial world, students need to understand the significance and impact of legal implications on the tourism, hospitality, retail, event, property and sports management industries. The meaningful application to industry scenarios makes this unit a practical and useful learning experience.

MGT200/MGMT112 – Service Management**3 credit points****45 hours**

The introductory theoretical base and meaningful practical applications to scenarios that address the service encounters and moments of truth combine to make this unit a realistic and useful learning experience.

This generic unit has been designed for all those who are, or will be, working in the diverse environment of service management. The customer is the foundation of the business and consequently this unit takes a service management approach to establishing an excellent business relationship with the customer and developing a positive service culture.

The assumptions, concepts and principles upon which excellent services are given are examined from both a scholarly viewpoint and a practical application approach. In this way, students will be confident and well informed about quality service management.

MGT210 – Management, Philosophy & Performance**3 credit points****45 hours**

This course has been designed upon the key assumption that to aspire and pretend to community leadership, managers require two broad sets of skills. They must possess analytical and deductive reasoning skills such as provided by mainstream management education. In addition, they must master general conceptual and critical thinking abilities that only an exposition to the humanities can develop. Managing, that is directing people (including oneself) towards the achievement of objectives, is impossible in the absence of moral references, in the darkness of an imprecise language or in the senseless outline of a world without intellectual history. This course thus aims at exposing students to epistemological, moral, linguistic and aesthetical standards and at discussing the relation of these standards with the fabric of the Western thought in general and of management theory in particular.

MGT230/MGMT116 – Facilities Management**3 credit points****45 hours**

This unit will introduce you to the principles and practices of Facilities Management and Occupational Health and Safety (OHS) at work. It provides an interactive learning approach to facilities, health and safety management in the hospitality workplace. Topics covered include facilities design, operations and management, occupational health and safety, relevant legislation, risk management, and accident/injury management. Learning will occur through a combination of theory lectures, practical exercises and student presentations. The teaching methodology is such that the students are required to place themselves in the position of a manager faced with making a range of decisions related to Facilities Management and Occupational Health and Safety, which not only tests their theoretical knowledge of the subject but also enhances their ability to make informed and appropriate decisions based on that knowledge and the given circumstances of a variety of situations.

MGT250/BBA213 – Distribution Decisions**3 credit points****45 hours**

Industry and commerce depend heavily on the distribution of products, the marketing of those products and the management of the marketing function relevant to distribution. The network of processes and parties involved in this distribution make up the distribution channel. This subject introduces and analyses various distribution channels and how they interact with various parts of the business including marketing with the goal of improving business performance, profitability and consistency.

Distribution decisions are closely aligned with the strategic goals of the organization and with how it runs or wishes to run its business operations. Covering the areas of agency agreements, franchise arrangements, storage and distribution, vertical integration and alliances, the topic provides a hands-on perspective on making distribution decisions.

RES100/ENG224 – Academic Writing & Research Skills**3 credit points****45 hours**

In order to achieve success in education and management, students must be able to source, critically evaluate and assimilate a variety of research materials. Students should be able to critically select, interpret, develop, evaluate and present qualitative and quantitative information, and assimilate their research into a study, report or project. This unit focuses on writing an academic essay. Students will be taught to write for a key purpose and consider the needs of the reader. Emphasis will be placed on understanding the principles of reason and argument that underpin a discursive academic essay. Students will be expected to support this argument with credible, referenced secondary source material, whilst demonstrating independent critical analysis. Emphasis will be placed on creating cohesive structures, developing sentence variety and vocabulary building. These skills will assist in producing graduates with keen analytical writing skills and interpretive attributes, able to take their place in any management team.

300 level units**BBA320 – Asian Business Environment****3 credit points****45 hours**

Asia is widely recognised as being in the vanguard of the globalisation. The unit examines and compares business environments in a number of key countries in North-East and South-East Asia. It looks at the increasing influences of globalisation, different types of business organisations, government-business relationships and labour issues. A major focus is placed on how the different institutional environments affect government capacity to carry out effective economic management and how leading Asian companies compete locally and globally.

FOR300/BBA315 – Business Forecasting**3 credit points****45 hours**

While businesses need to work hard at surviving in the current economic climate, they also need to be looking at the future. The plans and forecasts for the future should not consist simply of hopes and dreams or mere statistical projections but rather be based on a variety of inputs. Such forecast inputs should come from all organisational functions including marketing, finance, human resources, manufacturing, research, top management and customer service. These inputs must be coordinated and cooperative. Most importantly they must be used by management to inform strategic and tactical business decisions.

