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Courses in are offered at the undergraduate level. The program is intended for advanced undergraduate students. The courses will be taught in English. The standard workload is 40 units (**4 courses**) per semester. For course information go to: <http://www.newcastle.edu.au/program/>

Look carefully to see which semester (Semester 1 or Semester 2) the course you want is available. If you arrive at Newcastle and find the courses selected are unsuitable, you have the option of changing to more suitable courses.

Remember!

Spring Term (Semester 1): February to July

Fall Term (Semester 2): July to November

Economics

ECON4002 Microeconomics = ECON 3033 This course provides students with an understanding of how to formally model the economic behaviour of economic agents, individual consumers (demand theory) and firms (production theory). It also introduces the concept of market failure and the role of government. The economy can also be viewed a multi-sectoral input-output system. In addition, the economy can be conceived of as an evolutionary system in which a variety of different operational routines are developed and exposed to forces of selection and reproduction. The insights gained from these alternative conceptions of an economy are compared and evaluated. Systems of regulation, governance and prudential control are of particular importance for financial institutions. Policies to manage this important sector of the economy are also examined

ECON4003 Macroeconomics = ECON 3133 This course is designed in the format of lecture-reading-seminar. The lecturer discusses recent developments in macroeconomic theory and policy applications with respect to long-run economic growth (theories and empirics), business cycles, inflation, unemployment, dynamics of exchange rates and the balance-of-payments, provides a list of core readings (including journal articles) on selected topics, and leads discussion on macroeconomic stabilisation policy issues in the light of real world developments, especially with a focus on the Asia-Pacific. The students study the readings, prepare research essays on selected topics and make in-class presentations. Assessments are made in the form of formal exams (mid-semester and final) and the presentation of research essays.

ECON3001 Markets, Regulation and Government Policy = ECON 399t This course applies and extends intermediate microeconomic and macroeconomic principles in concert with relevant empirical evidence

to the analysis of contemporary issues in public policy. The role of government regulation to address efficiency and equity issues arising from the operation of markets is critically assessed. Students are assisted to independently access, analyse and synthesise appropriate resources and material, and opportunities are provided to write formal reports and essays and to defend their arguments in open discussion. Critical thinking, analysis and communication skills identified in the graduate profile become a major focus.

ECON3002 Economic Development = ECON 3843 Why are some countries rich and others poor? The course aims to answer this question by examining diverse frameworks for the economic development of different nations, particularly, the newly industrialised and emerging economies. While analysing the dynamics of economic growth and development, the course examines issues in economic underdevelopment and economic transition in a historical context. In addition, the role of institutions in economic development is discussed by drawing examples of countries under varied economic systems and development strategies. Case studies are drawn from across the world, in particular from Asia, Africa, and Latin America. A critical analysis is made with respect to the roles and interventions of international trade and financial institutions (such as the World Trade organisation, International Monetary Fund and the World Bank) in the design and implementation of development strategies. Governance issues and the activities of Non-Government Organisations and their impact on social and economic development are reviewed. Attention is also given to the impact of sustained economic growth in the developing world and industrialised countries such as Australia.

ECON2300 Intro Labour Economics = ECON 3533 Introduces students to concepts and analytical foundations of labour economics. Topics covered include labour supply, labour demand, wage determination, labour force participation and discrimination, employment, unemployment, training and education, and earnings inequality.

ECON3360 Australian Business History = ECON 399t To provide an awareness of the rich historical heritage of Australian business and of the context within which this developed. The course is designed to demonstrate the relevance of an historical understanding to contemporary business structures and practice.

ECON3004 Money and Banking = ECON 3433 This course introduces students to the basic concepts and the principles of money, credit and banking (including central banking and monetary policy) with specific reference to countries of the Asia-Pacific. Theoretical, operational, regulatory and policy aspects of banking/financial systems and their vulnerabilities to shocks (domestic and external) are discussed using contemporary examples.

ECON3230 Financial Economics = ECON 399t Provides a comprehensive treatment of the economics of asset markets and decision making under uncertainty. The course aims to focus on theoretical and applied financial economics and analysis, the integration of financial economic concepts and their use in applied finance and banking. Topics include financial risk management, banking regulation, financial crises and forecasting techniques used in financial markets.

