

INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY

Course Selection Details

- Subjects are grouped according to the area of major with which they correspond. Scroll down the subject list to review all available subjects.
- Most classes are offered each semester, so you may choose from any of the class listed below.
- Be aware that 200 and 300 level classes are considered upper division. ICMS does not recommend that you enroll in these units unless you have sufficient background in the subject area.

Sport Management

SPORT MANAGEMENT SUBJECTS

Contemporary Leadership (MGMT201)

- This unit is set in an external rural field setting away from ICMS. Students examine teamwork, quality and leadership concepts as they relate to the workplace and to life through a series of structured experiential activities. The program addresses the development of interpersonal and team skills and is based on four key models; the Learning Cycle, GRIP, Above-and-Below the Line and Herrmann Whole Brain model [and emotional intelligence]. The Learning Cycle also provides the methodology for the program that is “Experiential Learning.”

Contemporary Issues in Health (SPOR121)

- This unit is designed for students from a diverse background while being a core unit in the Sport Management program. The unit provides an introduction to the multidisciplinary field of health studies and canvasses key and emerging health issues in contemporary society. 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.
- Sports and society relevant health topics including eating disorders, obesity, stress, drug and alcohol abuse will also be covered.

Introduction to Human Anatomy (SPOR112)

- This unit is designed for student from diverse background while being a core unit in the Sports Management program. Focusing on the understanding of basic anatomy, with its classic three-dimensional concepts and regional relationships as well as the structural co-ordination of the human body’s physiological systems, anatomy is the cornerstone unit for any student interested in the health of the human mind and body.
- The unit also provides an introduction to the multidisciplinary field of health studies and canvasses key and emerging health issues in contemporary society. 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.
- Sports and society relevant health topics including eating disorders, obesity, stress, and drug and alcohol abuse will also be covered.

Introduction to Sport Management (SPORT111)

- This unit examines the business of sport and the scope of which types of sport are considered business. 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 heavily on Australian and international case studies and key guest speakers from industry experts.

BUSINESS CORE UNITS

Academic Writing and Research Skills (ENG224)

- 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 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 creating cohesive structures, supporting evidence, research, analysis, 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.

Accounting Fundamentals (ACCG121)

- 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.

Asian Business Environments (BBA320)

- This 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 organisation, government-business relationships and labour issues. Our aim in this module is to help you to gain a real and usable understanding of the economic, social and business context of Asian economies.

Business Communication (ENG124)

- 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.

Business Demographics (DEM 356)

- 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.

Business Forecasting (BBA315)

- While businesses need to work hard at surviving in the current economic climate, they also need to be looking at the future. The plan for the future should not consist simply of hopes and dreams or merely statistical projections but rather be based on a variety of inputs. Such inputs should come from all organisational functions including marketing, finance, manufacturing, research, management and customer service.
- Realistic forecasting is an important part of the planning process. Events such as 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.

Business Law (LAWB221)

- 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 and event, property and sports management industries. The meaningful application to industry scenarios makes this unit a practical and useful learning experience.

Business Organisation Principles (BBA122)

- Organisations bring people together and it is through this lens that vision and values are examined. Unlike finance, marketing or operations, studying the vision, values and goals of an entity is a relatively new concept in the world of business. It is often perceived as irrelevant, unfeasible or unmanageable, however, if well understood it can make a successful business. This unit aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. An historical perspective of management of organisations is developed. Operations and human resource management are examined from an intercultural perspective to ensure participants are aware of the impact that national culture has on how people behave in the organisation. This is extended with a contemporary perspective, discussing ethics, labour relations and change as significant issues facing organisations.

Business Planning Project (BBA360 / MGMT319)

- The unit provides a practical approach to business development planning and its written and oral communication. The unit draws on existing knowledge from prior subjects. Knowledge and skills are extended in a project-based approach which entails: the identification of strategic issues and their context; research; the selection and application of relevant frameworks and tools for analysis and interpretation; and, the development of practical recommendations.

Contemporary Issues (ENG 237)

- 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.

Cross-Cultural Management (BBA340)

- The unit is designed to provide you with better approaches to managing in a cross-cultural context –that is its overall aim. In the light of this, it will advance your skills by setting standards for effective practice and by adding substantially to your knowledge of cross-cultural management as part of a global environment. Ultimately it will strengthen your performance by calling on you to reflect upon your own attitudes and behaviour. It is a chance to forge a stronger professional presence.

Distribution Decisions (BBA213)

- 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 organisation 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.

Human Resource Planning & Performance (BBA217 / MGMT317)

- To develop the knowledge and skills necessary for students to be able to manage people appropriately and to understand the human resource management systems and processes that are necessary to achieve the organisation's goals; to encourage students to take a holistic perspective when considering business problems and decisions.