Realistic forecasting is an important part of the planning process. Events such as, but not limited to, market movements, input prices, interest rates and government activity are all relevant to the forecasting calculations.

This unit seeks to put all the relevant inputs, both quantitative and qualitative, in a practical context.

MGT300/BBA350 – Strategic Management**3 credit points****45 hours**

The purpose of this unit is to equip the student with the ability to approach complex business problems from the cross-functional and multi-dimensional perspective of the general manager

The process of formulating complex strategy at the business-level requires the systematic analysis of a firm's internal resources and capabilities in conjunction with a structured examination of the various dimensions of its (external) industry and macro-environments. Once this is achieved, management can develop appropriate strategies with which to pursue sustainable competitive advantage in domestic and international markets.

At the corporate level, the key issue is the management of the growth of the firm. Topics addressed in this regard include business level strategies functional level strategies, diversification, mergers, acquisitions and joint ventures, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

MGT320/ACCG333 – Business Ethics**3 credit points****45 hours**

In preparing students for management roles, this course will examine the moral, ethical and legal bases of business decision-making. The student will be introduced to the legal and ethical issues in business in order to create sensitivity to the consequences of one's decisions and actions. This will be prefaced by critical analysis of issues from all stakeholder perspectives and the ability to evaluate the arguments of all interests and to arrive at the better conclusion. Students will be required to uncover the bias, prejudice, interests, etc., that are considerations towards the accuracy and influence of oral and written ethical arguments.

MGT370/BBA360 – Business Project**3 credit points
45 hours**

The unit provides a practical approach to planning and proposing a business project through written and oral communications. The unit draws on students' existing knowledge from prior subjects. Knowledge and skills are extended through a project-based approach that will culminate in writing and presenting a business proposal that either creates a new business or expands an existing business (geography, product/service, acquisition). The proposal will entail: identification of the business requirements; critical analysis of strategic issues and their contexts; requirement for research; selection and application of relevant theoretical frameworks, including and tools for analysis and interpretation; and, identification of practical recommendations for action.

MGT310/BBA340 – Cross Cultural Management**3 credit points
45 hours**

Understanding cultural differences and effectively managing these differences are critical to working, communicating and transferring knowledge in multi-cultural and international business environments. The aims of this course are to provide conceptual and theoretical frameworks for developing an understanding of the ways in which cultures differ, how these cultural differences impact on organisations and how they constrain communication and knowledge transfer. The course also considers strategies for managing and valuing the diversity within organisations.

MKT300/BUSL350 – Strategic Marketing Management**3 credit points
45 hours**

All companies are in business to succeed in branding and overall competitive strategy which then leads to long term financial gain. Marketing strategies need to be integrated with an organization's overall corporate strategy and the strategies of other functional departments. Collectively these strategies are designed to secure a position of sustainable competitive advantage in the market place for firms. The knowledge of Marketing Law is also vital for those in positions to make these strategic marketing decisions in corporate environments.

Therefore this subject develops students' ability to apply strategic marketing principles, theories and related marketing law aspects to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management and marketing law through a combination of readings, theoretical tools, and practical examples. Students will learn to select and apply relevant methods, individually and in a group, in the preparation of assignments, participation in tutorials and during lectures.

RES300 – Research Methods**3 credit points
45 hours**

The unit will focus on practical research procedures including problem formulation, research design, data collection, analysis and reporting.

The course will develop skills in conducting various types of research and will provide a working knowledge of ways to analyse and describe data. Such research methods will include both quantitative and qualitative data and students will learn to apply the most appropriate method to resolve a research problem.

Skills will be developed using information and methods pertinent to decision making in the management of service delivery organisations.

Event Management

100 level units

EVT100/EVT121 – Events Operations & Logistics

3 credit points

45 hours

This unit examines in detail event operations planning and management. Logistics, Project, Risk and Time management are analysed to determine the impact on all stakeholders. Financial, Labour and Transport management and control methods are examined along with the other control documents and resources required to support the staging of events.

This course examines the methodologies required to ensure an event is run smoothly and safely from start to finish, and the issues that highlight the human element involved in staging a successful event. Future Event Managers need to understand all the technical and logistical characteristics of successful event management.