ECON3450 Econometric Modelling = ECON 4743 Whether in government or business, econometric modelling techniques are used to generate results that aid strategic economic decision making in uncertain contexts. The Econometric Modelling course provides a thorough and critical coverage of all the modern econometric approaches to modelling time series and cross-section economic and business

data and employs diagnostic testing of the estimated models. Students engage in selecting and applying appropriate techniques to solve problems, justifying and communicating conclusions using economic arguments, theories and models

ECON2520 Introduction to International Trade and Finance = ECON 4643 Introduces international trade and finance, examining concepts, theoretical relationships and policy issues. Students investigate reasons for trade between countries and its effect on the general welfare, and also study monetary and macroeconomic aspects of international economic relations. Topics include trade policy, the foreign exchange market, forward exchange, the determination of exchange rates, and exchange rate policy.

ECON3003 Global Trade and Finance = ECON 4633 This course introduces students to the basic theories of international trade and trade policy with an emphasis on contemporary issues. Students will examine why and how nations gain from international trade in goods, services and assets. Simple models are used to analyse current issues in foreign trade with respect to commercial policies, tariff and non-tariff barriers, economic integration, regional trade arrangements, and new trade issues such as labour standards, human rights, and environmental protection. This will involve an understanding of global capital markets, international parity relations and foreign investment. The contentious nature of international trading rules, exchange rate regimes, capital movements, and labour migration, and the roles of the World Trade Organisation, the International Monetary Fund and the World Bank are reviewed. The political economy of agricultural price support, export subsidies, and other issues are also analysed. Students are also introduced to debates over foreign trade risks, strategies for risk management and various methods of foreign trade financing.

ECON3320 Environmental Economics ECON 399t International, national, and local environmental policies have a major economic effect, with the costs and the benefits of policy alternatives being a central issue. Environmental Economics investigates economic theory and policy in respect of the use and protection of the natural and built environment. Topics include the reasons for pollution and how it might be controlled; the causes of resource degradation and resource management; issues in environmental policy evaluation; international dimensions of environmental problems and environmental economics in action. Students are encouraged to engage in critical and analytical approaches to both problem solving and policy design and evaluation.

ECON3365 Business Forecasting = ECON 4753 Forecasting is an integral part of business planning. This course is designed to provide students with a practical knowledge of the major quantitative techniques used in business forecasting, including extrapolation (such as moving averages, linear regression and exponential smoothing) and econometric methods, using regression techniques to estimate the effects of causal variables. Student will learn how to develop forecasting models, to estimate them using best-practice software, and to appraise their forecast accuracy. The course will benefit marketing, finance and economics students.

Finance

ACFI2070 Business Finance = FINN 3013 The key intent of business finance is to maximize firm value while reducing firm risk. Focused particularly in the context of the business entity, Business Finance

introduces the theory and practice of securities markets, valuation, and execution of optimal investment decisions. Investment goals, investment evaluation techniques, security characteristics, financial mathematics, modern portfolio theory, the capital asset pricing model, and security valuation techniques are included within the array of topics.

ACFI2080 Corporate Finance = FINN 3603 All firms face decision making when determining which projects offer the greatest investment. ACFI2080 expands across the financing decisions of firms, considers the implications of competitive markets for management, the effect of dividend policies, the management and use of the cost of capital, the impact of mergers and acquisitions, and the management of international finance. Students engage in problem solving and decision making techniques reflective of current professional practice.

ACFI3130 Investments = FINN 3063 Investment concerns financial decision-making about where to place wealth to provide for future returns. Students develop an understanding of binomial option pricing, the Black-Scholes option-pricing model, put-call parity for equity options and are introduced to currency options. The use of futures and options, payoff structures for options and arbitrage bounds will also be examined. Focus is given to options on futures. Students engage in independent or collaborative work processes developing communication experience reflective of professional practice.

ACFI3190 Financial Institutions Risk Management = FINN 3053 Effective firm wide risk management sustains financial institutions. This course provides an overview of financial markets and the role of financial institutions, liquidity management, the use of financial derivatives in the management of interest rate risk, financial institutions liability management, management of the securities portfolio, credit analysis, management of the loan portfolio, management of bank capital, an overview of financial institutions regulations and issues in international banking. International perspectives to risk management and building skill in problem solving and decision making will be developed.

