

# MODULES OUTLINE – 4 FOUNDATION MODULES – 1 CAPSTONE MODULE

## **BUSM2563 UNDERSTANDING THE BUSINESS ENVIRONMENT**

This module provides a thorough and practical understanding of this environment enabling students, as future business leaders, to make sustainable decisions and manage the complexity involved. Students will be shown how companies and workers operate and navigate the domestic and international business environment. Letting the students know how this environment is affected by domestic and international forces and help to understand the role that government and institutions play in facilitating and hindering business activity. Students will be introduced to practical decision tools and empirical approaches to manage each of the environmental forces that businesses face. The introduction to business environments and decision tools is applicable to all business disciplines (economics, finance, marketing, management, advertising, accounting, information systems) and useful for employment in any field.

## **BUSM2568 BUSINESS DECISION MAKING**

This multidisciplinary module will enable student to understand how data can be harnessed to inform managerial decision making. Student will be shown how managers can identify, obtain and analyse both financial and non-financial data in order to make more informed business decisions. Student will be introduced to data-driven decision making through the application and interpretation of analytical techniques and models in the context of real-world problems, as well as how the results of data analysis can be communicated effectively to facilitate organisational decision making.

This module will also introduce and begin to embed practices relating to Business Graduate Folio, an e-portfolio that is integrated throughout the Bachelor of Business curriculum and a requirement for the capstone close of the program.

## **BUSM2573 BUSINESS IN SOCIETY**

This module will let students identify and evaluate major contemporary global challenges and trends impacting society and explore business opportunities for driving sustainable innovation. Students will be given a view of the evolving relationship between business and society, and how both exist and respond to markets, social and environmental pressures. Students are invited to reflect on their strengths, talents and what success means. Students will conduct an environmental scan of professional worlds and engage with various reflection and feedback methods to situate themselves within these worlds. As a result, students begin to develop a professional sense that can contribute to positive changes in the world.

This will be structured in the context of a reflective portfolio that communicates their vision and emerging professional self to various audiences. As a future business professional, this will equip students to deal with the unexpected, shape their own lives and contribute to the well-being of others. As consumers in this society, the passive position will not be adopted. Students will develop their professional identity, through active learning and reflection through case studies and problem solving. Business in Society students and teachers are active participants, in a global call for action, for ethical business behaviour, human rights and management of stakeholders including government. Students will learn about diversity and inclusion, and reflect on how business models change.

## **BUSM2578 INTEGRATED PERSPECTIVES ON BUSINESS PROBLEMS**

In this module, students are given the skills to start to develop the ability to investigate and analyse complex situations, innovate, problem solve, manage projects and communicate effectively, including foundational research skills.

It covers fundamental concepts and key developments in what has become a complex social purpose eco-system which introduces an understanding of changes across what was formerly seen as a distinct social sector to examine the cross-sectoral social purpose developments that includes traditional organisational structures of Charities and Not For-Profits, Business and Government, but also new and emerging 'hybrid' structures and programs.

In this module, students learn through problem-based learning: solving an authentic business problem, including identifying an audience for their project, developing a project plan and considering solutions.

This is a Work Integrated Learning (WIL) Project module that integrates industry problem/s, perspectives and feedback into the curriculum and provides students with authentic, real world learning experiences and begin to embed practices relating to the Business Graduate Folio, an e-portfolio that is integrated throughout the Bachelor of Business curriculum and a requirement for the capstone close of the program.

## **CAPSTONE MODULE**

### **BUSM2583 BUSINESS GRADUATE FOLIO**

This capstone module integrates the Bachelor of Business student learning journey for several interrelated purposes: reflecting and documenting on the graduate attributes and program learning outcomes; employability and career skills and professional competencies and lifelong learning. In this module, students use an ePortfolio to reflect and provide evidence of learning to demonstrate personal accomplishments for personal development, career planning and progression after graduation. Students will call on, and further develop, their industry and business networks, and be exposed to mentoring and advice from key industry partners (including career advisors, capability development professionals and proponents of lifelong learning).

This is a blended Work Integrated (WIL) module, with industry bringing challenges, providing feedback and mentoring, and overseeing simulated WIL tasks (such as applying for a job or presenting a start-up/business plan). These tasks will be tailored to the individual journey through the students Bachelor of Business studies, with a view to identifying what's next. This will be a culmination of the ePortfolio that students began in the first year of the Bachelor of Business program.

# MODULES OUTLINE – BUSINESS AND TECHNOLOGY MAJOR

## **ISY3481 INTRODUCTION TO BUSINESS ANALYTICS**

This module introduces students to the concepts, fundamentals and tools of business analytics. Students will learn to critically examine how business data can be used to drive decision making and actions through the application of business analytics techniques and tools required for descriptive analytics, predictive analytics, and prescriptive analytics. Students will also evaluate and apply techniques and tools required for business analytics to inform decision-making within organisations.

## **INTE2693 INTRODUCTION TO CYBERSECURITY GOVERNANCE**

In this module, students will focus on the policies, procedures, guidelines, techniques, and practices an organisation use to detect, protect, prevent and react to cyber incidents. This module will also provide students a broad understanding of the principles and good practices of cybersecurity governance, cybersecurity framework and standards that govern the development of strategies and policies in business organisations, the role, and responsibilities of different stakeholders, the design and implementation of metrics and key point indicators (KPIs) used in the governance process, and the management and protection of corporate information assets.