EVT110/EVT111 – Introduction to the Event Industry

3 credit points

45 hours

This unit provides an introduction to the special event industry from the perspective of event management. The industry has developed in recent decades into a significant business sector and it is important to understand the different areas that make up the event industry sector and the many stakeholders involved. Students will learn the importance of this sector in the economic and social development of communities.

The unit includes evaluation and feasibility studies, conceptualising and planning events, and communicating the event project plan to the stakeholders. Establishing the agreed goals and objectives for an event is vital and successful event management requires detailed pre-planning.

Identifying key strengths and weaknesses prior to committing to stage an event is crucial to the success of special events. Students will complete this unit being able to identify the key factors affecting an event's success or failure.

EVT120/EVT110 – Venue & Hospitality Operations

3 credit points

90 hours

Venue management includes the methods and skills you need to source, negotiate and manage venue personnel you will liaise with when staging an event at a venue. This unit requires the student to place themselves in the position of an 'event manager' faced with making a range of decisions related to Venue Management; dealing with suppliers, venue briefs, site inspections, risk management and staff management.

The unit also provides an introduction to hospitality from a service perspective for event management students. Students will be faced with making a range of decisions related to wedding co-ordination; dealing with suppliers, client briefs, timelines, budgets and the law, which not only tests their theoretical knowledge of the subject but also enhances their ability to make informed and appropriate decisions based on that knowledge and the given circumstances of a variety of situations.

200 level units

EVT200/EVT123 – Event Production & Design

3 credit points

75 hours

Understanding event technologies enables the event manager to successfully combine show-craft, theming, staging and concept design with the core objectives of staging the event. Key areas of event production and design include script writing, voice-over copy editing, event printed materials, room layouts, power, lights, sound, audio visual and special effects, music, colour, decorations and costumes. This unit provides both theoretical and practical application in these areas and will enhance students' ability to make informed and appropriate decisions based on their knowledge and on the given circumstances of a variety of events.

EVT210/EVT115 – Legal Issues for Event Management

3 credit points

45 hours

Risk assessment and risk management require careful examination, as it is essential that laws and regulations impacting on event planning are clearly understood. With the increasing legal liability imposed upon individuals and businesses in the current commercial world, the event management student needs to be acquainted with the significance and impact of legal implications on the industry. This unit examines a wide range of Common Law, Legislation, Licenses, Permits and other legal requirements relevant to event management. Potential risks associated with events are identified and possible contingency plans explored.

In lectures students will learn legal definitions, concepts and theories that are relevant to event planning and management. In tutorials, students will work through case studies and group activities with the lecturer.

EVT220/EVT233 – Event Practicum

3 credit points

45 hours

This unit provides a comprehensive and interactive approach to learning through the practical exercise of staging an event. The teaching methodology is such that the students are required to place themselves in the position of an event manager and organise an event from pre-planning/concept phase, through to execution and post evaluation stage. The students will stage events at ICMS and externally for clients and will be applying their theoretical and practical knowledge from previous units in order to successfully practise the key stages of running an event.

EVT230/EVT231 – Exhibition Services

3 credit points

45 hours

The exhibition Services sector is one of the most diverse in the events industry. This unit provides you with a sound understanding of the key aspects of the exhibition industry and exhibition management, highlighting each step in the development of an exhibition including exhibition management perspectives; identifying key players; selecting locations and venues; the role of convention and visitors bureaux and marketing and promotion principles. You will explore the many benefits and challenges of this dynamic and diverse sector of the event industry with the application of theory and practical application of real life scenarios.

300 level units

EVT300/EVT235 – Promotions and Sponsorship

3 credit points

45 hours

Sponsors and commercial partnerships are essential to help fund and promote events. It is important to understand how to manage the sponsorship alignment and how to maximise leverage from the arrangement.

Choosing the right mix of media to promote the event is equally important and the use of integrated communication techniques to link sponsorship with advertising, direct marketing and public relations is critical to the success of the overall event marketing strategy.

This unit examines the issues of sponsorship and integrated marketing communications equipping graduates with the necessary skills to make informed decisions in the workplace.