ACFI3140 International Finance = FINN 3703 In an increasingly global business world, awareness of the most important dimensions of international finance is vital. This course exposes you to the advanced aspects of corporate financial management in an international setting such as currency loans hedged with options and real exchange rates. International Finance equips you with both the knowledge and the technical skills required to understand and analyse a range of relevant financial issues within the global environment.

Management

IRHR2010 Introduction to Industrial Relations = MGMT 399t The effective management of complex employment relationships is a critical function in contemporary organisations. The course introduces industrial relations delineating its essential concepts. In so doing, it considers the historical dimensions of work and the employment relationship, and the origins and the development of industrial relations up to the present time. Particular detailed attention is given to the present day structures and characteristics of employee representation, management and employers' associations. This is complemented by an examination of the role of the state, and how recent systemic changes affect state

regulation and the workplace. The problem based learning structure allows you to develop your inquiry and communication skills

IRHR2270 Human Resource Management = MGMT 399t Human Resource Management links people-related activities to business strategy. The course develops a critical understanding of the role and functions of the various human resource activities in an organization, providing students with a comprehensive review of key HRM concepts, techniques and issues. Topics include job analysis and design, recruitment and selection, evaluation, performance management, occupational health and safety, and the strategic contribution of HRM to organizational performance and evaluating HRM effectiveness. Working with contemporary case studies, students not only engage in collaborative and individual work processes but use communication and discourse characteristic of the HRM context and environment.

MNGT2001 Business Strategy = MGMT 399t Business Strategy analyses how business enterprises use competencies and capabilities to create and sustain competitive advantage in contested markets. The focus is on both the firm's behaviour and managerial decision-making, which determine the boundaries of the firm (what the firm does and does not do); the design of the firm's internal architecture of control and information flows; the geographical reach of the firm; and the firm's product mix and diversification. The growth of the firm is placed in the context of competitor analysis, environmental changes, and the firm's learning, research, differentiation and innovation strategies. Business Strategy emphasises the development of decision making, problem solving and communication attributes.

IRHR3000 Applied Human Resource Management & Employment Relations = MGMT 399t Contemporary human resource management defines a holistic approach to employment relations. The concepts and theories of HRM and ER and their subsequent application to the current cooperation of HRM and ER are examined. Through experiencing relevant case studies of selected industries and enterprises, and responsiveness with local practitioners, students apply and enhance their independent and collaborative work processes and problem solving & decision making skills.

IRHR3510 Human Resource Development = MGMT 399t People performance within organisations is a source of long term competitive business strength. Human Resource Development examines the activities and processes that impact on organisational and individual learning. The focus is on interventions which change, or improve the ability to change organisational behaviour. Interventions can range from the strategic to the functional areas of training and development. Topics include the strategic role of human resource development, organisational and individual analysis, adult learning styles, technology and learning, management education, vocational education and training. Communication and group management techniques are emphasised as important attributes for the HRD professional. All students engage in trainer competencies through developing and implementing experiential sessions for small groups.

IRHR3540 International Human Resource Management = MGMT 399t Aims to develop a critical understanding of the role and functions of the various personnel/human resource activities in an international context. It provides an overview of the comparative and human resource management issues associated with operating in an international business environment. In doing so, the course addresses the literature in Human Resource Management, Organisational Behaviour and Comparative Management. The field of International HRM is a relatively new area of academic/professional interest

and the course will draw on case and reading material. Case studies will be used to expose students to the various human resource management issues that emerge when organisations operate in an international context.

MNGT3002 Knowledge Management = MGMT 399t Knowledge is a distinct key to competitive business advantage. Knowledge Management sensitizes you to the importance and practice of the development and management of non-tangible worth (principally human-based knowledge) in modern organizations. The need for reciprocal concern for both structures and processes is important for dealing with organizational change and development. Recognizing graduate needs expressed by industry, the development and application of both technical and people management skills within Knowledge Management environments is emphasised. Critical discussion and analysis of key theoretical and practical aspects of knowledge management enhances problem solving and communication attributes valued within the profession.