## **LAW2636 LEGAL CONSIDERATIONS OF ARTIFICIAL INTELLIGENCE, BIG DATA AND BLOCKCHAIN**

This module provides students with the opportunity to engage with and analyse current legal issues in frontier digital business environments and apply these learnings in contemporary organisational contexts. This module embeds a case-study pedagogy to explore AI, Big Data and Blockchain technology (including cryptocurrencies and other crypto assets), and the applications of these technologies. The case studies will prompt students to identify, analyse and critique legal and ethical considerations for blockchain-enabled businesses including in the areas of cyber security, intellectual property, privacy, corporate and organisational structures, and dispute resolution. The module content draws on Australian and international comparative materials where appropriate.

## **ISYS3482 INTRODUCTION TO ENTERPRISE ARTIFICIAL INTELLIGENCE**

In this module, students will be presented with the opportunity to appraise and evaluate AI technologies and identify ways in which AI technologies can improve an organisation's products, services and processes. Students will also be able to identify various stakeholders and their requirements in developing an AI business solution.

## **ECON1595 BUSINESS CHALLENGES IN THE DIGITAL ECONOMY**

In this module, students will learn to formulate business strategies to overcome the zero marginal-cost problem. Topics to be covered include the economics of social networks, scale economies and learning in AI, creating customer lock-in, reputation as an alternative to regulation,

and the composition of digital ecosystems. Students will also learn how to assess the implications of these business strategies for societal wellbeing.

## **BUSM2760 OPEN INNOVATION**

This module will equip students with contemporary knowledge and understanding of open innovation (i.e., how to successfully manage and leverage external knowledge through various mechanisms, including crowdsourcing, corporate- start up collaboration, value networks, partnerships & ecosystems, and create sustainable business models). It will also provide students with the skills and tools necessary to create and manage strategies for open innovation by exploring best practice studies on open innovation in various industries and perspectives, various tools to integrate external knowledge and cross-industry innovation, opportunities and challenges when strategically implementing open innovation.

## **MKTG1519 MARKETING ANALYTICS**

The module will introduce various tools and techniques of marketing analytics to generate marketing insights from data. Through the lenses of marketing analytics, students will analyse consumers' online and offline behaviour to maximize firm value and precisely quantify the return of marketing investment. With the growing role of data in marketing, this course will help you answer these following marketing questions: what data/numbers are important, how to use data to tell a brand story, optimize marketing goals, and quantify the return on investment.

## **ACCT2347 SUSTAINABILITY REPORTING, ACCOUNTABILITY AND SOCIALLY RESPONSIBLE ENTITIES**

This module provides students with an understanding of the evolving focus on organisational performance as a socially responsible entity and new ways to undertake sustainability reporting and accountability and sustainability supporting value-creation. In taking a sustainability reporting and accountability approach to evolving value-chains and business models, students will examine weaknesses and potential improvements for sustainability through value creation, in value chains, in business models and through policy. Importantly, after completing this course, students will be able to understand how various Sustainability Reporting frameworks serve a critical role in this new global era of socially responsible, sustainability supporting, global and local entities.

# MODULES OUTLINE – ECONOMICS MAJOR

## **ECON1045 MACROECONOMICS FOR DECISION MAKING**

This module develops a framework in which the simultaneous determination of economic aggregates such as output, prices, employment and interest rates can be explained. It provides students with the ability to identify and discuss major schools of economic thought within this framework enabling students to develop the necessary tools to analyse current economic problems and policy positions.

## **ECON1056 MANAGERIAL AND BUSINESS ECONOMICS**

Managerial and Business Economics is designed to benefit students who wish to gain a broader and deeper understanding of economic concepts and principles and their application to decision-making in the real world. Students will learn how to use key economic variables as a problem-solving tool for firms and how to use simple economic models to produce reasonably good predictions of a firm's market behaviour. Attention will be paid to factors which influence the strategic behaviour of firms and consumers and their role in the market economy.

## **ECON1272 BASIC ECONOMETRICS**

This module introduces students to the statistical and econometric methods used to conduct empirical analysis in economics, finance, marketing and accounting. The aim is to provide a comprehensive introduction to regression analysis and its application to a variety of business disciplines in diverse contexts. The emphasis is on the development of practical skills, which students will learn how to apply using Excel and the Windows based EViews econometric package. The module is designed to provide students with the basic quantitative techniques needed to undertake their major projects.

## **ECON1614 BIG DATA, MACHINE LEARNING AND SOCIETY**

Big Data and Machine Learning have never been more omnipresent for discovery and research in economics. They increasingly play a role in enabling policymakers to address important social and economic problems. Therefore, it is essential that data users and consumers can identify high quality data and understand the implications of poor data analysis.

In this course, students will explore how big data and machine learning are being used in economics and social science research. This course provides a practical, skills-based approach. Students will be guided through the process and pitfalls of using and interpreting results based on big data from project inception to final data analysis. Practical skills will be developed through the completion of weekly data analysis tasks and coding exercises.

## **ECON1587 DIVERSE PERSPECTIVES ON THE WORLD ECONOMY**

The purpose of this module is to introduce students to the depth of diverse perspectives that inform economic thinking. A pluralistic approach will be taken to explore scholarly thinking around human nature & economic behaviour,

incorporating views from various school of economic thought including but not limited to Neo-classical, Austrian, Marxist, institutional, feminist, evolutionary, ecological and

behavioural approaches. Students will apply these perspectives to explore alternative paths to sustainable economic development. The overall aim is to provide module participants with the intellectual and analytic tools to navigate the increasingly complex world as individual members of society and in their future professional roles.

## **ECON1578 BEHAVIOURAL ECONOMICS**

This module provides students with an introduction to behavioural economics, the cutting-edge economics discipline that draws on insights and methods from other social sciences including psychology, sociology and anthropology to better understand economic and business decisions.