EVT320/EVT321 – International Events

3 credit points

45 hours

This course will cover the study of large-scale international mega events and examine the dynamics and operational aspects of producing such events. Students will study contemporary and commercial issues in the international special event industry and will be encouraged to take a strategic and commercial approach to event management. This course examines how major events are used to promote destination tourism, political goodwill, community services, private sector and special interest causes. Students will learn how major events are created and have an understanding of the processes involved in bidding for a mega event.

Hospitality Management

100 level units

HOS100/HOSP110 – Hospitality Operations I

3 credit points
180 hours

This unit will provide students with the basic knowledge and experience in hotel operations concentrating on practical skills in food and beverage management. The theoretical base and application of industry scenarios combine to make this unit an exciting, practical and memorable learning experience. Students will experience real simulations in the college Grand Dining Room (GDR) and Court Yard Café (CYC) along with real-life experience in food and beverage operations, particularly at functions.

HOS110/HOSP121 – Introduction to Hospitality Management

3 credit points
45 hours

The unit examines the field of hospitality emphasising the development of the industry, evaluating the industry of today and forecasting future trends. The unit also provides students with the information and management principles in many key sectors of the industry, including hotels and lodging, business ownership and development, food and beverage, recreation and leisure, gaming, meetings and conventions. An overview of employment opportunities, management structures and key departments of large hotel operations is also discussed.

HOS120/RDM121 – Rooms Division Operations

3 credit points
45 hours

This unit provides an introduction to Rooms Division operations, through the study and practical application of front office and housekeeping operational procedures. The students' understanding of best practice Front Office and Housekeeping operations methodology is greatly enhanced by the practical application of theoretical knowledge, acquired in the classroom, to a range of front office and housekeeping tasks and situations in a commercial environment.

200 level units

HOS200/HOSP120 – Hospitality Operations II

3 credit points
100 hours

This unit provides an introduction to Beverage and Bar Management and advanced service skills. This is achieved through the study and practical application of operational procedures and the basic concepts, styles and operations in a variety of beverage and bar management and dining room scenarios. The student's understanding of best practice Beverage and bar operations methodology is greatly enhanced by the practical application of theoretical knowledge, acquired in the classroom and the practical labs will enable students to achieve competency required to operate successfully in a management context.

HOS210/MGMT223 – Operational Management & Cost Control**3 credit points
90 hours**

The hospitality industry challenges profitability with its unique working conditions. The mix of permanent and casual labour, perishability of goods, fluctuating levels of business and 24 hour operating policy allows for differing levels of productivity, quality and many opportunities for fraudulent practices. This unit will instil in students the necessity for both standards and control at all levels of the operation thus enabling optimum return for the company whilst maintaining levels of quality and service for the customer. Students will learn to produce and analyse a number of cost control tools and financial reports.

HOS220/RDM236 – Rooms and Revenue Management**3 credit points
45 hours**

The principles that apply to successful hotel management education are international and, importantly, transportable. They provide a flexible, student-centred and academically rigorous program, which seeks to develop students' competencies and encourage their intellectual skills. This unit seeks to extend the basic Front Office and Housekeeping operations and concentrate on key elements of effective Rooms Division management, namely managing quality guest service and managing revenue. These key areas are studied in depth.

300 level units**HOS300/HOSP321 – Globalisation in the Hospitality Industry****3 credit points
45 hours**

The hospitality industry is a truly global industry; it is international in terms of mobility and expectations of consumers, the mobility of the labour force, the internationalisation of products, the impact of multinational hospitality companies and international hospitality education.

HOS320/CPTS233 – Hotel Management Simulations**3 credit points
45 hours**

This unit is taught via a computer program that simulates the operation of a hotel allowing students to consider many of the vital issues facing hotel operations management. The segments of the simulation program concentrate on front office operations, and the lodging cycle and the application of yield management principles in forecasting demand. The input of data into the computer allows students to test out their decision-making skills in a simulated but highly realistic environment. Students will be able to evaluate broad ranges of accumulated learning by running a business within a safe accelerated environment. A business plan and periodic reports assesses team performance whilst simultaneously developing word processing and spreadsheet skills.

Property Services Management

100 level units

PRO100/PROP133 – Building Construction Technology

3 credit points
45 hours

This unit requires the application of knowledge and skills to domestic and commercial property construction methods and building services and the ability to recognize the defects and faults affecting property improvements. These areas are integral foundation knowledge for the property manager.