IBUS3002 International and Geopolitical Risk Global = MGMT 399t companies continually face an increasing variety of business, political, economic and security risks that can directly impact both operation and profit. This course identifies and analyses the multi-level risk environments facing today's global businesses and investigates strategies to identify, assess, manage and mitigate international and geopolitical risk. Focusing upon multinational enterprise and expropriation, sovereign risk and corruption, political and regulatory risk, brand and corporate reputation risk; financial and economic risk; risk from NGOs; consumer, human right and protest group risks; terrorism risk, students investigate the various analytical approaches involved in designing risk identification systems, reporting and monitoring protocols, and how risk is able to be assessed, prioritized and effectively managed.

IBUS3003 International Business Operations = MGMT 4583 More and more companies are expanding their business operations beyond national environments. When operating globally and providing for a global market, varying factors and issues come into play. This course introduces you to practical operational issues related to conducting business internationally. International logistics, supply chain management, export procedures, and project management as they relate to both the flow of goods and services are central topics. Cross cultural perspectives are emphasised with learning experiences planned to develop important communication and interpersonal skills. Contemporary scenarios, cases, and hands-on exercises are methods utilised to provide you with an integrative understanding of international operational environments and associated complexities.

MNGT2002 Business Venturing = MGMT 3933 The review of business fundamentals and the basic ingredients of a business plan are vital for sustainable enterprises. Business Venturing examines the processes of creating new business enterprises bringing together many concepts including the business idea, relevant resources, personal commitment and entrepreneurial drive, and a marketable product or service. Emphasis will be placed upon understanding the most essential aspects of each concept and the implications for application in relevant business contexts.

MNGT3004 Organisational Structures and Design = MGMT 399t The fundamental issues of organisation structure and design are examined exposing students to the various theories and models underlying trade-offs and choices in organisation structures. The course delineates the problems which arise in designing effective organisations and addresses the central issues of the relationship between the structures and processes of organisations. Critical discussion, analysis, and experiential exercises enhance your knowledge, skills and attributes.

IRHR3035 Managing Diversity Management = MGMT 399t of diversity impacts both organizational performance and environment. This course aims to introduce you to a range of theoretical and applied approaches from various disciplines, so you can analyse workforce diversity in modern organisations and then design, evaluate and implement strategies to manage workforce diversity. Federal and state interventions which address labour market inequality and issues of gender, culture, disability, age and work/life balance etc, especially in Australia, are analysed. How diversity is managed at an organisational-level is the principal focus of the course. The social, legal and equity issues relevant to managing diversity in enterprises from both a national and international perspective will be addressed.

MNGT3003 Leadership and Entrepreneurship = MGMT 4253 The nature of leadership and entrepreneurship exposes differences and similarities evident in the behaviours, strategies and achievements of leaders across a wide range of settings, including organisational size, industry type, strategic focus, and cultural orientation. The theories and practices in modern global organisations, inclusive of those strategies underpinning entrepreneurship, not just within new, independent small businesses, but also within medium-size and larger organisations are examined. Students engage in critical analysis, discussion and experiential exercises developing valued professional knowledge and attributes.

MNGT3005 Managing Organisational Change = MGMT 4263 Change is the only constant. (Diogenes Laertius) Managing Organisational Change examines the theories, frameworks and models of change within the organisational setting and addresses the viability of the contemporary organisation. The increasing dynamism of external and internal organisational environments is seen as both a strategic determinant and rationale for change within organisations and seeks to show how and why managerial responses to such dynamism are increasingly centred on the successful management of change processes. In this context, we explore the mechanisms of change and improvement in organisations, engaging in workshops, case studies, and experiential exercises designed to bridge the gap between theory and practice.

IRHR3040 Negotiation and Advocacy = MGMT 399t To address business problems, the key is not just to solve them short term but to employ the most sustainable, workable and productive solutions. This course analyses negotiation, mediation and advocacy from a theoretical basis to practical application. It addresses issues in the immediate workplace and in the wider system of enterprise bargaining, awards, and industrial tribunals. Topics include: the nature and sources of conflict, the skills of negotiation, mediation and advocacy, distributive bargaining and interdependence, planning and strategy, communication and persuasion, power in negotiations, third party intervention and the ethics of negotiation and advocacy. Adopting a problem based learning approach using relevant cases and experiences, the course emphasises the importance of communication as an essential attribute. Due to the nature of teaching methods, enrolments in this course will be limited to a maximum of 40

LEGL3111 Employment Law = BLAW 399t Governments construct the labour relations framework through legislation and regulation. Employment Law examines the contract of employment and the various sources of law that interact with and have an impact upon the relationship between individual employer and employee; legislation, awards, industrial agreements and the common law of contract.