Students will focus on new methods of enquiry and the theories and insights that they generate. The aim is to provide students with skills and knowledge to be able to apply these methods and theories to real world economic, business and policy issues.

## **ECON1064 FORECASTING AND QUANTITATIVE ANALYSIS**

The focus of this module is the application of mathematical techniques to problems in the areas of accounting, economics and finance. In this module, students will learn the underlying maths of many of the formulas used in finance, accounting and economics. There is an emphasis on the use of Microsoft Excel to solve the problems encountered.

## **ECON1574 FRONTIERS OF THE DIGITAL ECONOMY**

This module will introduce students to the economic foundations necessary to understand distributed ledger technology for the economy, markets, firms, government and civil society. Students will be introduced to, and apply, institutional cryptoeconomics as a general framework to understand the blockchain economy. The applications of blockchain technology will include money, supply chains, identity, cryptodemocracy and civil society. Students will consider some of the political and ethical challenges generated by this new technology, including public policy implications.

## **ECON1575 STRATEGIC GAMES FOR BUSINESS**

Success in business is about making good decisions. This can be very challenging under “strategic interdependence” – the influence of competitors, business partners, customers, shareholders and government on each other. This module introduces tools from business economics and psychology to address such strategic choice.

Game theory provides students with the tools to recognise and understand strategic situations, to predict others' behaviours and to design appropriate strategic and tactical responses. Psychology enriches the theory with insights about how people make strategic decisions in practice. Knowledge of these approaches helps decision makers to be better informed through systematic and evidence-based thinking. In this module, students will be introduced to these approaches and their application to business problems and managerial decision making. Students will also become familiar with main theoretical concepts and tools and their application in hands-on and case-based analysis.

# MODULES OUTLINE – FINANCE MAJOR

## **BAFI1005 FINANCIAL MARKETS AND INSTITUTIONS**

Financial Markets and Institutions introduces students to the financial markets environment in which business organisations operate. Students will investigate the nature and role of the main financial markets within the domestic and global environment. The module presents an overview of the financial system and its various financial markets, instruments and institutions.

## **BAFI1012 CORPORATE FINANCE**

Corporate Finance provides an introduction to some of the key skills required for good financial management. It introduces financial concepts and issues that will provide the necessary guidelines to solve many corporate finance problems. It also introduces some of the more important theories in modern finance to provide a substantial grounding in the discipline.

## **ECON1272 BASIC ECONOMETRICS**

This module introduces students to the statistical and econometric methods used to conduct empirical analysis in economics, finance, marketing and accounting. The aim is to provide a comprehensive introduction to regression analysis and its application to a variety of business disciplines in diverse contexts. The emphasis is on the development of practical skills, which students will learn how to apply using Excel and the Windows based EViews econometric package. The module is designed to provide students with the basic quantitative techniques needed to undertake their major projects.

## **BAFI3272 MONEY AND DEBT MARKETS**

This module will provide students with knowledge of fixed income securities and debts from both short-term money markets and long-term debt markets. This module assesses a wide range of fixed income products and the use in capital raising, wealth risk management. This module explores the impact of monetary policy on debt markets. This module also equips students with advanced techniques of the valuation of bonds and other debt securities.

## **BAFI1045 EQUITY INVESTMENT AND PORTFOLIO MANAGEMENT**

In this module students will explore and analyse the theory, concepts, tools and techniques of investment and portfolio management. Students will look at investment theories as well as examine equity valuation and portfolio management practices.

## **BAFI3277 APPLIED FINANCE-A CASE STUDY APPROACH**

This module is the capstone module of the finance major. It focuses on the application and consolidation of financial theory and capital market practices in practical case studies. A comprehensive and integrated overview of the finance systems, capital markets and participants, transactions and all other stakeholders in the economy will be examined. Selected case studies cover diverse areas in finance including funds management, derivatives, financial institutions, capital markets, corporate finance, behavioural finance and other topical issue in finance.

## **ECON1064 FORECASTING AND QUANTITATIVE ANALYSIS**

The focus of this module is the application of mathematical techniques to problems in the areas of accounting, economics and finance. In this module, students will learn the underlying maths of many of the formulas used in finance, accounting and economics. There is an emphasis on the use of Microsoft Excel to solve the problems encountered.

## **BAFI1019 INTERNATIONAL FINANCE**

In this module students will gain an understanding of the financial decision-making framework from an international perspective and the fundamental principles of international financial management.

## **BAFI1029 DERIVATIVES AND RISK MANAGEMENT**

This module introduces students to the concepts of financial derivatives and risk management. It teaches students how to identify the risk involved in a treasury transaction and how to analyse problems in the context of exposure to movements in interest rates, commodity prices and foreign exchange rates.



# MODULES OUTLINE – GLOBAL BUSINESS MAJOR

## **BAFI1005 FINANCIAL MARKETS AND INSTITUTIONS**

Financial Markets introduces students to the financial markets environment in which business organisations operate. Students will investigate the nature and role of the main financial markets within the domestic and global environment. The module presents an overview of the financial system and its various financial markets, instruments and institutions.

## **BUSM1227 GLOBAL BUSINESS**

This module provides students with a fundamental understanding of international aspects of business and management, including global business contexts, actors and their actions. It addresses the theory and patterns of global business, as well as the macro and micro challenges in global business. This module provides a broad view of various factors underlying roles and responsibilities of Global Business in society.