Introduction to Information Systems and Technologies (ISYS123)

- The aim of this unit is to provide the student with the necessary knowledge and skills, of sufficient depth, to be able to optimise their current and future skills use in Information Technology (IT), and grasp new opportunities as the technology develops.

Introduction to Statistics (STAT311)

- 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.

Macro Economics (ECON231)

- 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 fundamental 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.

Managerial Accounting (ACCG232)

- 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.

Organisational Behaviour, Human Resources (MGMT 236)

- The unit is designed to help you explore the way an organization manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound management – that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have to apply knowledge and skills; it also requires managers who can motivate. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes. Inevitably they find themselves asking questions such as: What response might we expect to this or that innovation? What are the signs of dysfunction? Do we know when and how we're getting it right? And so on... The unit will challenge you to think analytically –it is a critical component, and asks you to explore your own emotional intelligence, as well as its links to assertive communication. 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. Analytical thinking helps you to link the theoretical and the practical, making for wiser and more plentiful choices. The unit also examines the rights and responsibilities of social relationships in the workplace, including the ethical dimension of your behaviour.

Principles of Marketing (MKTG221)

- 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.

Service Management (MGMT112)

- 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. 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.

Strategic Marketing Management (MKTG333)

- Marketing strategies need to be integrated with an organisation'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. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management 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. As a

capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

Strategic Management (BBA 350)

- 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 financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

Techniques and Elements of Finance (ACST311 / ACST101)

- 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.

Retail Services Management

RETAIL SERVICES MANAGEMENT SUBJECTS

Buying for Retail Markets (RET232)

- 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.

Buyer Behaviour (RET134)

- 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 behaviour 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.

Contemporary Issues in Retail Management (RET338)

- Retailing is a dynamic industry in which the rate of change requires retail managers to continually interpret and rapidly respond to evolving, competitive environmental conditions.
- This unit considers the retailing environment by examining sources of relevant information and the external factors that affect the retailing industry. At an enterprise level, it considers the impact of ownership structures, technology and contemporary retail practices on developing, implementing and monitoring retailing strategies.

Contemporary Leadership (MGMT 201)

- This unit is set in an external rural field setting away from ICMS. Students examine teamwork, quality and leadership concepts as they relate to the workplace and to life through a series of structured experiential activities. The program addresses the development of interpersonal and team skills and is based on four key models; the Learning Cycle, GRIP, Above-and-Below the Line and Herrmann Whole Brain model [and emotional intelligence]. The Learning Cycle also provides the methodology for the program that is "Experiential Learning".

Principles of Retail Management (RET111)

- Retailing is the process of creating value for final consumers through a successful exchange process. Retailing activities can be viewed from several perspectives; the macro role that retailing plays in our society and economy, and the role that retail entities play in a changing, competitive business environment. From a micro perspective, retail organisations are considered as business entities to be managed effectively. This unit considers the macro retailing environments by examining the functions of retailing and the external factors that affect retailing operations. On a micro level, it introduces the principles of retailing management using a framework for planning, implementing and monitoring retailing strategies.

Process Business Tax Requirements (ACCG134)

- Pivotal to the successful management of any organisation is an efficiently and effectively operated office. Not only must the accounting system run well, but all business taxes and legal obligations completed in a timely way. This unit deals with the requirements of both federal and State tax laws. In today's business environment there are many legal requirements, and among the most demanding are the income tax; goods and services tax; fringe benefits tax; payroll tax; transactions duties; and land tax. It is essential, therefore, that the business tax requirements are planned and controlled so the objectives set by management can be achieved with the maximum efficiency at the minimum cost.

Retail Logistics (RET235)

- Today, enterprises offer consumers an ever increasing variety of local and overseas products and services. Fulfilling this marketing promise in a cost-effective manner falls within the purview of the enterprise's logistics operations. This unit addresses the trade-offs involved in the sourcing, acquisition, transportation, transformation, storage and distribution of raw materials, packaging and finished products to fulfil customers' requirements at the lowest overall logistics cost. This will necessitate examination of intra and inter-functional relationships within the enterprise as well as relationships with other stakeholder groups including suppliers, service providers, customers and competitors who comprise the enterprise's extended supply chain. The pivotal role of modern Information and Communications Technologies (ICTs) in facilitating the enterprise's logistics activities will be a central theme of this unit as it addresses retail logistics from both a product and services perspective.