PRO110/PROP122 – Principles of Valuation

3 credit points
45 hours

In the context of the qualification, this is a fundamental foundation valuation unit designed to deliver to candidates the skills and knowledge required to assess and conduct the valuation of residential property types, and further, to introduce the fundamental assessment methods to apply in the valuation of income producing property.

PRO120/PROP111 – Introduction to Property Management

3 credit points
45 hours

This unit requires the application of knowledge and skills to domestic and commercial property construction methods and building services and the ability to recognize the defects and faults affecting property improvements. These areas are integral foundation knowledge for the property manager.

200 level units

PRO200/PROP235 – Commercial Building & Hotel Valuation

3 credit points
45 hours

In this course you will learn more about the commercial valuation methodologies that building owners, managers and commercial property developers rely heavily upon. Learn how to analyse the market to derive capital values, market rentals and leasing trends.

PRO210/LAWP134 – Land & Property Law

3 credit points
45 hours

This unit will expose students to the fundamental concepts and principles of Land and Property Law. The meaningful application of these concepts and principles to the broad range of property sectors, namely, residential, commercial and industrial, will enable the student to have an understanding of any possible legal implications.

PRO220/PROP236 – Computer Based Property Management & Maintenance

3 credit points
45 hours

This course will provide you with the critical, analytical and strategic skills and knowledge you will need to become a commercially minded property professional who can excel in the application of the management of commercial property and associated facilities.

300 level units

PRO300/PROP327 – Property Finance &Portfolio/Trust Management

3 credit points

45 hours

One of the growing sectors in the Australian property industry is the corporate real estate sector. In this course you will develop the skills you need in order to develop strategies and apply skills to effectively and efficiently manage the corporate enterprise.

MGT360 – Strategic Facilities Management

3 credit points

45 hours

Facilities (and property) management is a vital part of planning and controlling the activities of an organizational entity. This unit develops an understanding of the importance of architectural design and construction methods which underpin the preparation of design documents for construction and refurbishment programs. The unit builds on a rigorous, theoretical base to describe the practical importance of strategic planning in facilities management. The skills and knowledge developed in the unit will equip graduates to design viable redevelopment strategies, understand the implications of sound facilities and property management and to provide superior quality venues and distinctive quality service. The embedded employability skills developed by the successful completion of this unit should enhance employment opportunities in a variety of facility-based business sectors.

Retail Services Management

100 level units

RET100/RET111 – Introduction to Retail Management

3 credit points

45 hours

A key to successful retailing is to match the retailer's merchandise and service offerings to the needs, preferences and expectations of their target market. Retailers perform *three functions* relating to merchandise: *planning, buying and controlling*. The management of these activities has a major impact on overall store performance. Retail buying is all the activities associated with the purchase of consumer goods from manufacturers and wholesalers for the purposes of reselling them to final consumers at profitable margins.

This unit introduces buying terminology and an overall process for strategic merchandise planning, including the contents of the merchandise budget and the buying plan/model stock list. It examines the fundamentals of the acquisition process with a focus on good buying practices. Finally, evaluative techniques including inventory turnover and profit measures are used to evaluate merchandise performance.

RET110/ACCG134 – Process Business Tax Requirements

3 credit points

45 hours

Sponsors and commercial partnerships are essential to help fund and promote events. It is important to understand how to manage the sponsorship alignment and how to maximise leverage from the arrangement.

Choosing the right mix of media to promote the event is equally important and the use of integrated communication techniques to link sponsorship with advertising, direct marketing and public relations is critical to the success of the overall event marketing strategy.

This unit examines the issues of sponsorship and integrated marketing communications equipping graduates with the necessary skills to make informed decisions in the workplace.

RET120/RET123 – Retail Technology

3 credit points

45 hours

The accelerated pace of technological change is affecting all aspects of retailing. New technologies are giving rise to new forms of retailing; make retail transactions more efficient for both consumers and retailers; and improving planning and control of retailing operations.

This unit considers retailing technology by examining its impacts and applications from both a customer satisfaction and operational management perspectives. It is presented with a focus on the importance of emerging international technological trends in the retail sector and the use of technology as a retailing tool.

200 level units

RET200/RET134 – Buyer Behaviour

3 credit points

45 hours

Success in the marketplace depends on a firm's ability to attract, satisfy and retain its customers. To grow, the business must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances.