## **BUSM4125 INTERNATIONAL HUMAN RESOURCES MANAGEMENT**

The rapid increase in global activities and global competition have resulted in an increase in the influence of multinational organisations so that the role of International HRM grows in significance. How to effectively manage global human resources is the key for business success. This module will provide students an overview on how organisations can effectively manage their global employees, with specific emphasis on staffing, performance management, management development, and reward and remuneration. This module also provides a practical understanding of the challenges and trends associated with managing people in the global context, such as global talent management, global mobility, global mentoring system, and managing global virtual teams.

## **BUSM4451 ENTREPRENEURSHIP AND GLOBAL CHALLENGES**

A new form of entrepreneurship is evolving. Instead of focusing on one country, today's innovative start-ups are looking globally for ideas, funding, people and markets. This module is designed to introduce students to the theory and tools of taking an entrepreneurial business internationally or globally in both established and emerging markets.

## **BUSM4690 GLOBAL CORPORATE RESPONSIBILITY**

This module provides students with knowledge and skills to think innovatively about how to take social and environmental issues into account in ways that both contribute to core business strategy, and also improve outcomes for society through engagement with stakeholders in the value chains of international business.

## **BUSM4694 POLITICAL ECONOMY OF GLOBAL BUSINESS**

This module consolidates and deepens students' understanding of the political, economic and cultural environments in which international business operates, and the role of global business as actors in the international political economy, including relationships with the key international institutions and actors.

## **BUSM4697 CROSS CULTURAL MANAGEMENT**

This module equips students with the awareness, knowledge and skills needed to work in a multicultural workplace and successfully lead in organisations by considering behaviours, intercultural sensitivity, cross-cultural communication and diversity.

## **ECON1089 BUSINESS IN THE GLOBALISED ECONOMY**

This module provides an understanding of the theoretical and operational aspects of international trade. Students will gain specific logistics management expertise to complement the finance and marketing functions related to international trade.

## **OMGT2246 GLOBAL TRADE OPERATIONS**

This module is designed to develop an understanding of developments in global trade and the ways in which businesses seek to position themselves to optimise opportunities and succeed within a globalised competitive environment. Following carefully selected topics and objective-driven assessment tasks, students will be introduced to the dynamics of the contemporary business environment and the politics of global trade and business operations.

# MODULES OUTLINE – LOGISTICS AND SUPPLY CHAIN MAJOR

## OMGT2221 INTRODUCTION TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT

This module allows students to explore the elements of integrated business logistics and the role and application of logistics principles to supply/demand/value chain management. Logistics and the closely related concept of supply chain management (SCM) underpin business or corporate strategy as far as the latter sets company objectives in sales, market share, share price, returns on shareholder funds, investment and assets.

## OMGT2222 TRANSPORTATION AND FREIGHT LOGISTICS

The module will look into the important issues in domestic and global transportation which include freight transportation planning and operations, transportation infrastructure and regulations, selection of freight transportation carriers and third party suppliers, freight transportation costing, freight transportation strategies, and information technology in freight transportation.

## OMGT2223 SUPPLY CHAIN ANALYTICS

The module will enhance students' appreciation of logistics and the usefulness of mathematical and statistical models in solving logistics problems. You will learn to think systematically about the fundamental processes involved and to evaluate the performance of a supply chain as a system. Students will also develop their critical thinking skills to the point where they are able to deliberate on contemporary issues in supply chain management.

## OMGT2224 WAREHOUSE AND DISTRIBUTION CHANNELS

This module allows students to explore the role of a warehousing in a supply chain. It covers how a warehouse provides data on inventory levels throughout the supply chain as well as its role in the preparation and distribution of goods. The module will focus on how a well-run warehouse can help an organisation to maintain product schedules and avoid supply issues and how distribution channels facilitate the timely delivery of raw materials/inventory to customers.

## OMGT2225 PROCUREMENT MANAGEMENT AND GLOBAL SOURCING

The module introduces the fields of Procurement Management and Global Sourcing. It explores the central concepts of organisational procurement, global sourcing and interfaces of these to the other areas of an organisation. This module provides opportunities to examine issues such as organisational procurement process, global sourcing process, supplier selection process, supplier management and other strategic issues.

## OMGT2228 OPERATIONS MANAGEMENT

This module provides an understanding of the processes involved in manufacturing industries and service sector and includes a substantial module on designing and managing operations, inventory management, short term planning, and quality management. The module focuses on the relation of systems and technologies to the strategic direction for manufacturing operations and the function of operations planning.

## OMGT2229 STRATEGIC SUPPLY CHAIN

This module considers supply chain management as a holistic logistics management process across the full spectrum of business activities, from the sourcing of raw materials from suppliers to the delivery of goods and services to the final customers and consumers. The module provides a synthesis of the many critical facets of supply chain management. You will formulate appropriate strategies to enhance overall efficiency and responsiveness through optimization of supply network design and logistics operations.

## OMGT2230 SUPPLY CHAIN TECHNOLOGIES

The module will cover how proper use of real-time information can help reduce inventory, lead time, cycle time, and other wastes in the supply chain and enhance overall efficiency and responsiveness. The use of information in this way relies heavily on computer hardware and software, particularly information technology developed around the Internet.

# MODULES OUTLINE – MANAGEMENT AND CHANGE MAJOR

## **ACCT1085 PROFESSIONAL VALUES, ETHICS AND ATTITUDES**

This module aims to sensitise and develop students' understanding of ethical issues as in relation to their future role in the accounting profession. Students will also be introduced to a range of diagnostic tools to aid in the identification and resolution of ethical dilemmas from the use of ethical decision-making frameworks.