Retail Promotions (RET317)

- Retailers communicate with customers through advertising and sales promotions, publicity, personal selling and store atmosphere, all visible and important instruments in the retail marketing mix. When all the promotion elements including co-operative advertising and point of sale merchandising are integrated, the firm's communications efforts give consumers a clear distinct image and add value to the promotions budget. This unit examines retail promotions and analyses the importance of advertising and supplier relations in the retail industry. Topics include advertising principles and techniques, personal sales, promotional events, publicity and cooperative activity. The unit will examine retail advertising and promotional activities that promote products and services to their markets, equipping graduates with the skills necessary to work in a multinational retail environment

Retail Technology (RET123)

- 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 an integrated, business-wide approach to the use of technology as a retailing tool.

BUSINESS CORE UNITS

Academic Writing and Research Skills (ENG224)

- 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 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 creating cohesive structures, supporting evidence, research, analysis, 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.

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Business Communication (ENG124)

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Business Demographics (DEM 356)

- 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.

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- Realistic forecasting is an important part of the planning process. Events such as 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.

Business Law (LAWB221)

- 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 and event, property and sports management industries. The meaningful application to industry scenarios makes this unit a practical and useful learning experience.

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- The unit provides a practical approach to business development planning and its written and oral communication. The unit draws on existing knowledge from prior subjects. Knowledge and skills are extended in a project-based approach which entails: the identification of strategic issues and their context; research; the selection and application of relevant frameworks and tools for analysis and interpretation; and, the development of practical recommendations.

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Distribution Decisions (BBA213)

- 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 organisation 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.

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Introduction to Statistics (STAT311)

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Macro Economics (ECON231)

- 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 fundamental 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.

Managerial Accounting (ACCG232)

- 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.

Organisational Behaviour, Human Resources (MGMT 236)

- The unit is designed to help you explore the way an organization manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound management – that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have to apply knowledge and skills; it also requires managers who can motivate. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes. Inevitably they find themselves asking questions such as: What response might we expect to this or that innovation? What are the signs of dysfunction? Do we know when and how we're getting it right? And so on... The unit will challenge you to think analytically –it is a critical component, and asks you to explore your own emotional intelligence, as well as its links to assertive communication. 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. Analytical thinking helps you to link the theoretical and the practical, making for wiser and more plentiful choices. The unit also examines the rights and responsibilities of social relationships in the workplace, including the ethical dimension of your behaviour.

Principles of Marketing (MKTG221)

- 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.

Service Management (MGMT112)

- 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. 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.

Strategic Marketing Management (MKTG333)

- Marketing strategies need to be integrated with an organisation'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. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management 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. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

Strategic Management (BBA 350)

- 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 financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

Techniques and Elements of Finance (ACST311 / ACST101)

- 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.

Event Management

EVENT MANAGEMENT SUBJECTS

Contemporary Leadership (MGMT201)

- This unit is set in an external rural field setting away from ICMS. Students examine teamwork, quality and leadership concepts as they relate to the workplace and to life through a series of structured experiential activities. The program addresses the development of interpersonal and team skills and is based on four key models; the Learning Cycle, GRIP, Above-and-Below the Line and Herrmann Whole Brain model [and emotional intelligence]. The Learning Cycle also provides the methodology for the program that is “Experiential Learning.”

Event Management Project (EVT233)

- 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 three off-site events and will be applying their theoretical and practical knowledge from previous units in order to successfully practise the key stages of running an event.

Events Operations and Logistics (EVT121)

- This unit examines in detail event operations planning and management. Logistics, project and time management are analysed to determine the impact on all stakeholders. Budget and control methods are examined along with the other documents and resources required to support the event.
- Also examined are the methodologies required to ensure an event is run smoothly from start to finish, and the issues that highlight the human element involved in staging a successful event. Many logistical requirements of the event must be identified early in the planning process to ensure the event concept is successful. Future Event Managers need to understand all the technical and logistical characteristics of successful event management.

Event Production and Design (EVT123)

- Understanding event technologies enables the event manager to successfully combine show craft, themes, 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.

Event Promotions and Sponsorship (EVT235)

- An important aspect of event management is deciding who are the most appropriate sponsors to align with and what advertising and PR tools to use when communicating to the marketplace. There is no best formula for either, but it is vital to understand the role they play in the marketing mix and how they add value at each step of execution. This unit therefore examines sponsorship, event marketing and promotions, and analyses the importance of PR fundamentals and media relations in the event industry. The topics of sponsorship selection, advertising principles and techniques, scheduling and budgeting add depth to the quality of learning outcomes. This unit will therefore equip graduates with the skills necessary to work in a multinational environment and execute a smart campaign.

Exhibition Services (EVT231)

- This unit examines the role of Exhibitions within the Event and Business Tourism Industries. It explores 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.

International Events (EVT321)

- 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.

Introduction to the Event Industry (EVT111)

- 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.

Introduction to Statistics (STAT311)

- 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.

Legal Issues for Event Management (EVT115)

- 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, Licences, Permits and other legal requirements relevant to event management. Potential risks associated with events are identified and possible contingency plans explored.

