



## Course Equivalency for UTS Australia Sydney Program

### Academic year

The academic year at UTS is divided into two main semesters, each with 14 weeks of teaching:

- February semester (Autumn) from February to June, and
- July semester (Spring) from July to November.

Full details of all UTS teaching sessions are available in the [Principal Dates](#) section of the UTS: Handbook.

We suggest that you arrive in Sydney at least two weeks before your classes commence in order to participate in the Orientation program, enroll in classes, and find and settle into suitable accommodation.

### Credit points

Study Abroad and Exchange students must enroll in a full-time load at UTS. The full-time study load is 18-24 credit points per semester. Business subjects are 6 credit points each. In other faculties at UTS, however, subjects are offered at different credit point levels, so make sure that you satisfy the credit point requirements when choosing your subjects.

As a guide for US students:

- 6 UTS credit point = approx. 4 US Credit Hours
- 8 UTS credit points = approx. 5 US Credit Hours
- 24 UTS credit points = approx. 15 or 16 US Credit Hours

### Assessment, examination and grading

Information on coursework assessment for each subject is given at the beginning of each semester. Written assignments, tutorial participation, practical work, group work, projects, short tests or seminar presentations may all form part of the assessment. In some subjects, the final examination may be worth 20 to 60 per cent of the final subject grade. Some subjects have no final examinations.

<b>GRADE</b>	<b>Mark range</b>	<b>Description</b>
H - High Distinction	85-100%	Work of outstanding quality on all objectives of the subject.
D – Distinction	75-84%	Work of superior quality on all objectives of the subject.
C – Credit	65-74%	Work of good quality showing more than satisfactory achievement on all objectives of the subject.
P – Pass	50-64%	Work showing a satisfactory achievement on all objectives of the subject.
Z – Fail	0-49%	Work showing an unsatisfactory achievement on one or more objectives of the subject.
W	-	Result withheld

Important note: Some subjects award only a Pass or Fail and a grade or mark will not be provided.

## Study plans and subjects

Whether you are coming to UTS as a Study Abroad or Exchange student, you can choose from most disciplines across UTS and tailor a cross-disciplinary study program designed to meet your interests, help you develop a specialisation, or gain a unique insight into Australian culture.

Download our helpful Subject Advice Guides with links and assistance to understand our most popular subject options within:

- [Business](#) (specialisations, PDF 224kB);
- [Communication](#) (PDF, 298kB);
- [Design, Architecture and Building \(DAB\)](#) (PDF 473kB);
- [Engineering](#) (PDF, 268kB);
- [Information Technology](#) (PDF, 251kB)
- [Law](#) (PDF, 271kB)
- [Science](#) (PDF, 313kB),

Or choose from our range of [General Electives](#) (PDF, 355kB).

Note: The Subject Advice Guides are an easy way to find information on subjects; however, you will need to refer to the [UTS Handbook](#) for more detailed information.

Study abroad and exchange is available:

- February semester (Autumn, February – June) F
- July semester (Spring, July – November) J

## Courses

### Accounting

**22107 1 Accounting for Business Decisions A: = ACCT 199T** In most economies business success is measured in financial terms. It is the accountants who undertake this measurement. Many decisions in business are made based on accounting information, both historical (based on past events) and projected (based on estimates of the future). Understanding accounting as a systematic way of measuring and communicating financial information on the financial status of various business entities is the foundation for any successful career in both the private and public business sectors.

**22566 1 Small Business Management & Accounting: = ACCT 199T** This subject develops the knowledge and skills required by accountants in dealing with the problems that are unique to their professional work in the small business sector. It highlights and emphasises the practical matters associated with the initiation and growth of a small business. Topics covered include an overview; the requirements of establishing a business — the steps and structures; economic business cycles' growth and future; acquiring and/or financing the business; accounting — records, control, costing and pricing; financial analysis and management; appraisals and acquisitions; the growing trend towards franchising as a form of small business; taxation and tax planning; insurance and risk; business disaster planning and recovery; and business and financial planning and budgeting.