## **BUSM1100 ORGANISATIONS**

The study of organisational behaviour enables managers to understand, predict and influence the behaviour of individuals and groups in organisations. This module will introduce students to theories and models relating to organisational behaviour and provide the opportunity for experiential learning in practical situations with analysis of and reflection on that learning.

## **BUSM1208 MANAGING CHANGE**

This module is about how to understand, navigate and manage change in organisations due to the complex, dynamic, and uncertain work environments. Students in this module will develop understanding of theoretical and practical perspectives and will be exposed to experiences shaping their capabilities to navigate and manage organisational change. The activities in this module are designed for students to apply knowledge of managing change to diverse industries and sectors. Particularly, students will develop understanding of managing change through appreciation, analysis, and evaluation of (1) individual experiences of organisation change (2) organisational considerations in managing change, and (3) the impact of change outside organisation on what happens within organisations, including ethical and professional management of organisational change.

## **BUSM3200 STRATEGY**

This module provides different perspectives on the role of strategy in organisational success. Students will examine the concepts, theoretical frameworks and techniques that are useful in gaining knowledge of the strategic management process, with particular emphasis on strategic inputs, strategic actions (strategy formulation and strategy implementation) and strategic outcomes. The module describes the origins and development of business strategy, selected strategic paradigms, competing or alternative theoretical frameworks and their implications.

## **BUSM4194 LEADERSHIP**

This module examines a number of approaches to leadership and change management in organisations, encouraging students to critically evaluate the theories and models presented. Leadership and change management practices in organisations will be explored from various viewpoints. Students will be challenged to critique their own leadership capabilities and will create their own leadership development plan.

## **BUSM4547 ORGANISATIONAL EXPERIENCE**

In this module students will draw upon concepts, applications, tools and their broadened awareness of social and political environmental influences to identify and solve business problems. Management approaches and alternatives will be considered and assessed with consideration of various ethical and socially responsible perspectives.

## **BUSM4551 INNOVATION MANAGEMENT**

This module presents contemporary views of creativity, innovation and design and their importance within organisations and business that are increasingly characterised by risk and uncertainty. Students will examine the need to manage these activities through the application of theory and the introduction of practices and processes to achieve sustainable competitive advantage. Students will also explore the innovation imperative, creative problem solving approaches, design thinking, innovation process management, and innovation performance measurement.

## **BUSM4559 WORK IN GLOBAL SOCIETY**

This module aims to provide students with knowledge of key issues influencing the experience of work and the factors driving new approaches to managing the workplace and work arrangements and the implications of these approaches for workers and the nature of work. The module examines a range of perspectives and theories to explain the transformation of work.

## **BUSM4697 CROSS CULTURAL MANAGEMENT**

This module equips students' with the awareness, knowledge and skills needed to work in a multicultural workplace and successfully lead in organisations by considering behaviours, intercultural sensitivity, cross- cultural communication and diversity.

# MODULES OUTLINE – MARKETING MAJOR

## **MKTG1199 MARKETING PRINCIPLES**

Marketing Principles is an introductory module and provides an overview of the marketing process, its underpinning concepts, and the practical tools used by marketers to implement marketing strategies and campaigns. Through lectures, tutorials and assessment tasks students will explore the theory and practice of marketing through real world applications. The student will also review the importance of marketing to future business viability and how each person in an organisation can make a contribution to the marketing process.

Marketing Principles offers insights into the field of marketing, putting into context the role of marketing in an organisation, and how the student may interface with marketing in the role.

## **MKTG1047 MARKET RESEARCH**

This module is designed to give students a practical understanding of how marketing research is conducted and managed for optimal results. They will gain an understanding of marketing research and an awareness of the relevant procedures and methodologies commonly used.

## **MKTG1052 BUYER BEHAVIOUR**

This module aims to inform students on contemporary issues relating to consumer behaviour. Students are presented with descriptive data on consumers and organisational buyers at the macro level and theoretical models of buyer behaviour at the micro level. The models of buyer behaviour and related theories are given with particular emphasis on the decision-making process. This field covers why people make certain purchasing decisions; what products and services they buy; how they buy them; the frequency with which they buy them; and the decision process in these situations.

## **MKTG1266 MARKETING COMMUNICATION**

This module aims to equip students with a general understanding of advertising, sales promotion, direct marketing, sponsorship and public relations and in particular shows how these activities relate to theories of communication and buyer behaviour from an integrated marketing communication perspective. The module aims to develop a solid understanding of the communication process in the broad marketing context and includes aspects of budgeting, objective setting, media and creative strategy and evaluation.

## **MKTG1268 SERVICES MARKETING**

This module provides students with an appreciation of services marketing and management decision-making issues. It recognises that most graduates will work in the services sector and that an understanding of both marketing and management issues in this area is essential. The services considered encompass professional services, services to consumers and business customers as well as services that are linked to tangible products.

## **MKTG1270 PRODUCT INNOVATION AND MANAGEMENT**

In this module students will gain an appreciation for the importance of product innovation, especially for companies wanting to regain and retain competitive advantage within their industry. Students will be encouraged to critically evaluate past product successes and failures. This module aims to instill in students a passion for innovative products and services whilst giving them the skills to test the likely market success of these products.

## **MKTG1275 STRATEGIC MARKETING (PREREQUISITE MODULES: MKTG1052; MKTG1266; MKTG1047; MKTG1199; MKTG1427)**

This module is concerned with the development, implementation and evaluation of integrated corporate, business and marketing strategies. As the capstone module for the Marketing degree, it draws on previous knowledge and places it into a strategic framework. Students are required to apply their theoretical learning to practical situations through case study and business simulation modes of learning. Through both a critical approach to the theory and the application of the theory and models to real situations, the students' work experience and marketing studies will be synthesised to achieve both a theoretical understanding of the real world and a practical understanding of the theory.