Adopting a problem based learning approach using contemporary case studies accommodates the development of research, analysis and communication attributes.

Information Systems

EBUS2000 Information and Communication in Business = ISYS 399t Introduces information and communication technologies (ICTs) that are used to support organisations, and discusses how they are used: - within organisations - to streamline interactions between organisations - to compete in an increasingly connected and competitive world. Provides practical experience in using a selection of ICT applications that support business. This course has essential criteria in the Final Examination.

EBUS3010 Strategic Business Systems = ISYS 399t Investigates the role of information and use of technology within an organisation from a management perspective. Topics include the links between information, technology and organisational structure. Strategic and operational planning for ICT. Investigates the use of technology and information systems within an organisation from a management perspective. Topics include: *The changing role of IT in Business, from efficiency to effectiveness to paradigm shifts. *Strategic Use of Information Resources *ICT to make Business Efficient (Transaction Processing, TQM, BPR, MRP) *Utilising Information, Data Warehousing & Management Reporting Information Systems Strategy *The MIS organization *ICT changing organisations (outsourcing, strategic alliances, outsourcing/insourcing)

INFT3150 Business Analysis = ISYS 399t This course introduces the skills and techniques which the contemporary manager and ICT professional need if they are to efficiently and effectively utilise Information and Communication Technologies (ICT) within their business. The course draws upon the business analyst's body of knowledge (BOK) defined by the International Institute of Business Analysts. Three major areas are covered: - business analysis, including problem-solving techniques - defining and documenting business requirements - business system design and implementation.

DESN2270 Web Multimedia Multimedia = ISYS 399t on the Web is already central to e-business, entertainment and education. With broadband delivery and real-time, immersive environments escalating, the application of Web Multimedia is set to explode. This course provides an introduction to the area of Multimedia on the World Wide Web. It will attract students from diverse backgrounds who are interested in the multi-disciplinary nature of the creative professions and looking for a career in the applications of new media

EBUS2010 eCommerce = ISYS 399t Examines key trends and developments emerging in the rapidly expanding field of information technology, and the opportunities these trends offer to enhance and develop inter-business interactions, as well as government, not-for-profit and community organisations. Focuses on the identification and analysis of information technology trends, developments, opportunities, and appropriate strategies for implementation.

INFT2009 Systems and Software Development = ISYS 3293 The course covers the development of information systems and/or their software components. Whilst the course introduces students to the whole systems development process, it focuses on the elicitation and initial modelling of an information system's requirements that enable identification of information problems and the subsequent analysis and modelling of an efficient solution to those problems. The approach follows the object-oriented (OO) methods expressed by the Unified Process software development life-cycle. The course builds on previous course knowledge obtained in INFT1001, extending the students' previous exposure to uml (Unified Modelling Language) models to include all the software aspects of an information system. The course addresses the complete methodology of the Unified Process, including its methodological deliverables, models and tools, with exposure to manual and automated diagramming and modelling techniques. It critically examines the issues and professional responsibilities that need to be considered at different phases in the development of an information system for an organization, including the impact of the system on its intended users and maintenance of quality.

INFT2040 Database Management Systems = ISYS 4283 Provides students with theoretical knowledge and practical skills in the use of databases and database management systems in information technology applications. The logical design, physical design and implementation of relational databases are covered as well as some of the challenges and problems in the design and operation of enterprise level database systems. This course has essential criterion in the final examination.

INFT3007 The Information Resource = ISYS 4463 Investigates data representation and data retrieval, and update and archival mechanisms for a range of information types. Integration and connectivity issues associated with different information resource architectures are also explored. Concepts are illustrated using current Data Base Management System (DBMS) platforms.

INFT3100 Project Management = ISYS 399t Professionals, whether they are working in the sciences, business, engineering, information technology, health or education, typically work in teams to complete projects. This course introduces and examines the technical and socio-cultural dimensions of Project Management. It will provide understanding and skills in project and team management and integrate these with the student's existing domain expertise. Students experience all aspects of the Project Life Cycle through the completion of integrated unifying exercises.