**22207 2 Accounting for Business Decisions B = ACCT 299T** This subject applies accounting in an information systems context to equip students with the appropriate accounting skills necessary to participate in a managerial capacity, including the skills to facilitate and enhance decision-making, accountability and control. Ethical implications of decisions are considered throughout the subject. The subject covers areas in both financial and management accounting.

**22240 2 International Accounting = ACCT 399T** In a rapidly changing world environment, the significance of international accounting has grown substantially, along with the expansion of international business activity. This subject introduces students to the importance of international accounting in global trade and gives them an awareness of the complex variables involved. Through the perspective of multinational corporations, students discuss and analyse major issues impacting global operations and research topical issues that drive their development and understanding of international accounting at work.

**22309 2 Accounting for Overseas Transactions = ACCT 399T** This subject introduces students to the basic concepts underlying the variety of accounting issues involved in the recording and reporting of overseas transactions. It covers relevant aspects of documentation, foreign exchange gains and losses, foreign exchange hedging, forward exchange contracts, effects of overseas inflation, financing overseas transactions and facilitation through government and non-government agencies. It provides skills and information needed to advise clients on overseas transactions. Concentration is placed on

the operational and accounting treatment of foreign operations as distinct from a marketing or economic approach to the subject area.

**22573 2 Accountability of Small Business Enterprises = ACCT 399T** This subject develops the knowledge and skills required by accountants and managers of small business enterprises in dealing with record keeping and compliance requirements. It highlights and emphasises the link between accounting records, taxation reporting and administration of employees. Topics covered include an overview of the basic taxation requirements for small business enterprises from registering an Australian Business Number (ABN) to reporting Business Activity Statements and preparing income tax returns; management of employees from employing new staff to planning for retirement; planning business succession or closing down a business; compliance with various employee-related requirements such as payroll tax, insurances, superannuation and statistical reporting.

**22567 2 Planning and Control for Small Business Enterprises = ACCT 399T** This subject provides students with the skills required to successfully operate a small business enterprise. Students are required to analyse financial data of small business enterprises and develop integrated business plans. The subject highlights the practical matters associated with small business enterprise start-up, operations accounting and management. It also provides an opportunity for students to gain a thorough understanding of planning and controlling small business operations. The subject provides students with a better understanding of basic accounting procedures and strengthens their knowledge of cost accounting techniques. It builds on the skills in the use of computer technology and software, particularly spreadsheet applications, to increase student's proficiency in this area. Topics covered include the use of spreadsheets, performance evaluation, budgeting, cash-flow analysis, sensitivity analysis, financing, planning for innovation, sustainability and environment management, and challenges and issues faced by contemporary Australian small business operators.

**22320 3 Accounting for Business Combinations = ACCT 399T** Together with 22420 Accounting Standards and Regulations this subject deals with the application and analysis of prescribed accounting treatments. It specifically surveys the institutional and legal framework of current Australian accounting with reference to international accounting standards and local and overseas standards and exposure drafts. The subject also emphasises financial reporting and accounting for companies including consolidated accounts of complex economic entities, associate companies and joint arrangements.

**22321 3 Cost Management Systems = ACCT 399T** This subject introduces students to the basic concepts underlying management accounting, which is one of the core streams in the study of accounting. It provides an in-depth understanding of appropriate cost management concepts with an emphasis on the use of accounting information to understand and make decisions about the management of the cost structure of organisations. Students acquire a set of concepts, skills and techniques that are necessary for potential managers, with particular appreciation of the various issues and challenges faced by managers within organisations.

**22420 3 Accounting Standard and Regulations = ACCT 399T** This subject provides the ability to understand, critically evaluate and apply accounting standards and interpret financial reports. It considers the financial reporting environment and factors influencing the forms of financial reporting, and addresses a range of accounting issues from within a contracting cost framework.