## **MKTG1281 APPLIED BRAND MANAGEMENT**

This module builds on concepts introduced in the foundational marketing modules, and provides additional theories and frameworks for managing brands and contemporary issues in marketing. Students will apply these concepts and frameworks in designing brand management initiatives and strategies involving an authentic brand case. Students will develop skills that are important for marketing practitioners, including the ability to communicate ideas and decisions clearly, concisely, and logically, as well as to collaborate effectively with others to scope, plan, and manage projects.

## **MKTG1427 DIGITAL MARKETING (PREREQUISITE MODULE: MKTG1199)**

The accelerating pace of technological change coupled with increasingly mobile lifestyles and the commensurate explosion of media platforms has transformed marketing strategy and practice. Digital marketing fosters customer value creation and enhanced marketing strategy. In this module students will explore a range of digital tools that support marketing strategy and tactics including social media, viral marketing, display and search ads, inbound marketing, search engine optimization, and mobile/wireless technologies. This module will also introduce students to web analytics used to monitor and measure the effectiveness of a company's digital strategy.



# MODULES OUTLINE – MINOR MODULES

## ACCOUNTING IN BUSINESS - MINOR

### **ACCT2355 FINANCIAL ACCOUNTING AND STATEMENT ANALYSIS**

This module is designed to provide students with the financial accounting knowledge and skills necessary to make well-informed business decisions using accounting information. This includes ethical insights for audit, assurance and fraud detection purposes. This module will also introduce students to various techniques for financial statement analysis to facilitate key decision-making practices.

### **ACCT2351 MANAGEMENT ACCOUNTING AND PERFORMANCE EVALUATION**

This module is designed to provide students with the management accounting knowledge and skills necessary to make well informed business and accounting decisions. This includes ethical insights for performance evaluation, operational budgeting and strategic investment appraisal. It will also introduce students to various techniques for internal management reporting to facilitate these decision-making practices.

### **ACCT2347 SUSTAINABILITY REPORTING, ACCOUNTABILITY AND SOCIALLY RESPONSIBLE ENTITIES**

This module provides student with an understanding of the evolving focus on organizational performance as a socially responsible entity and new ways to undertake sustainability reporting and accountability and sustainability supporting value-creation. In taking a sustainability reporting and accountability approach to evolving value-chains and business models, student will examine weaknesses and potential improvements for sustainability through value creation, in value chains, in business models and through policy. Importantly, after completing this module student will be able to understand how various Sustainability Reporting frameworks serve a critical role in this new global era of socially responsible, sustainability supporting, global and local entities.

### **ACCT2346 ACCOUNTING DATA ANALYTICS AND VISUALISATION**

This module provides students with the skills and ability to use digital technologies based on frameworks learnt in the curriculum, along with authentic assessments to solve business problems for long-term social impact. In this module, students will spend time reviewing reports, internal documents, spreadsheets, and presentations to synthesize market trends, competitive drivers, customer behaviours, and operational procedures for enhanced accounting reports.

Working in teams are essential in this module and are effective ways to stay abreast of new developments in data analytics and visualisation.

## BUSINESS & TECHNOLOGY - MINOR

### **ISYS3481 INTRODUCTION TO BUSINESS ANALYTICS**

This module introduces students to the concepts, fundamentals and tools of business analytics. Students will learn to critically examine how business data can be used to drive decision making and actions through the application of business analytics techniques and tools required for descriptive analytics, predictive analytics, and prescriptive analytics. Students will also evaluate and apply techniques and tools required for business analytics to inform decision-making within organisations.

### **INTE2693 INTRODUCTION TO CYBERSECURITY GOVERNANCE**

In this module, students will focus on the policies, procedures, guidelines, techniques, and practices an organisation use to detect, protect, prevent and react to cyber incidents. This module will also provide students a broad understanding of the principles and good practices of cybersecurity governance, cybersecurity framework and standards that govern the development of strategies and policies in business organisations, the role, and responsibilities of different stakeholders, the design and implementation of metrics and key point indicators (KPIs) used in the governance process, and the management and protection of corporate information assets.

### **LAW2636 LEGAL CONSIDERATIONS OF ARTIFICIAL INTELLIGENCE, BIG DATA AND BLOCKCHAIN**

This module provides students with the opportunity to engage with and analyse current legal issues in frontier digital business environments and apply these learnings in contemporary organisational contexts. This module embeds a case-study pedagogy to explore AI, Big Data and Blockchain technology (including cryptocurrencies and other crypto assets), and the applications of these technologies. The case studies will prompt students to identify, analyse and critique legal and ethical considerations for blockchain-enabled businesses including in the areas of cyber security, intellectual property, privacy, corporate and organisational structures, and dispute resolution. The module content draws on Australian and international comparative materials where appropriate.

### **ISYS3482 INTRODUCTION TO ENTERPRISE ARTIFICIAL INTELLIGENCE**

In this module, students will be presented with the opportunity to appraise and evaluate AI technologies and identify ways in which AI technologies can improve an organisation's products, services and processes. Students will also be able to identify various stakeholders and their requirements in developing an AI business solution.

## **ECONOMICS - MINOR**

### **ECON1045 MACROECONOMICS FOR DECISION MAKING**

This module examines the workings of the macroeconomy as it applies to the wellbeing of individuals and businesses and how policy decisions can affect the different groups in society using real world data and problems. It explores how the different schools of thoughts can be used to interpret and analyse economic phenomena both domestically, and globally, as well as overtime and how they affect decision making.