INFT3920 Contemporary Issues in Information Technology = ISYS 399t This course investigates a number of contemporary issues in the rapidly changing information technology environment. Considers social and ethical issues in information technology. It also investigates in depth a number of topical theoretical issues and practical information technology tools and broadens students' perspective and skills.

MNGT3004 Organisational Structures and Design = ISYS 4283 The fundamental issues of organisation structure and design are examined exposing students to the various theories and models underlying trade-offs and choices in organisation structures. The course delineates the problems which arise in designing effective organisations and addresses the central issues of the relationship between the

structures and processes of organisations. Critical discussion, analysis, and experiential exercises enhance your knowledge, skills and attributes.

INFT3201 Multimedia Transmission, Storage and Management = ISYS 399t Producers of digital entertainment materials have to cater for a varied audience using a range of equipment. This course concerns the analysis and design of digital systems primarily for video and audio datatypes. It investigates the demands and requirements placed on the technology to match human sensory capabilities. The impact of various technology such as mobile computing on the acquisition, processing, distribution and presentation of multimedia data is also covered.

INFT3302 Multimedia and Animation = ISYS 399t Multimedia and animation are important parts of the entertainment, design and IT industries. Computer-aided animation, special effects, lighting, spatial relationships and 3D-model construction all fall within the role animation plays in today's multimedia and digital content creation. This course emphasises the design and implementation of 2D and 3D-animation for a wide variety of multimedia products. The outcome of the course is the production and implementation of a variety of animations and models into multimedia and digital content projects.

INFT3950 Games Design = ISYS 399t Introduces the techniques of designing games for the digital entertainment industry. Students will analyse key game design elements including game genres, concepts, virtual worlds, storytelling, character, user interface design, and core technologies with a focus on the conceptual component of games design. Students will assimilate and expand upon the key theories and practices associated with games design via a series of written and practical projects.

INFT3960 Games Production = ISYS 399t Assuming no advanced prior knowledge, students will use available game engine technology to construct the operating elements of a game design. This course examines the techniques used in bringing a game to the point of distribution and transforming a design into a reality. Students will also come to experience and understand the relevance of other implementation issues such as physics engines, rendering tools, audio components, and the integration of the output from the art production tools used to create the game objects, world elements and backgrounds.

INFT2800 Information Systems Development = ISYS 4363 Addresses the techniques and tools used to construct modern information systems, especially those relating to electronic businesses. It equips students with business analysis skills to facilitate communication with information systems professionals. The course aims to ensure that students will be able to: 1. describe the role of information systems in the modern business; 2. explain and demonstrate the correct usage of an information system development methodology; 3. analyse and design information systems; 4. evaluate the nature and role of computer programming; 5. apply elementary computer programming skills; 6. construct a database system.

EBUS3030 Business Intelligence = ISYS 4293 Business intelligence (BI) refers to the technologies, applications and practices needed for the collection, integration, analysis, and presentation of business information. This course provides an overview of BI and demonstrates how it facilitates effective implementation of organisational strategies through better business decision making.

INFT3009 Web Database Interfacing = ISYS 399t Builds on the technologies used in INFT2008- Information Systems Programming to extend the knowledge and skills required to design, implement and maintain a remote, web-based information systems and applications. Emphasis is placed on commercial programming methodologies and techniques. Contemporary core technologies will be used.

INFT3910 Advanced Software Development = ISYS 399t Consolidates and refines students' previous software development skills and knowledge, and extends their skills and knowledge into large-scale, complex software systems. Considers the management and construction of applications software projects.

SENG3130 Software Architecture & Quality Management = ISYS 399t This course has two major parts: Software Architecture and Quality Management. The first part of this course introduces the field of Software Architecture and develops skills in designing software architectures. A number of architectural styles, focusing on strengths and weaknesses of each, will be discussed. Case studies will be used to demonstrate the design of software architectures. Software architecture has a significant impact on the system quality. The second part of this course introduces concepts of software quality. It examines principles and techniques for designing quality into software, and for measuring and monitoring quality in software. It focuses on the use of standards, and on formal and informal methods for software verification and validation.

SENG3300 User Interface Design = ISYS 399t Introduces design and analysis methods for user interface design. Relevant perceptual psychology is introduced, and guidelines for user interface design are derived. Design methods are discussed. Analysis of interfaces by experimentation on humans is described. The subject includes a large practical project in which the students engineer a user interface.

