

Bachelor of Business Management

BMGF15

Course Description

The Bachelor of Business Management is a four-year degree composed of two academic programs completed in the 2+2 system as follows:

1st two years: BDMS16: total 60 credit hours

2nd two years: BMGF15: total 48 credit hours

YEAR 3, SEMESTER 5

151MGB311 Using Accounting for Decision Making (3 Credit Hours)

Course Description

This unit introduces students to the role of accounting in meeting and measuring progress towards organizational objectives. Students will perform basic analyses using financial statements to make recommendations relating to performance such as profitability, liquidity, efficiency and solvency. In addition, students will apply concepts relating to the basic types of accounts; behavior of costs; cost-volume profit analysis; short-term decision making; budgeting and capital budgeting.

Pre-requisites: None

151MGB312 – Principles of Economics (3 Credit Hours)

Course Description

This introductory unit in economics covers basic microeconomic theory and an introduction to macroeconomic Examples of the application of the theory within the context of the contemporary Australian economy and provided. The methodology of economic analysis (the scientific method) is explained at the outset. The unit theory of demand and supply, elasticity and how prices of goods and services and the cost and revenue curves are followed by the explanation of the four market structures: perfect competition, monopoly, monopolistic and wages are set and income distributed in the factor market. The unit critically examines why government intervene order to correct market failure and achieve allocative and productive efficiency. Finally, the goals and tools are introduced and their application in development of monetary and fiscal policy is discussed.

Pre-requisites: None

151HRB313 – Organizational Behaviour**(3 Credit Hours)****Course Description**

In this unit we examine three factors that assist us to understand human behaviour at work. In particular, we look at theories and the research base that inform the way in which individual level factors (e.g. personality and motivation), team level factors (e.g. leadership and group dynamics) and organizational differences (e.g. structure and culture) combine to explain behaviour. Behaviour at work plays a critical role in explaining organizational outcomes such as productivity and absenteeism.

Pre-requisites: None

151MGB314 – Introductory and Contract Law**(3 Credit Hours)****Course Description**

An introduction to business law in Australia and the law of contract. Topics include the origins of the Australian legal system, the current legal environment of business and the law of contracts as it regulates business transactions. A particular study is made of the nature, terms, validity, operation and discharge of contracts.

Pre-requisites: None

YEAR 3, SEMESTER 6

151MGB321 – Introduction to Management**(3 Credit Hours)****Course Description**

The aim of this unit is to enable the student to gain a knowledge and understanding of management functions by examining the roles and responsibilities of a manager. Students will acquire a good knowledge of management concepts. Particular emphasis is placed on the management process, its dynamic nature and its key elements of planning, organising, directing, coordinating and controlling.

Pre-requisites: None

151MRB322 – Marketing Fundamentals**(3 Credit Hours)****Course Description**

This unit provides students with a sound knowledge of the origins of trading goods and services and the development of modern marketing practice and theory. Emphasis is placed on developing an understanding of marketing principles and their application. In particular, the unit approaches marketing not only as a functional area of an organization but also as a philosophy of doing business.

Pre-requisites: None

151HRB323 – Human Resources in Organizations**(3 Credit Hours)****Course Description**

This unit introduces students to the study of Human Resources Management and its importance in the management of people within organizations. Throughout the unit, the importance of managing human resources effectively in both increasingly competitive environments and in the international context will be stressed. Areas of study to be covered include: the environment for HRM; Equal Employment Opportunity and Affirmative Action; Job Analysis; Human Resources Planning; Recruitment, Selection and Induction; Performance Appraisal; Human Resources Development; Compensation Management; Occupational Health and Safety; Termination of the Employment Relationship; Human Resources Research and International HRM. Contemporary issues in HRM will be briefly discussed during the term, as will other environmental forces likely to impact the field of HRM in the foreseeable future.

Pre-requisites: None

151MGB324 – Essential Statistics**(3 Credit Hours)****Course Description**

This unit introduces students to the concepts and applications of probability and statistical modelling involving questions of estimation, inference, regression and correlation. Topics covered include descriptive statistics, measures of central tendency and dispersion, probability and probability distributions (binomial, Poisson, normal), confidence intervals, one and two sample hypothesis tests, one-way analysis of variance, chi-square tests, linear regression and correlation. The use of a calculator and a statistical/spreadsheet computer package for data analysis is covered.