### **ECON1056 MANAGERIAL AND BUSINESS ECONOMICS**

This module provides students with the economic toolkit that is essential for business decision-making. Students will be introduced to the economic context in which businesses compete. Students will learn how value is created by a firm, and the circumstances under which a firm can capture this value in the form of corporate profits. We will explore the tension that exists between a firm's acquisition of market power and social welfare, and examine how this tension leads to government intervention in markets. Throughout the module students will apply the principals of strategic decision-making to students analysis.

### **ECON1614 BIG DATA, MACHINE LEARNING AND SOCIETY**

Big Data and Machine Learning have never been more omnipresent for discovery and research in economics. They increasingly play a role in enabling policymakers to address important social and economic problems. Therefore, it is essential that data users and consumers can identify high quality data and understand the implications of poor data analysis.

In this course, students will explore how big data and machine learning are being used in economics and social science research. This course provides a practical, skills-based approach. Students will be guided through the process and pitfalls of using and interpreting results based on big data from project inception to final data analysis. Practical skills will be developed through the completion of weekly data analysis tasks and coding exercises.

### **ECON1272 BASIC ECONOMETRICS**

This module introduces students to the statistical and econometric methods used to conduct empirical analysis in economics, finance, marketing and accounting. The aim is to provide a comprehensive introduction to regression analysis and its application to a variety of business disciplines in diverse contexts. The emphasis is on the development of practical skills, which students will learn how to apply using Excel and the Windows based EViews econometric package. The module is designed to provide students with the basic quantitative techniques needed to undertake their major projects.

## **FINANCE - MINOR**

### **BAFI1005 FINANCIAL MARKETS AND INSTITUTIONS**

Financial Markets introduces students to the financial markets environment in which business organisations operate. Students will investigate the nature and role of the main financial markets within the domestic and global environment. The module presents an overview of the financial system and its various financial markets, instruments and institutions.

### **BAFI1012 CORPORATE FINANCE**

Business Finance provides an introduction to some of the key skills required for good financial management. It introduces financial concepts and issues that will provide the necessary guidelines to solve many corporate finance problems. It also introduces some of the more important theories in modern finance to provide a substantial grounding in the discipline.

### **BAFI1045 EQUITY INVESTMENT AND PORTFOLIO MANAGEMENT**

In this module students will explore and analyse the theory, concepts, tools and techniques of investment and portfolio management. Students will look at investment theories as well as examine equity valuation and portfolio management practices.

### **BAFI3272 MONEY AND DEBT MARKETS**

This module will provide students with knowledge of fixed income securities and debts from both short-term money markets and long-term debt markets. This module assesses a wide range of fixed income products and the use in capital raising, wealth risk management. This module explores the impact of monetary policy on debt markets. This module also equips students with advanced techniques of the valuation of bonds and other debt securities.

## **GLOBAL BUSINESS - MINOR**

### **BUSM1227 GLOBAL BUSINESS**

This module provides students with a fundamental understanding of international aspects of business and management, including international business contexts, actors and their actions. It addresses the theory and patterns of international business, as well as the macro and micro challenges in international business. This module provides a broad view of various factors underlying roles and responsibilities of international business in society.

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Financial Markets introduces students to the financial markets environment in which business organisations operate. Students will investigate the nature and role of the main financial markets within the domestic and global environment. The module presents an overview of the financial system and its various financial markets, instruments and institutions.

### **BUSM4690 GLOBAL CORPORATE RESPONSIBILITY**

This module provides students with knowledge and skills to think innovatively about how to take social and environmental issues into account in ways that both contribute to core business strategy, and also improve outcomes for society through engagement with stakeholders in the value chains of international business.

### **OMGT2246 GLOBAL TRADE OPERATIONS**

This module is designed to develop an understanding of developments in global trade and the ways in which businesses seek to position themselves to optimize opportunities and succeed within a globalised competitive environment. Following carefully selected topics and objective-driven assessment tasks, students will be introduced to the dynamics of the contemporary business environment and the politics of global trade and business operations.

## **LOGISTICS AND SUPPLY CHAIN - MINOR**

### **OMGT2221 INTRODUCTION TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

This module introduces the characteristic elements of integrated business logistics and the role and application of logistics principles to supply and demand chain management. Key logistics and supply chain management concepts will be presented across the full spectrum of supply chain activities, including procurement, production operations, transport, warehousing, inventory management, distribution and customer service.

### **OMGT2222 TRANSPORTATION AND FREIGHT LOGISTICS**

This module examines issues in domestic and global transportation, including transport planning and operations, transport infrastructure and regulations, selection of carriers and third party suppliers, transport costing, transport strategies, and application of information and communication technology in transportation. The critical role transportation plays in supply chain operations will be explored, with a particular emphasis on how efficient and effective management of transport operations can create supply chain advantages.

### **OMGT2224 WAREHOUSE AND DISTRIBUTION CHANNELS**

This module presents the basic principles of warehousing, inventory management, packaging, materials handling and transportation. Specific focus will be on the operational and functional links between warehousing and distribution channels. The multifaceted role of distribution channels in supply chain operations will also be explored.

### **OMGT2225 PROCUREMENT MANAGEMENT AND GLOBAL SOURCING**

This module introduces the fields of procurement management and global sourcing. It explores their central concepts and their interrelation to other areas of a company, and the changing roles within a business. Issues such as supplier selection, supplier relations, supplier management, and strategic procurement will be examined.

## **MARKETING- MINOR**

### **MKTG1199 MARKETING PRINCIPLES**

This module is designed to enable students to develop an understanding of marketing and marketing management which will help students to function effectively in a business environment.