Venue and Hospitality Operations (EVT110)

- 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 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.

BUSINESS CORE UNITS

Academic Writing and Research Skills (ENG224)

- 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 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 creating cohesive structures, supporting evidence, research, analysis, 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.

Accounting Fundamentals (ACCG121)

- 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.

Asian Business Environments (BBA320)

- This 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 organisation, government-business relationships and labour issues. Our aim in this module is to help you to gain a real and usable understanding of the economic, social and business context of Asian economies.

Business Communication (ENG124)

- 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.

Business Demographics (DEM 356)

- 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.

Business Forecasting (BBA315)

- While businesses need to work hard at surviving in the current economic climate, they also need to be looking at the future. The plan for the future should not consist simply of hopes and dreams or merely statistical projections but rather be based on a variety of inputs. Such inputs should come from all

organisational functions including marketing, finance, manufacturing, research, management and customer service.

- Realistic forecasting is an important part of the planning process. Events such as 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.

Business Law (LAWB221)

- 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 and event, property and sports management industries. The meaningful application to industry scenarios makes this unit a practical and useful learning experience.

Business Organisation Principles (BBA122)

- Organisations bring people together and it is through this lens that vision and values are examined. Unlike finance, marketing or operations, studying the vision, values and goals of an entity is a relatively new concept in the world of business. It is often perceived as irrelevant, unfeasible or unmanageable, however, if well understood it can make a successful business. This unit aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. An historical perspective of management of organisations is developed. Operations and human resource management are examined from an intercultural perspective to ensure participants are aware of the impact that national culture has on how people behave in the organisation. This is extended with a contemporary perspective, discussing ethics, labour relations and change as significant issues facing organisations.

Business Planning Project (BBA360 / MGMT319)

- The unit provides a practical approach to business development planning and its written and oral communication. The unit draws on existing knowledge from prior subjects. Knowledge and skills are extended in a project-based approach which entails: the identification of strategic issues and their context; research; the selection and application of relevant frameworks and tools for analysis and interpretation; and, the development of practical recommendations.

Contemporary Issues (ENG 237)

- 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.

Cross-Cultural Management (BBA340)

- The unit is designed to provide you with better approaches to managing in a cross-cultural context – that is its overall aim. In the light of this, it will advance your skills by setting standards for effective practice and by adding substantially to your knowledge of cross-cultural management as part of a global environment. Ultimately it will strengthen your performance by calling on you to reflect upon your own attitudes and behaviour. It is a chance to forge a stronger professional presence.

Distribution Decisions (BBA213)

- 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 organisation 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.

Human Resource Planning & Performance (BBA217 / MGMT317)

- To develop the knowledge and skills necessary for students to be able to manage people appropriately and to understand the human resource management systems and processes that are necessary to achieve the organisation's goals; to encourage students to take a holistic perspective when considering business problems and decisions.

Introduction to Information Systems and Technologies (ISYS123)

- The aim of this unit is to provide the student with the necessary knowledge and skills, of sufficient depth, to be able to optimise their current and future skills use in Information Technology (IT), and grasp new opportunities as the technology develops.

Introduction to Statistics (STAT311)

- 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.

Macro Economics (ECON231)

- 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 fundamental 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.

Managerial Accounting (ACCG232)

- 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.

Organisational Behaviour, Human Resources (MGMT 236)

- The unit is designed to help you explore the way an organisation manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound management – that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have to apply knowledge and skills; it also requires managers who can motivate. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes. Inevitably they find themselves asking questions such as: What response might we expect to this or that innovation? What are the signs of dysfunction? Do we know when and how we're getting it right? And so on... The unit will challenge you to think analytically –it is a critical component, and asks you to explore your own emotional intelligence, as well as its links to assertive communication. 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. Analytical thinking helps you to link the theoretical and the practical, making for wiser and more plentiful choices. The unit also examines the rights and responsibilities of social relationships in the workplace, including the ethical dimension of your behaviour.

Principles of Marketing (MKTG221)

- 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 organisations. 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.

Service Management (MGMT112)

- 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. 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.

Strategic Marketing Management (MKTG333)

- Marketing strategies need to be integrated with an organisation'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. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management 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. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

Strategic Management (BBA 350)

- 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 financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

Techniques and Elements of Finance (ACST311 / ACST101)

- 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.

Hospitality Management

HOSPITALITY MANAGEMENT SUBJECTS

Contemporary Issues in Hospitality (ENG236)

- 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.

Contemporary Leadership (MGMT 201)

- This unit is set in an external rural field setting away from ICMS. Students examine teamwork, quality and leadership concepts as they relate to the workplace and to life through a series of structured experiential activities. The program addresses the development of interpersonal and team skills and is based on four key models; the Learning Cycle, GRIP, Above-and-Below the Line and Herrmann Whole Brain model [and emotional intelligence]. The Learning Cycle also provides the methodology for the program that is “Experiential Learning”.