SENG3400 Network and Distributed Computing = ISYS 399t This course introduces students to lower-level aspects of computer networking such as: wiring and protocols; LAN technologies; WAN protocols and techniques (eg routing, IP, TCP and UDP) underpinning internets. An examination of the concepts, theory and practice of software development in distributed environments follows. The basic foundations for distributed computing are presented. These topics are then expanded to cover the advanced distributed system programmer support provided by middleware. Examples involving commercial distributed computing environments are included to illustrate the decisions and techniques made by designers of distributed software systems.

Marketing

MKTG2100 Principles of Marketing = MKTG 3433 To achieve business success requires constant review of marketing strategies and maintenance of marketing knowledge. The Principles of Marketing introduces foundational concepts/frameworks in marketing and develops both strategic and short-term marketing and planning perspectives. Topics include the marketing environment, market segmentation, new product development and the marketing mix, as well as mix interactions, strategies, implementations and controls. This course develops communication and team processes which are valued attributes within marketing environments.

MKTG2101 Consumer Behaviour = MKTG 3553 Understanding how and why consumers behave in a given way enables marketers to design and implement better marketing strategies. Consumer Behaviour focuses upon understanding consumer decision-making processes and the various factors that influence these processes. Collaborative work processes, inquiry and communication skills within marketing contexts are focused upon for student attribute development.

MKTG2010 Marketing Research = MKTG 3633 Solving business problems and identifying market opportunities involves the employment of varied research techniques. Focusing upon their role, you will apply marketing concepts and theory to market research design; define techniques and methods of research used in the marketing process; develop skills in basic analysis of both qualitative and quantitative data, including the use of computer based statistical analytical packages, and the methods by which the data can be turned into useful information. Engaging in both independent and group research enriches problem solving and decision making attributes valued within marketing environments.

MKTG3001 Industrial Marketing Management = MKTG 399t Business-to-Business Marketing also known as Industrial, Organisational or Business Marketing, represents over 50 percent of the worlds business activity. The distinctive nature of this sector necessitates specialized knowledge in its implementation and strategic choice over all the elements of the marketing mix. Business-to-Business marketing is becoming increasingly dynamic and complex in the face of growing globalization of business. Developing an understanding of business markets, the business marketing environment and the application of theory to business-to-business markets is the primary focus. Working with global cases you engage in inquiry processes characteristic of Industrial Marketing contexts and environments.

MKTG3060 International Marketing = MKTG 4633 Remaining competitive in a changing environment requires organisations to continuously adapt to market forces. The complexities of marketing in an international environment are examined while addressing local market characteristics. Marketing theory and consumer behaviour addressed in other marketing courses is expanded upon as well as incorporating theory specific international/global marketing management. Communication and collaborative work processes are emphasised as important attributes for the international marketing professional.

MKTG3000 Strategic Marketing Management = MKTG 4853 Strategic Marketing Management encompasses marketing strategy elements and their integration. Focus will be upon developing your abilities to apply various principles and theories to specific problems. Competitive marketing strategies are introduced, and theories are applied to different economic environments as well as to different competitive environments. Encouraging a practical approach to strategy, students engage in interactive problem solving, field work and contemporary case analysis.

LEGL2006 Marketing Law = MKTG 399t Globalisation and technology dictate that todays marketing professional keep abreast of national and international legislation influencing competitiveness. Marketing law seeks to examine selected aspects of the legal environment which impact on the marketing of products and services nationally and internationally. Intellectual property rights, patents,

copyright, trade secrets, advertising, trade marks are included within the course content. Legal implication can determine the marketing decision-making process. Importantly you will gain an awareness of the standards and their implementation necessary for appropriate professional marketing practice.

MKTG2102 Advertising and Promotion Strategy = MKTG 399t Business and marketing objectives define effective communications strategy. The nature and design of communication strategies in terms of customer-marketer interaction is examined with the traditional theories and the future implications of emerging technologies considered. Wherever appropriate, the content is international in its perspective. Students engage in independent and collaborative work processes to design and communicate strategies reflective of authentic practice in Advertising and Promotion.

