

MODULES OUTLINE

ACCT1029 PERFORMANCE ANALYSIS AND SIMULATIONS

This module is designed to provide an appreciation of how accounting information and concepts relate to strategic decision-making within the total enterprise. It integrates the knowledge gained during the first two years of study by using an interactive business decision-making computer simulation. Students will take an active role in running a company as a member of the management team and be required to report on the outcomes of their decisions.

ACCT1054 FINANCIAL ACCOUNTABILITY AND REPORTING

This module aims to provide students with an understanding of the regulation of financial reporting by Australian entities, the conceptual framework for financial reporting, and a grounding in the requirements of key accounting standards which affect financial reporting by virtually all Australian business entities.

ACCT1059 AUDITING 1

This module aims to develop a conceptual and practical approach to auditing to ensure students gain a complete picture of the audit process.

ACCT1063 MANAGEMENT ACCOUNTING AND BUSINESS

Management Accounting and Business introduces students to the role of the management accountant and management accounting information as in a variety of business contexts. This introduction lays the foundation for later modules in management accounting.

ACCT1068 COST ANALYSIS AND ORGANISATIONAL DECISIONS

This module aims to provide students with an understanding of the role of management accounting in the provision and use of cost information in organisational planning, control and performance evaluation.

ACCT1080 FINANCIAL ACCOUNTING THEORY

The aim of this module is to examine various theories that have been put forward to understand the role of financial accounting in decision-making, and to explain why and how entities make decisions concerning disclosure of financial information in the absence of complete regulation.

The emphasis in the module will be on the current theories which explain contemporary financial accounting practice. This includes both normative and positive theories. The module also examines a number of contemporary accounting issues in the context of the theories studied in the module.

ACCT1085 PROFESSIONAL VALUES, ETHICS AND ATTITUDES

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

ACCT2060 ACCOUNTING IN ORGANISATIONS AND SOCIETY

This module introduces students to the role of accounting. It is structured so students move through components dealing with the role and nature of accounting data, the use of general purpose financial reports and basic cost and management accounting in business decision-making.

ACCT2062 FINANCIAL ACCOUNTING AND ANALYSIS

Financial Accounting introduces students to the workings of a double-entry accounting system and extends the understanding of the basic principles of financial accounting. This introduction lays the foundation for later modules in financial accounting.

ACCT2119 ACCOUNTING, BEHAVIOUR AND ORGANISATIONS

Accounting, Behaviour and Organisations provides an opportunity for students to consider aspects of performance measurement and control in the contemporary business environment. For students, the module provides an opportunity to extend their basic understanding of management accounting tools and techniques introduced and developed in previous modules.

ACCT2212 FORENSIC BUSINESS INVESTIGATION

Forensic Business Investigation explores the specialty practice area of accountancy that deals with engagements that result from actual or anticipated disputes or litigation.

BAFI1005 FINANCIAL MARKETS

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

BAFI1012 BUSINESS FINANCE

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

BAFI1019 INTERNATIONAL FINANCE

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

BAFI1029 RISK MANAGEMENT

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

BAFI1045 INVESTMENT

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

BUSM1100 ORGANISATIONAL ANALYSIS

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

BUSM1139 HUMAN RESOURCE DEVELOPMENT

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

BUSM1227 INTERNATIONAL BUSINESS

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

BUSM4559 WORK IN GLOBAL SOCIETY

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

BUSM4551 CREATIVITY, INNOVATION AND DESIGN

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

BUSM4547 MANAGEMENT IN PRACTICE

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

BUSM3199 ETHICS AND GOVERNANCE

Ethical issues in management and the development of systems of corporate governance are pressing concerns in modern business. This module will develop students' understanding of the ethics of business practice and the importance of good governance in contemporary commercial and organisational settings. Case studies will be investigated in the light of business ethics and corporate governance theory as well as through consideration of both international and local ethical understandings and corporate governance codes.

BUSM3200 STRATEGIC MANAGEMENT

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

paradigms, competing or alternative theoretical frameworks and their implications.

BUSM3201 HUMAN RESOURCE MANAGEMENT

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

BUSM4555 CONTEMPORARY MANAGEMENT: ISSUES AND CHALLENGES

This module focuses on contemporary issues and emerging trends in management that are relevant to workers and managers in a complex, dynamic and uncertain business environment. Topics covered include: workforce diversity, job-related attitudes and employment relationships, community engagement and socially responsible management.