Globalisation in the Hospitality Industry (HOSP321)

- The aim of this unit is to create and awareness of the globalisation issues as they relate to the hospitality industry and to develop an understanding of the major influences affecting the international hospitality business environment, to enable them to assess the strategic issues resulting from globalisation.

Hospitality Operations I (HOSP110)

- 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 gala functions. Knowledge of Australian wine is also integrated as part of the food and beverage component. Guest lecturers associated with food and beverage operations add depth and currency to the unit, highlighting the latest industry trends

Hospitality Operations II (HOSP120)

- 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.

Hotel Management Simulations (HOTS) (CPTS233)

- 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 while simultaneously developing word processing and spreadsheet skills.

Introduction to Hospitality (HOSP121)

- 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.

Operational Management and Cost Control (MGMT223)

- 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 while maintaining levels of quality and service for the customer.

Rooms Division Management (RDM236)

- 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.

Rooms Division Operation, Front Office and Housekeeping (RDM121)

- This unit provides an introduction to room's division operations, through the study and practical application of front office and housekeeping operational procedures. The student's 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.

BUSINESS CORE UNITS

Academic Writing and Research Skills (ENG224)

- 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 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 creating cohesive structures, supporting evidence, research, analysis, 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.

Accounting Fundamentals (ACCG121)

- 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.

Asian Business Environments (BBA320)

- This 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 organisation, government-business relationships and labour issues. Our aim in this module is to help you to gain a real and usable understanding of the economic, social and business context of Asian economies.

Business Communication (ENG124)

- 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.

Business Demographics (DEM 356)

- 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.

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- Realistic forecasting is an important part of the planning process. Events such as 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.

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Business Planning Project (BBA360 / MGMT319)

- The unit provides a practical approach to business development planning and its written and oral communication. The unit draws on existing knowledge from prior subjects. Knowledge and skills are extended in a project-based approach which entails: the identification of strategic issues and their context; research; the selection and application of relevant frameworks and tools for analysis and interpretation; and, the development of practical recommendations.

Contemporary Issues (ENG 237)

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- 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.

Cross-Cultural Management (BBA340)

- The unit is designed to provide you with better approaches to managing in a cross-cultural context – that is its overall aim. In the light of this, it will advance your skills by setting standards for effective practice and by adding substantially to your knowledge of cross-cultural management as part of a global environment. Ultimately it will strengthen your performance by calling on you to reflect upon your own attitudes and behaviour. It is a chance to forge a stronger professional presence.

Distribution Decisions (BBA213)

- 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 organisation 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.

Human Resource Planning & Performance (BBA217 / MGMT317)

- To develop the knowledge and skills necessary for students to be able to manage people appropriately and to understand the human resource management systems and processes that are necessary to achieve the organisation's goals; to encourage students to take a holistic perspective when considering business problems and decisions.

Introduction to Information Systems and Technologies (ISYS123)

- The aim of this unit is to provide the student with the necessary knowledge and skills, of sufficient depth, to be able to optimise their current and future skills use in Information Technology (IT), and grasp new opportunities as the technology develops.

Introduction to Statistics (STAT311)

- 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.

Macro Economics (ECON231)

- 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 fundamental 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.

Managerial Accounting (ACCG232)

- 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.

Organisational Behaviour, Human Resources (MGMT 236)

- The unit is designed to help you explore the way an organization manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound management – that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have to apply knowledge and skills; it also requires managers who can motivate. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes. Inevitably they find themselves asking questions such as: What response might we expect to this or that innovation? What are the signs of dysfunction? Do we know when and how we're getting it right? And so on... The unit will challenge you to think analytically –it is a critical component, and asks you to explore your own emotional intelligence, as well as its links to assertive communication. 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. Analytical thinking helps you to link the theoretical and the practical, making for wiser and more plentiful choices. The unit also examines the rights and responsibilities of social relationships in the workplace, including the ethical dimension of your behaviour.

Principles of Marketing (MKTG221)

- 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.

Service Management (MGMT112)

- 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. 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.

Strategic Marketing Management (MKTG333)

- Marketing strategies need to be integrated with an organisation'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. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management 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. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

Strategic Management (BBA 350)

- 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 financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

Techniques and Elements of Finance (ACST311 / ACST101)

- 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.