Pre-requisites: None

YEAR 4, SEMESTER 7**151HRB411 – Managing Organizational Change****(3 Credit Hours)****Course Description**

This unit will commence with an overview of the various theories of organizations and the interrelatedness of the internal and external environments, structure, technology, size and function. The unit will then cover the various theories and models of organizational development including the role of change agents, intervention strategies and the various approaches to both diagnosis and evaluation of organizational interventions. Case study exercises will be used to give students the opportunity to develop practical skills based on theoretical concepts learned in this unit.

Pre-requisites: Completing S1 & S2 (24 CHs)

151MGB412 – Quality Management**(3 Credit Hours)****Course Description**

This unit provides an overview of all the quality dimensions and elements in a process oriented management in the production of goods and services. It focuses on the theories of quality management and principal of total quality management with a practical setting of the real world environment. It includes global perspectives of competition, quality as a strategic mechanism, ethics, corporate responsibility, strategic alliances, organizational culture, customer satisfaction, ISO9000 system and various quality tools and techniques, and their implementation with special reference to procurement and supply management functions.

Pre-requisites: Completing S1 & S2 (24 CHs)

151MGB413 – Productions and Operations Management**(3 Credit Hours)****Course Description**

This unit serves as an introduction to the management of many practical issues to be dealt with specifically in the production of goods and services and generally in the multitude of operations that provide for the needs of mankind in our modern globalized world. All organizations whether they be manufacturers or service providers are involved in some form of operations management. This unit will select areas of interest and importance from a vast area of knowledge and skills which have been developed since the industrial revolution. In particular, the areas of productivity management, quality control, facilities management and project management will be covered. The material presented will provide managers with assistance in the development and design of production and operating systems, while also providing a number of generic problem solving techniques.

Pre-requisites: Completing S1 & S2 (24 CHs)

151MGB414 – Entrepreneurship, Innovation and New Ventures**(3 Credit Hours)****Course Description**

Entrepreneurship, Innovation and New Ventures encourages exploration of the entrepreneurial function and the development of new business activity. Initiating, developing, and operating a new business involves considerable risk and effort, as new ventures depend on creativity and innovation to proliferate at local, national and global levels. The different applications of entrepreneurship in the unit stress the critical involvement of personal capability and resilience to convert opportunities into commercial reality. The unit focuses on small to medium enterprise (SME) where opportunity recognition, feasibility, and risk management comprise key elements of the entrepreneurial function. The unit also offers a formative basis for future entrepreneurial endeavor across a range of contexts.

Pre-requisites: Completing S1 & S2 (24 CHs)

YEAR 4, SEMESTER 8

151MRB412 – International Marketing

(3 Credit Hours)

Course Description

Students study the application of marketing principles and practices to international markets. They learn overseas market evaluation processes, theories of international marketing, concepts of market entry modes, and international marketing plan and strategies.

Pre-requisites: 151MRB322 Marketing Fundamentals

151MRB422 – Customer Relationship Marketing

(3 Credit Hours)

Course Description

This unit covers the essential elements of both consumer and business-to-business relationship marketing. Both applications are addressed in terms of how relationships are initiated and developed, their role in the management of customers, and their significance in contributing to enhanced competitive advantage. The assessment for the unit comprises two assignments, one for each focus.

Pre-requisites: 151MRB322 Marketing Fundamentals

151MRB423 – Marketing Plans

(3 Credit Hours)

Course Description

This unit involves students directly in the writing of detailed, integrated marketing plans and the evaluation of plans. There is also a focus on the actual implementation of the marketing planning process and the Marketing Plan document. Both Annual Marketing Plans and new Product/Brand Plans will be included.

Pre-requisites: 151MRB322 Marketing Fundamentals

151MGB424 – Business Integration

(3 Credit Hours)

Course Description

This unit provides final year undergraduate students with a capstone unit in strategy designed to further develop their investigative skills and integrate the learning that has taken place throughout the degree. The unit requires students to critically evaluate issues in crafting and executing strategy, but the main emphasis is on strategy implementation.

Pre-requisites: Completing S1 & S2 & S3 (36 CHs)

Note: The 2+2 system offers you the advantage of having two academic certificates.

- a. When completing the first two years (BDMS16), you will be granted a Diploma of Management (total of 60 credit hours, conditions apply).
- b. When completing the second two years (BMGF15), you will be granted a Bachelor degree of Business in “Management” (total of 108 CHs in four years with a minimum GPA of 2 conditions apply).

School of Business

 Bachelor of Business Management

 Flowchart of Prerequisites

BMGF15