BUSM4125 INTERNATIONAL HUMAN RESOURCES

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

BUSM4192 INTRODUCTION TO MANAGEMENT

This module provides students with an engaging and accessible introduction to the disciplines of business and management. Topics will focus on key arguments and debates from a range of fields that inform the study of business and management. The module enables students to become sensitised to the complexity of issues that shape contemporary business and management practice and to consider future directions.

BUSM4194 LEADERSHIP AND DECISION MAKING

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

BUSM4306 WORK, HEALTH, SAFETY AND WELLBEING

This module examines the incidence, origins and management of occupational health and safety problems. Students will explore the contribution of law, history, sociology and industrial relations towards developing an understanding, and being able to address occupational injury and disease. Contemporary debates over the regulation and approaches to management of occupational health and safety will be analysed.

BUSM4690 MANAGING INTERNATIONAL BUSINESS RESPONSIBLY

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

BUSM4694 POLITICAL ECONOMY OF INTERNATIONAL BUSINESS

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

BUSM4697 CROSS CULTURAL MANAGEMENT

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

ECON1016 MACROECONOMICS 1

This module introduces students to the workings of the economy and its effects on the domestic business environment. It provides students with analytical skills to identify the current state of the economy and likely future developments in the economy. Students will examine the effects of actual and projected macroeconomic policies and will be able to express clearly their understanding of macroeconomic events both domestically and in the broader Asia-Pacific region. The module also aims to help students understand how current economic developments impact on organisations and participants in the economy.

ECON1025 PRICES AND MARKETS

This module involves the study of microeconomic theory and its applications. The purpose of the module is to enable students to acquire the basic analytical tools needed to understand the working of the micro economy.

ECON1035 BUSINESS STATISTICS 1

This module introduces students to a range of statistical techniques that managers use. Students will apply these techniques by working with examples that are relevant to major business disciplines and the functional areas of large organisations.

ECON1045 MACROECONOMICS 2

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

ECON1056 PRICE THEORY

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

ECON1064 QUANTITATIVE ANALYSIS

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

ECON1085 INTERNATIONAL MONETARY ECONOMICS

This module provides students with an understanding of the principles of open macroeconomies. The aim is to provide insights into the concept of external equilibrium and exchange rate determination. This knowledge is then applied to practical problems of exchange rate regimes.

ECON1089 INTERNATIONAL TRADE

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

ECON1272 BASIC ECONOMETRICS

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

ISYS2059 BUSINESS INFORMATION SYSTEMS

This module aims to develop the ability to make effective judgements about the use of information and communication technologies in business settings.

ISYS3311 ENTERPRISE INFORMATION SYSTEMS

This module introduces the applications of Enterprise Resource Planning (ERP) systems and how they fit into business operations. ERP systems are becoming common in medium to large organisations as they remove the need to have a large number of individual computer-based applications. An ERP system integrates various applications into a single package, increasing the efficiency of the organisation in delivering goods and services to customers. This module combines business management practices with technology applications.

LAW2446 COMMERCIAL LAW

This module is designed to introduce students to the legal environment and particularly to commercial law. It is expected that students will develop an appreciation and broad understanding of the structures and functions of the law in its social context.

LAW2460 LAW OF INVESTMENTS AND FINANCIAL MARKETS

This module develops skills in analysing the law pertaining to finance and securities in Singapore. It provides students with an awareness of aspects of the law of finance and securities appropriate to professionals in banking and other finance related industries.

LAW2464 SINGAPORE COMPANY LAW

This module will enable students to acquire a basic understanding of the legal principles relating to registered companies in Singapore.

LAW2465 SINGAPORE TAXATION

This module is designed to provide a theoretical and practical understanding of the Income Tax Act and fundamental principles of Singapore taxation as applied to individuals, sole proprietorships, partnerships, companies and trusts. The module will also provide an understanding of other tax legislation concerned with investment incentives. The aim is for students to acquire an understanding of tax principles through the analysis of case law and through the interpretation of tax legislation.