International Tourism

INTERNATIONAL TOURISM SUBJECTS

Consumer Behaviour and Product Management (TOUR235)

- Success in the marketplace depends on a firm's ability to attract, satisfy and retain its customers. To continue with success the entity must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances. While understanding what products and product attributes customers currently desire is vital, it is not sufficient to keep at the leading edge of consumer behaviour and product management. Students need to be equipped with the skills to understand their customers in the marketplace and manage their products efficiently and effectively. The topics examined will range from the psychology of purchasing decisions to the resulting impacts on product and service development, ensuring graduates have the skills necessary to work effectively in an international industry.

Contemporary Leadership (MGMT 201)

- This unit is set in an external rural field setting away from ICMS. Students examine teamwork, quality and leadership concepts as they relate to the workplace and to life through a series of structured experiential activities. The program addresses the development of interpersonal and team skills and is based on four key models; the Learning Cycle, GRIP, Above-and-Below the Line and Herrmann Whole Brain model [and emotional intelligence]. The Learning Cycle also provides the methodology for the program that is "Experiential Learning".

Introduction to Tourism (TOUR112)

- 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 organised 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 organisational skills as well as a sound knowledge and understanding of the tourism industry, its products and its services

International Fares and Ticketing (TOUR119)

- In this unit students will learn how to use the Passenger Air Tariff, define technical terms and classify geographical areas used in international fare construction. Students will tackle the essence of normal and special fare calculation, currency conversion and rounding. The unit follows a logical progression of steps using the Mileage System Principle to calculate one way, round and circle trip journeys, as well as how to deal with the collection of taxes, fees and charges. This unit also covers e tickets, acceptance of credit card payments and how to calculate children and infant fares. The unit examines the role of a consolidator and how the Billing and Settlement Plan works and the practical application of these topics.
- This unit covers the IATA Foundation Diploma modules 1.12 Airfares and Ticketing and M1.13 Electronic Booking Tools (EBT).

International Tourism (TOUR321)

- 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 cultural 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. International tourism is also regarded as an agent of peace. It often brings people from different cultures together who under the appropriate circumstances can begin to understand, accept, and appreciate each other and their way of life.

Tourism Industry Knowledge (TOUR114)

- In this unit students will learn about the basic elements of physical, cultural and destination geography. They will explore the seven continents, learn about the concepts of longitude and latitude and locate and learn about major countries and major cities. The unit will examine the creation of city codes and their importance in selling and booking travel arrangements and also study coding and de-coding city and airport codes. This unit also covers the planning of travel itineraries by following basic guidelines such as pace, interests, details, energy and routing. Students will learn about world time zones and how to calculate elapsed travel times between selected destinations, currency and currency codes used around the world plus the history of world transport modes. They will learn how to access information relating to flight schedules and other services including international regulations applying to the transport of passengers, information regarding documents needed when travelling internationally with emphasis on the need for accuracy when supplying information on visa and passport requirements, customs and currency regulations. The unit ends with details about the importance and role of international technology in the travel industry today, including the development of Global Distribution Systems, internet and email.
- This unit covers the IATA Foundation Diploma Modules 1.2 Geography in Travel Planning, 1.9 Air Transport Essentials, 1.3 Travel Formalities and 1.11 Technology in the Travel Industry.

Travel Industry Services (TOUR115)

- This unit will examine the wishes and needs that different travellers have, and how to find solutions. The goal as a professional travel consultant is to satisfy clients and create repeat business for your agency. One of the best ways to do that is by researching the transport and accommodation open to you, recommend the right product to match each traveller's preferences and then complete a booking. The practical application of this unit will make it an exciting and enjoyable educational experience.

Travel and Tourism Distribution Systems (TOUR123)

- This unit will examine the computer reservations system of the travel and tourism industry and covers the requirements of the Amadeus Computer Reservations Certificate. Students will use the Amadeus Computer Reservation System enabling them to gain access to airline flight schedules, fare information, hotel rates, car rentals and other essential travel information. This unit is further enhanced by the use of the "Live" Amadeus Computer Reservation System.

Tourism, Destinations & Environment Management (TOUR232)

- 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.

Tourism Policy & Planning (TOUR237)

- The purpose of this unit is to provide you with a chance to explore the issues underpinning tourism, notably the development of planning and policy. It gives a practical insight that is essential to a career in sector. Additionally, and in recognition of its growing importance to the sector, the unit explores aspects of Indigenous culture by examining the historical record, as well as contemporary issues. By the completion of the unit you will have understand the processes of government in a liberal democracy and you will have a deepened understanding Aboriginal life-ways

BUSINESS CORE UNITS

Academic Writing and Research Skills (ENG224)

- 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 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 creating cohesive structures, supporting evidence, research, analysis, 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.

Accounting Fundamentals (ACCG121)

- 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.

Asian Business Environments (BBA320)

- This 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 organisation, government-business relationships and labour issues. Our aim in this module is to help you to gain a real and usable understanding of the economic, social and business context of Asian economies.

Business Communication (ENG124)

- 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.