Understanding what products and product attributes customers currently desire, and what they may desire due to emerging social trends, keeps business at the leading edge of consumer behavior and product research. This unit will equip students with the skills to understand consumers as buyers and thus, manage products efficiently and effectively.

The topics examined will range from the psychology of purchasing decisions to the resulting impacts on product or service development, equipping graduates with the skills necessary to work in international retail industries.

RET210/RET232 – Buying for Retail Markets

3 credit points

45 hours

A key to successful retailing is to match the retailer's merchandise and service offerings to the needs, preferences and expectations of their target market. Retailers perform *three functions* relating to merchandise: *planning, buying and controlling*. The management of these activities has a major impact on overall store performance. Retail buying is all the activities associated with the purchase of consumer goods from manufacturers and wholesalers for the purposes of reselling them to final consumers at profitable margins.

This unit introduces buying terminology and an overall process for strategic merchandise planning, including the contents of the merchandise budget and the buying plan/model stock list. It examines the fundamentals of the acquisition process with a focus on good buying practices. Finally, evaluative techniques including inventory turnover and profit measures are used to evaluate merchandise performance.

RET220/RET235 – Retail Logistics

3 credit points

45 hours

Organisations rely on their supply chains to provide them what they need to survive, thrive and excel from competition. For retailers, this means their very core competency – the goods that they sell to consumers. The pace of change and the uncertainty about how markets will evolve make it increasingly important for companies and organizations to be aware of the logistics and supply chain they participate in and understand the roles that they play. Companies and organizations that learn how to build and participate in strong supply chains and apply their core strength accordingly create a substantial competitive advantage in their markets.

300 level units

RET300 – Advertising & Public Relations

3 credit points

45 hours

There is no best formula for advertising or public relations decision making. Rather, advertising is a visible and important tool in the marketing mix. Public relations (PR) also plays a vital role in integrating the organisation's communications efforts and adding value to the advertising budget. This unit examines retail event marketing and promotions and analyses the importance of PR fundamentals and media relations in the retail industry. The topics of advertising principles and techniques, scheduling and budgeting add depth to the quality of learning outcomes. This unit will examine advertising and PR activities that promote events to their markets, equipping graduates with the skills necessary to work in a multinational environment.

Sport Management

100 level units

SPO100/SPOR121 – Contemporary Health Issues

3 credit points
45 hours

This unit is designed for students from a diverse background while being a core unit in the Sports Management program. The unit provides an introduction to the multidisciplinary field of health studies and canvasses key and emerging health issues in contemporary society as they relate to sports and community / public health. Topics covered include: health and inequality; indigenous health; legal and ethical perspectives on health and health care; health promotion; national security and infectious diseases; and the effects of globalization on health. The unit aims to situate day-to-day debates about individual health issues in their broader context. The unit also includes an introduction to the study of human anatomy in a sport-context. Sport- and society-relevant health topics including eating disorders, obesity, stress, drug and alcohol abuse will also be covered.

SPO110/SPOR111 – Introduction to Sport Management

3 credit points
45 hours

The unit allows student to gain a basic understanding of all facets of the business of sport and how it differentiates itself from other industries.

The unit looks at internal aspects of sporting organisations such as culture, behaviour, marketing, law, sponsorship, broadcasting and external factors such as environmental sustainability, governance and role of the state in the business of sport.

All topics draw on Australian and international case studies and key guest speakers from industry experts.

SPO120/SPOR221 – Psychology & Sociology of Sports & Leisure

3 credit points
45 hours

As the Business of Sport Management has grown to become a worldwide revenue source, so have the associated research activities in areas of sport psychology and sport sociology.

Psychological constructs are applied across a wide range of life situations and there is ever growing evidence that psychological concepts can be applied to enhance sport performance, sports management, personal growths, and exercise participation. The world of sport and spectatorship can be viewed as a microcosm reflecting trends and providing a perspective on sociological concepts associated with power, globalisation, gender, racism, sexism, hooliganism, drugs and stigmatisation in society as a whole. Therefore effective Sports Management cannot occur without understanding the underlying psychological and sociological processes in different types of professional and amateur sport environments.