MKTG1047 MARKET RESEARCH

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

MKTG1052 BUYER BEHAVIOUR

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

MKTG1199 MARKETING PRINCIPLES

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

MKTG1265 ADVANCED MARKETING CONCEPTS AND APPLICATIONS

This module provides students with an understanding of, and experience in, the application of selected marketing concepts. Students will gain skills related to the use of analytical tools in marketing management and their application and limitations in commercial settings. Students will develop an appreciation and understanding of contemporary issues in marketing in Singapore.

MKTG1266 MARKETING COMMUNICATION

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

MKTG1268 SERVICE QUALITY

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

MKTG1270 PRODUCT INNOVATION AND MANAGEMENT

In this module students will gain an appreciation for the importance of product innovation, especially for companies wanting to regain and retain competitive advantage within

their industry. Students will be encouraged to critically evaluate past product successes and failures. This module aims to instill in students a passion for innovative products and services whilst giving them the skills to test the likely market success of these products.

MKTG1272 BUSINESS ETHICS

This module provides students with a detailed understanding of ethical theory and its application to business.

MKTG1274 SALES STRATEGY AND COMMUNICATION SKILLS

This module provides students with an understanding of the theory related to communication and business communication in particular. These theories will be applied through practical communication exercises in written, verbal and non-verbal forms. Students will also apply these theories and skills to the specialised communication areas of customer service, sales and negotiation. Students will gain an understanding of the sales process and an appreciation of how sales fits within the strategic marketing function to provide a competitive advantage.

MKTG1275 STRATEGIC MARKETING (PREREQUISITE MODULES: MKTG1052; MKTG1268; MKTG1266; MKTG1047)

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

MKTG1281 APPLIED BRAND MANAGEMENT

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

MKTG1338 RETAILING

This module explains both distribution activities and distribution institutions. Particular attention is given to distribution institutions within a channel that includes retailers. Students are exposed to both the retail environment and retail operations.

MKTG1427 DIGITAL MARKETING

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

OMGT2221 INTRODUCTION TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT

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

OMGT2222 TRANSPORTATION AND FREIGHT LOGISTICS

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

OMGT2223 SUPPLY CHAIN ANALYSIS AND DESIGN

This module introduces the use of quantitative methods in supply chain operations and logistics management. Both static and dynamic models of supply chain and logistics systems will be presented, with a specific focus on the application of transport and transshipment models to optimise supply chain operations. The aim is to acquaint students with advanced spreadsheet and database modelling skills in solving supply chain and logistics problems.

OMGT2224 WAREHOUSE AND DISTRIBUTION CHANNELS

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

OMGT2225 PROCUREMENT MANAGEMENT AND GLOBAL SOURCING

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

OMGT2226 RETAIL AND SERVICE LOGISTICS

The overall aim of the module is to help students understand selected principles, concepts and processes of retail and service logistics operations, and apply them in a competitive retail and service environment, including the tourism and hospitality industry. This module is designed to enhance professional abilities as a potential retail logistics manager or a service logistics manager of a retail, service, tourism or hospitality organisation.

OMGT2227 TRANSPORT ECONOMICS

This module is intended to provide students with an understanding of the basic microeconomic principles applicable to transport in Australia. It also seeks to develop an understanding of various contemporary managerial economics techniques that facilitate transport related decision-making in the areas of production and costs, demand, pricing and investment.

OMGT2228 OPERATIONS MANAGEMENT

This module introduces the processes involved in manufacturing industries and the services sector, covering the design and management of operations, inventory management, short-term planning, and quality management. It focuses on the relationships between systems and technologies, the strategic directions for manufacturing operations and the function of operations planning. A range of contemporary production concepts will be discussed, including lean production and flexible manufacturing.

OMGT2229 SUPPLY CHAIN MANAGEMENT STRATEGY

This module considers supply chain management as a holistic logistics management process across the full spectrum of business activity, from the sourcing of raw materials and data to delivery of goods and services to customers and consumers. In addition, this course provides a synthesis of the many critical facets of supply chain management strategies.

OMGT2230 BUSINESS IT AND SUPPLY CHAIN

This module introduces the concept of e-supply chain management, focusing on the management of Internet enabled collaborative channel partnerships. It explores the impact of Information and Communication Technologies (ICT) and e-commerce on supply chain management. Challenges and issues in inter-organisational collaboration and partnership from both the technology and people management perspectives will be examined.

OMGT2246 GLOBAL TRADE OPERATIONS

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