Business Demographics (DEM 356)

- 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.

Business Forecasting (BBA315)

- While businesses need to work hard at surviving in the current economic climate, they also need to be looking at the future. The plan for the future should not consist simply of hopes and dreams or merely statistical projections but rather be based on a variety of inputs. Such inputs should come from all organisational functions including marketing, finance, manufacturing, research, management and customer service.
- Realistic forecasting is an important part of the planning process. Events such as 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.

Business Law (LAWB221)

- 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 and event, property and sports management industries. The meaningful application to industry scenarios makes this unit a practical and useful learning experience.

Business Organisation Principles (BBA122)

- Organisations bring people together and it is through this lens that vision and values are examined. Unlike finance, marketing or operations, studying the vision, values and goals of an entity is a relatively new concept in the world of business. It is often perceived as irrelevant, unfeasible or unmanageable, however, if well understood it can make a successful business. This unit aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. An historical perspective of management of organisations is developed. Operations and human resource management are examined from an intercultural perspective to ensure participants are aware of the impact that national culture has on how people behave in the organisation. This is extended with a contemporary perspective, discussing ethics, labour relations and change as significant issues facing organisations.

Business Planning Project (BBA360 / MGMT319)

- The unit provides a practical approach to business development planning and its written and oral communication. The unit draws on existing knowledge from prior subjects. Knowledge and skills are extended in a project-based approach which entails: the identification of strategic issues and their context; research; the selection and application of relevant frameworks and tools for analysis and interpretation; and, the development of practical recommendations.

Contemporary Issues (ENG 237)

- 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.

Cross-Cultural Management (BBA340)

- The unit is designed to provide you with better approaches to managing in a cross-cultural context –that is its overall aim. In the light of this, it will advance your skills by setting standards for effective practice and by adding substantially to your knowledge of cross-cultural management as part of a global environment. Ultimately it will strengthen your performance by calling on you to reflect upon your own attitudes and behaviour. It is a chance to forge a stronger professional presence.

Distribution Decisions (BBA213)

- 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 organisation 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.

Human Resource Planning & Performance (BBA217 / MGMT317)

- To develop the knowledge and skills necessary for students to be able to manage people appropriately and to understand the human resource management systems and processes that are necessary to achieve the organisation's goals; to encourage students to take a holistic perspective when considering business problems and decisions.

Introduction to Information Systems and Technologies (ISYS123)

- The aim of this unit is to provide the student with the necessary knowledge and skills, of sufficient depth, to be able to optimise their current and future skills use in Information Technology (IT), and grasp new opportunities as the technology develops.

Introduction to Statistics (STAT311)

- 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.

Macro Economics (ECON231)

- 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 fundamental 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.

Managerial Accounting (ACCG232)

- 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.

Organisational Behaviour, Human Resources (MGMT 236)

- The unit is designed to help you explore the way an organization manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound management – that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have to apply knowledge and skills; it also requires managers who can motivate. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes. Inevitably they find themselves asking questions such as: What response might we expect to this or that innovation? What are the signs of dysfunction? Do we know when and how we're getting it right? And so on... The unit will challenge you to think analytically –it is a critical component, and asks you to explore your own emotional intelligence, as well as its links to assertive communication. 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. Analytical thinking helps you to link the theoretical and the practical, making for wiser and more plentiful choices. The unit also examines the rights and responsibilities of social relationships in the workplace, including the ethical dimension of your behaviour.

Principles of Marketing (MKTG221)

- 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.

Service Management (MGMT112)

- 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. 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.

Strategic Marketing Management (MKTG333)

- Marketing strategies need to be integrated with an organisation'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. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management 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. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

Strategic Management (BBA 350)

- 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 financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

Techniques and Elements of Finance (ACST311 / ACST101)

- 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.

Property Services Management

PROPERTY SERVICES MANAGEMENT SUBJECTS

Building Principles (PROP133)

- 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.

Commercial Valuation Techniques (PROP 235)

- Building owners, managers and commercial property developers all rely heavily upon commercial valuation methodologies that analyse the market to derive capital values, market rentals and leasing trends.

Contemporary Leadership (MGMT 201)

- This unit is set in an external rural field setting away from ICMS. Students examine teamwork, quality and leadership concepts as they relate to the workplace and to life through a series of structured experiential activities. The program addresses the development of interpersonal and team skills and is based on four key models; the Learning Cycle, GRIP, Above-and-Below the Line and Herrmann Whole Brain model [and emotional intelligence]. The Learning Cycle also provides the methodology for the program that is “Experiential Learning”.

Introduction to Property Management (PROP111)

- In the context of the qualification, this is a fundamental foundation unit that arms the candidate with a basic understanding of property and facility management concepts.

Principles of Valuation (PROP122)

- 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.