200 level units

SPO200/SPOR211 – Introduction to Sports Law

3 credit points

45 hours

As the business of sports management has become such a rich revenue source, so have the associated commercial activities surrounding the development and, in turn, the legal complexities that have evolved. Learn about the relevant Australian and international laws that pertain to the sports industry, including the rights and obligations of sporting authorities as well as the athlete's obligations under codes of conduct. Discover more about the business issues such as risk management, contract law and trade competition and consumers act, that confront the sporting world.

SPO210/SPOR212 – Player & Performance Management

3 credit points

45 hours

Performance Management commences with developing a thorough understanding of the 'lived experience' of an athlete. Without this knowledge, a sports manager is ill-equipped to comprehensively manage and achieve the best results from their athlete/s. This subject explores a variety of systematic & accountable Sports Performance Management assessments, which optimizes the possibilities of the 'human asset' – the athlete. Additionally, students are armed with a broad range of performance enhancing strategies to produce 'superstar' athletes of the 21st Century.

SPO220/MKTG234 – Sports Promotion & Sponsorship

3 credit points

45 hours

Discover how sports marketing differs from mainstream marketing by examining the unique characteristics of the sports product and service, the pricing, promotion and distribution. Sports sponsorship and endorsement is an integral part of the business of sport and provides an essential source of revenue. Learn how sponsorship is sourced and managed through marketing efforts.

300 level units

SPO300/SPOR344 - Sports Media Management

3 credit points

45 hours

Sport broadcasting and communications is extremely important when studying the business of sport as broadcasting rights ultimately determine what level of professionalism the sport is at and how popular it is both domestically and internationally. Topic outlines will incorporate all facets of this subject and include media releases, interview technique and interview promotion.

SPO320/SPOR222 – Innovation in Sports Management

3 credit points

45 hours

Due to the instantaneous nature of the world today, a sport manager must be acutely aware of the latest innovations in multiple areas of sport. The world is now shrinking due to globalization; people are far more interconnected and relate via new emerging social media; all on the back drop of ever changing political, social and physical environmental changes. Given the impermanent, fluctuating and transient nature of the global community, the sport manager of the 21st century must be able to adapt quickly and innovatively to changes as they occur.

This course will equip the manager with the skills to be creative, innovative and entrepreneurial in all facets of sport.

International Tourism

100 level units

TOU100 – Attraction & Resort Operations

3 credit points

45 hours

This course is designed to introduce students to the Tourism Attractions sector and Resort industry. The course covers a diverse range of management issues and processes related to the operation of resorts and attractions.

The aim of the unit is to provide the students with a basic knowledge and understanding of the key marketing and operations of an attraction or resort and their integral role within the Tourism industry.

TOU110 – Destination Sales & Marketing

3 credit points

45 hours

“The world has become a global community opening up destinations that were unimaginable decades earlier” (Kotler). Destinations can no longer take a passive approach to tourism marketing. Tourist destinations are products, they need to be positioned and promoted. The desire to become a recognized destination presents some real marketing challenges in the face of intense competition as many destinations adopt a marketing orientation to attract and retain their visitors. Destinations offer consumers an experience through a combination of products, services and people. Each component dictating the quality of the experience delivered and the strategic marketing focus adopted. Understanding the complexity of challenges, opportunities and constraints facing DMOs, their stakeholders and the management issues inherent in their role contributes to the effectiveness of marketers. Destination marketing is predominantly the domain of government and semi government organizations in concert with private sector stakeholders, all intent on securing their share of the lucrative and growing global tourism market. New technology has cut travel times, improved travel safety and comfort and increased information sources available to consumers. It is within this environment that the destination marketer must operate and thrive and strategise to grow both domestic and international visitation.

TOU120/TOUR112 – Introduction to Tourism Management

3 credit points

45 hours

As the world’s largest industry, tourism is a major source of economic development. It generates substantial jobs, personal and corporate income, tax revenues, foreign exchange earnings, investments, and infrastructure improvements for communities in developed and developing countries around the world. A practical way to begin the study of tourism is to examine why people travel and how the tourism industry is organized to serve them, especially its four main operational sectors of transportation, attractions, accommodations, and food service. The Tourism Industry is undergoing major global changes bringing both opportunities and challenges and the ability to provide a consistently high level of service is paramount to the success of any business operating within this competitive environment.

Due to its enormous size and scope the Tourism Industry generates both positive and negative impacts which must be properly understood and managed. Many opportunities are emerging that require a combination of management and organizational skills as well as a sound knowledge and understanding of the Tourism Industry, its products and its services.