MKTG2103 Retail Marketing = MKTG 4433 Retail Marketing looks at all aspects of analysing the overall distribution system, the retail environment, and developing and implementing retail strategies, through an in depth analysis of: location decisions, store design, merchandising processes, pricing, promotion, customer service and retail selling. National and international retail perspectives are reflected and emphasis is given to developing collaborative work processes and critical and adaptive thinking skills, both valued attributes within the profession.

MKTG3040 Services Marketing = MKTG 399t Service industries dominate advanced economies. Services Marketing examines the differences between the marketing of goods and services and extends the traditional strategic marketing mix to include additional elements appropriate to the distinct features of services. Other topics include internal marketing, managing evidence, relationship marketing, services and globalisation, quality service delivery and measurement and service customisation. Independently and collaboratively, students engage in Services Marketing inquiry and research developing valued problem solving and decision making attributes.

MKTG3070 Applied Marketing Research = MKTG 399t Applied Marketing Research focuses on the collection, analysis and reporting of market research data, with a majority of the lectures geared toward illustrating when to use which quantitative analytical techniques and how to understand and report results, including key multivariate techniques. Students identify a research area to address, develop and implement a research programme to address specific questions, analyse data in depth (including utilising one or more of the advanced techniques) and report their findings and conclusions. This course is available to Bachelor of Business students who have obtained an average mark of at least 65% in the following three Marketing courses: MKTG1000, MKTG2000, MKTG2010, or by arrangement with the Head of the School of Business and Management.

MNGT3002 Knowledge Management = MKTG 399t Knowledge is a distinct key to competitive business advantage. Knowledge Management sensitizes you to the importance and practice of the development and management of non-tangible worth (principally human-based knowledge) in modern organizations. The need for reciprocal concern for both structures and processes is important for dealing with organizational change and development. Recognizing graduate needs expressed by industry, the development and application of both technical and people management skills within Knowledge

Management environments is emphasised. Critical discussion and analysis of key theoretical and practical aspects of knowledge management enhances problem solving and communication attributes valued within the profession.

TOUR3003 Tourism Marketing = MKTG 399t Increasing the development and promotion of sustainable tourism is a planned and progressive strategy. Building upon the 'Principles of Marketing' offered in the Bachelor of Business core, this course investigates a range of approaches and issues associated with marketing tourism. Using selected case studies from the Asia-Pacific region the course examines the challenges of contemporary marketing approaches to the development and promotion of sustainable tourism. Working through experiential exercises you will undertake research and marketing strategies reflective of current professional practice.

Supply Chain Management

OPSM2000 Supply Chain Management = TLOG 3443 Logistics and supply chain management is an integrated process-driven component of the business organisation. This course introduces students to the elements of logistics and supply chain management, the role and application of supply chain management principles and analytical tools, and their application in basic inventory management, warehousing and transportation management. The aspects of strategic integrated logistics management, benchmarking and global logistics activities will also be examined.

MATH3840 Optimisation in Business and Industry = TLOG 399t This course showcases the enormous impact of optimisation in business and industry, particularly in supply chain logistics. Optimisation forms the basis for strategic planning in many key sectors, and underpins much decision support software for operational planning and scheduling. With the growth of larger, more complex, and often global enterprises, optimisation has become an essential tool for the planning and management of such enterprises. Many businesses and industry depend critically on optimisation for their profitability. The course will investigate mathematical approaches used in recent years to address critical issues for business and industry, particularly in the areas of logistics and supply chains. Integrated supply chain modelling, network planning, inventory management, and approaches solution of large-scale models will all be explored.

OPSM3000 Managing Logistics Operations in Supply Chains = TLOG 3613 Logistics operations focuses on specifically managing those processes which produce and distribute products and services. All organisations face various logistics issues within their supply chains. We specifically focus upon procurement, warehousing and distribution, with each student investigating the complexities of managing these functions. Through the employment of various analytical and management tools introduced in this course students will be taught to manage procurement, warehousing and distribution functions effectively and efficiently.

OPSM3001 Supply Chain Strategy = TLOG 4653 Within global marketplaces a well executed supply chain strategy creates value for the organization. The major emphasis is placed upon the importance of strategic thinking and applying strategic decision making to various elements of managing a supply

chain, such as inventory management, distribution, network planning, procurement and outsourcing and coordination and alliances. Students will have the opportunity to gain essential knowledge, problem-solving skills, and engage in collaborative techniques that are critical to defining strategy.