### **MKTG1052 BUYER BEHAVIOUR**

This module aims to inform students on contemporary issues relating to consumer behaviour. Students are presented with descriptive data on consumers and organisational buyers at the macro level and theoretical models of buyer behaviour at the micro level. The models of buyer behaviour and related theories are given with particular emphasis on the decision making process. This field covers why people make certain purchasing decisions; what products and services they buy; how they buy them; the frequency with which they buy them; and the decision process in these situations.

### **MKTG1266 MARKETING COMMUNICATION**

This module aims to equip students with a general understanding of advertising, sales promotion, direct marketing, sponsorship and public relations and in particular shows how these activities relate to theories of communication and buyer behaviour from an integrated marketing communication perspective. The module aims to develop a solid understanding of the communication process in the broad marketing context and includes aspects of budgeting, objective setting, media and creative strategy and evaluation.

### **MKTG1047 MARKET RESEARCH**

This module is designed to give students a practical understanding of how marketing research is conducted and managed for optimal results. They will gain an understanding of marketing research and an awareness of the relevant procedures and methodologies commonly used.

## **MANAGEMENT AND CHANGE - MINOR**

### **BUSM4559 WORK IN GLOBAL SOCIETY**

This module aims to provide students with knowledge of key issues influencing the experience of work and the factors driving new approaches to managing the workplace and work arrangements and the implications of these approaches for workers and the nature of work. The module examines a range of perspectives and theories to explain the transformation of work.

### **BUSM1100 ORGANISATIONS**

The study of organisational behaviour enables managers to understand, predict and influence the behaviour of individuals and groups in organisations. This module will introduce students to theories and models relating to organizational behaviour and provide the opportunity for experiential learning in practical situations with analysis of and reflection on that learning.

### **BUSM1208 Managing Change**

This module provides different perspectives on the role of strategy in organisational success. Students will examine the concepts, theoretical frameworks and techniques that are useful in gaining knowledge of the strategic management process, with particular emphasis on strategic inputs, strategic actions (strategy formulation and strategy implementation) and strategic outcomes. The module describes the origins and development of business strategy, selected strategic paradigms, competing or alternative theoretical frameworks and their implications.

### **BUSM4194 LEADERSHIP**

This module examines a number of approaches to leadership and change management in organisations, encouraging students to critically evaluate the theories and models presented. Leadership and change management practices in organisations will be explored from various viewpoints. Students will be challenged to critique their own leadership capabilities and will create their own leadership development plan.

## **HUMAN RESOURCE MANAGEMENT - MINOR**

### **BUSM3201 HUMAN RESOURCE MANAGEMENT**

This module provides students' with an overview of Human Resource Management (HRM) principles and strategies in the management of organisations. It introduces participants to various HRM theories and models that explain the nature and significance of key HRM practices and HRM outcomes in organisations. It also explores the importance of managing human resources effectively in both increasingly competitive environments and in the international context.

### **BUSM1139 HUMAN RESOURCE DEVELOPMENT**

The aim of this module is to facilitate the learning of concepts and practices related to Human Resource Development (HRD). The module will emphasise the role of HRD in operationalising corporate strategy and in the creation and management of organisational knowledge. Participants will learn about contemporary adult learning and HRD theories. Participants will learn how to integrate this knowledge when undertaking the analysis, design and development of effective HRD interventions in organisations.

### **BUSM4125 INTERNATIONAL HUMAN RESOURCES MANAGEMENT**

This module examines employment relationships in an international context. Students will examine patterns of employment relations in selected countries, chosen to illustrate the importance of national law and institutions in employment relations. The module will also examine the influence of international organisations and international treaty arrangements in particular countries and on the employment practices of multinationals. The module will give particular attention to the practice of human resource management in international companies, and the challenges facing such companies in managing human resources across national borders.

### **BUSM2653 PEOPLE ANALYTICS**

This module focuses on contemporary theoretical and practical issues confronting managers, employees and Human Resource practitioners on managing performance in diverse workplace situations. The module adopts a holistic view of managing people's performance in organisations, including: various factors involved in the performance management process; practical skills for performance improvement; and future trends of performance management for contemporary organisations. Students will be encouraged to take an integrated approach that links performance to the organisation's strategy. Students will engage in issues related to culture and diversity in workplace performance and review practices in light of emerging trends in performance management.



# MODULES OUTLINE – BUSINESS INTERNSHIP MODULES

## SINGAPORE BUSINESS INTERNSHIP 1 (12 CREDITS) OR INTERNSHIP 2 (24 CREDITS)

This module is an elective for students who find their own opportunity to participate in a **Work Integrated Learning (WIL) Internship**, based on a company's premises. The work placement/internship will provide students the environment to demonstrate critical thinking and problem-solving skills as well as management competencies in applied, experiential settings. Completing the practical side of the internship as well as the academic assessment will require students to draw upon, apply and synthesise knowledge, and skills developed throughout their RMIT program of study.

Internship supervision will be provided by the academic director and/or module coordinator and/or academic mentor. An appropriately qualified professional from the internship site, 'the site supervisor', will provide supervision at each site in consultation with the academic mentor. The site supervisor should provide training and mentoring that will benefit the student.

To be accepted on this module, all students will have previous experience with, or will be able to demonstrate the following important work ready skills:

- Preparing a curriculum vitae (CV) suitable for applying for an internship/role
- Attending a workplace interview
- Receiving successful and unsuccessful application outcomes
- Accepting an offer of employment and starting a new job/role in a professional manner

**Pre-requisite Modules and Assumed Knowledge and Capabilities** - Students are required to be in the final semester of their study program.