TOUR115 – Travel Industry Services**3 credit points
45 hours**

Examine some of the tourism products in the travel sector that are available for today's tourist. In this unit you will discuss tourist's preferences, and how preferences are matched to a tourism product. You will also be introduced to the many ways tourists can make bookings and reservations. An insight into the aviation sector will expose you to concepts surrounding passenger air tariffs and taxes, mileage systems, e-tickets and airport codes and allow you to gain an understanding of the various reservation systems used within the travel sector, specifically the Amadeus Computer Reservation System enabling you to gain sufficient knowledge to access airline flight schedules, fare information, hotel rates, car rentals and other essential travel information.

200 level units**TOU200 – Destination Management Issues****3 credit points
45 hours**

Tourism has the potential to contribute significantly to the development of most economies, including those less developed and peripheral areas. It depends heavily however, on environmental conditions, both natural and man-made, for its market and sustainability. Thus it is necessary for any analysis of the economics of tourism to be holistic. This unit analyses the elements of the Tourism System, and then considers in detail the variables that will have an impact on the natural and built environments and future sustainability of the destination and industry. The concepts and knowledge delivered will become essential, regardless of what management area within the tourism industry is obtained.

TOU210 – Tourism Governance & Policy**3 credit points
45 hours**

Tourism, on both an international and domestic scale, is a complex and multi-dimensional industry that requires well-designed policy, planning, development, marketing, management, and operations to ensure that it is sustainable and profitable. Tourism policy must be compatible with other governmental policies regarding the economy, society, culture, and physical environment. At the same time it must enable the tourism industry to compete successfully with various other tourism, leisure, and recreation products at home and abroad. Tourism policy sets the vision and the guidelines for development, and it dictates the conditions and the utilization of resources under which development occurs. Tourism development will continue to occur in all parts of the developed and underdeveloped worlds. The question is whether or not it will take place according to the accepted principles of sustainability that help to achieve the goals and objectives set forth in the destination's tourism policy.

TOU230 – Global Wine Tourism**3 credit points
45 hours**

Examine where wine production meets tourism and marketing and discuss the notion of wine and wine destinations as functions of the marketing paradigm. Learn more about wine varieties; wine regions; the art and science of wine making; and wine destinations. Examine, in-depth the business of wine as you learn to perceive, analyse and ultimately exploit opportunities in the wine tourism marketplace. The course is structured around formal lectures and discussions, laboratory wine tastings and student centred presentations. The assessments align with this structure by relying on the critical skills such as oral presentation, keeping written records of experiences, reflecting on the experience, and comparing theory to practice, that you will learn in the classroom.

TOU240 – Tourism Technology & Service Innovation**3 credit points****45 hours**

Learn how to develop new hospitality and tourism products, from identifying opportunities, to selecting products through to launching a new product or service. Discover how innovation, creativity, entrepreneurship and competitive advantage are linked while applying the innovation process to a range of hospitality and tourism enterprises, from small business to large corporations. Analyse the risks and benefits of innovation, while you learn more about the factors that affect the success or failure of new products and services.

300 level units**TOU300 – Global Tourism Trends****3 credit points****45 hours**

Tourism is the world's largest industry. It is also an international activity that crosses political, religious, ethnic, cultural, and natural boundaries. This course studies how the physical and humanistic components of planet Earth have influenced the development and operation of tourism throughout the world. Although many countries share similar tourist attributes, each is unique in its own way. As a result of their specific influences and attributes, various institutional elements and systems have been put into place by governments and the private sector to effectively manage tourism growth, operational sectors, and individual enterprises. Tourism is also international in regards to its tourist flows, source markets and destinations, shared resources, investment and management, impacts, and competition. Since international tourism requires the crossing of borders into foreign jurisdictions, a significant amount of understanding and cooperation is required on various political, social, and business levels.

TOU320 – Environmental Planning & Sustainability**3 credit points****45 hours**

Sustainable tourism must be seen as a holistic concept so that all aspects of tourism planning, management and sustainability must be considered simultaneously to achieve objectives set within the tourism sector. This unit will explore the concept of sustainability whilst examining the various tools and techniques of environmental planning used by management and the range of socioeconomic relationships that must be nurtured between visitors, hosts and the tourism industry.