Land and Property Law (LAWP134)

- 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.

Commercial Property Management (PROP236)

- To produce a commercially minded property professional with the necessary critical, analytical and strategic skills and knowledge required to excel in the application of the management of commercial property and associated facilities.

Property Development Controls (PROP134)

- This unit introduces the candidate to basic land identification practices and the key legislative framework relating to land use in NSW. It develops an awareness of planning controls and processes and identifies the need to operate within the constraints of these guidelines. It also includes a study in the operation of Local Government and the Land and Environment Court of NSW.

Corporate Real Estate (PROP327)

- One of the growing sectors in the Australian property industry is the corporate sector real estate. The property manager needs to be able to develop strategies and apply their skills to effectively and efficiently manage the corporate enterprise.

BUSINESS CORE UNITS

Academic Writing and Research Skills (ENG224)

- 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 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 creating cohesive structures, supporting evidence, research, analysis, 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.

Accounting Fundamentals (ACCG121)

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Asian Business Environments (BBA320)

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Business Communication (ENG124)

- 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.

Business Demographics (DEM 356)

- 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.

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- While businesses need to work hard at surviving in the current economic climate, they also need to be looking at the future. The plan for the future should not consist simply of hopes and dreams or merely statistical projections but rather be based on a variety of inputs. Such inputs should come from all organisational functions including marketing, finance, manufacturing, research, management and customer service.
- Realistic forecasting is an important part of the planning process. Events such as 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.

Business Law (LAWB221)

- 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 and event, property and sports management industries. The meaningful application to industry scenarios makes this unit a practical and useful learning experience.

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- Organisations bring people together and it is through this lens that vision and values are examined. Unlike finance, marketing or operations, studying the vision, values and goals of an entity is a relatively new concept in the world of business. It is often perceived as irrelevant, unfeasible or unmanageable, however, if well understood it can make a successful business. This unit aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. An historical perspective of management of organisations is developed. Operations and human resource management are examined from an intercultural perspective to ensure participants are aware of the impact that national culture has on how people behave in the organisation. This is extended with a contemporary perspective, discussing ethics, labour relations and change as significant issues facing organisations.

Business Planning Project (BBA360 / MGMT319)

- The unit provides a practical approach to business development planning and its written and oral communication. The unit draws on existing knowledge from prior subjects. Knowledge and skills are extended in a project-based approach which entails: the identification of strategic issues and their context; research; the selection and application of relevant frameworks and tools for analysis and interpretation; and, the development of practical recommendations.

Contemporary Issues (ENG 237)

- 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.

Cross-Cultural Management (BBA340)

- The unit is designed to provide you with better approaches to managing in a cross-cultural context –that is its overall aim. In the light of this, it will advance your skills by setting standards for effective practice and by adding substantially to your knowledge of cross-cultural management as part of a global environment. Ultimately it will strengthen your performance by calling on you to reflect upon your own attitudes and behaviour. It is a chance to forge a stronger professional presence.

Distribution Decisions (BBA213)

- 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 organisation 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.

Human Resource Planning & Performance (BBA217 / MGMT317)

- To develop the knowledge and skills necessary for students to be able to manage people appropriately and to understand the human resource management systems and processes that are necessary to achieve the organisation's goals; to encourage students to take a holistic perspective when considering business problems and decisions.

Introduction to Information Systems and Technologies (ISYS123)

- The aim of this unit is to provide the student with the necessary knowledge and skills, of sufficient depth, to be able to optimise their current and future skills use in Information Technology (IT), and grasp new opportunities as the technology develops.

Introduction to Statistics (STAT311)

- 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.

Macro Economics (ECON231)

- 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 fundamental 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.

Managerial Accounting (ACCG232)

- 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.

Organisational Behaviour, Human Resources (MGMT 236)

- The unit is designed to help you explore the way an organization manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound management – that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have to apply knowledge and skills; it also requires managers who can motivate. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes. Inevitably they find themselves asking questions such as: What response might we expect to this or that innovation? What are the signs of dysfunction? Do we know when and how we're getting it right? And so on... The unit will challenge you to think analytically –it is a critical component, and asks you to explore your own emotional intelligence, as well as its links to assertive communication. 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. Analytical thinking helps you to link the theoretical and the practical, making for wiser and more plentiful choices. The unit also examines the rights and responsibilities of social relationships in the workplace, including the ethical dimension of your behaviour.

Principles of Marketing (MKTG221)

- 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.

Service Management (MGMT112)

- 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. 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.

Strategic Marketing Management (MKTG333)

- Marketing strategies need to be integrated with an organisation'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. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management 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. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

Strategic Management (BBA 350)

- 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 financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

Techniques and Elements of Finance (ACST311 / ACST101)

- 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.