**22502 3 Financial Planning in Australia = ACCT 399T** This subject provides students with an understanding of the financial planning processes in Australia from a professional practice perspective. The subject exposes students to a variety of alternative strategies for the management of personal financial risk exposures and links those strategies with a consideration of broader contemporary socioeconomic and sociolegal issues. Students consider the interaction between stakeholder interests and the availability of products and service processes in the context of the effective management of potential ethical issues, and the need for the provision of effective professional services while maintaining ongoing compliance with the requirements of the financial services sector regulatory environment.

## **Economics**

**23115 1 Economics for Business = ECON 199T** This subject provides students with a basic understanding of the economic influences on business. It offers an introductory treatment of consumer and business behaviour in competitive markets, the effects of government policies on market outcomes, and the basic economic concepts used in business analysis and decision-making. It also introduces students to the problem of aggregate economic fluctuations, inflation and the structure of economic relations between countries. Economics for Business also equips students with basic analytical skills to examine the impact of these macroeconomic forces on business conditions and to communicate the results of their analysis in writing.

**23566 2 Economics for Business 2 = ECON 299T** This subject extends the foundational treatment received in **23115 Economics for Business** by analysing the decisions that lie behind the demand and supply curves in markets, and the forces that affect aggregate demand and aggregate supply curves of the economy. The subject examines a number of core issues in economics such as: how firms choose their production levels and how their decisions are affected by the market conditions, how consumers choose between alternative combinations of goods and services, how government conducts fiscal and monetary policy and which forces affect the long-run economic growth of a country. The subject also equips students with the basic quantitative skills needed to examine these questions.

**23570 2 Economics of the Environment Economics of the Environment = ECON 299T** provides students with an understanding of the contribution economic analysis can make to the solution of environmental problems. After setting the current interest in the

environment into its post-industrial-revolution context, the subject examines externalities, ill-defined property rights and the management of natural resources. This leads to questions of valuing the environment (either economically or according to some other criterion), and how to satisfy the legitimate claims of future generations through so-called sustainable development. The subject focuses on the policy question of pollution control and natural resource depletion, applying various policy tools to contemporary examples.

**23567 3 Intermediate Microeconomics = ECON 3033** This subject extends students' knowledge and understanding of microeconomic phenomena and the environment within which consumers and businesses operate, as developed in **23115** Economics for Business and **23566** Economics for Business 2. It develops the ability of students to analyse and critically evaluate these microeconomic issues by equipping them with formal concepts and models. Issues considered in this subject include the theory of consumer choice, competitive strategy and firm behaviour under various market structures, comparative welfare outcomes produced by different market forms, externalities arising from market failure such as pollution and environmental issues, and analysis of public goods. The subject prepares students for further study in a range of specialised microeconomic fields.

**23568 3 Intermediate Macroeconomics = ECON 3133** This subject extends the treatment of macroeconomics in **23115** Economics for Business and **23566** Economics for Business 2 by introducing students to more formal models that are used to explore issues of current macroeconomic significance. Attention is also given to the operation of macroeconomic policy within these frameworks. Students broaden their knowledge of current macroeconomic events, develop their abilities to critically analyse macroeconomic phenomena and enhance their skills in effectively communicating the results of their analysis in written form.

**23571 3 Introductory Econometrics = ECON 4743** Introductory Econometrics equips students with a general knowledge of regression analysis and model building, which stands them in good stead for basic empirical work in business environments. In particular, students are able to quantify the effects of causal variables and predict using regression models. The approach to modelling, and the reasoning about multi-variable empirical relationships, strengthens students' analytic skills.

**23304 2 Asian-Australian Economics Relations = ECON 399T** This subject gives an overview of the Asian region, its political economy and its economic relationship with Australia. The focus is on those Asian economies that have significant trading relations with Australia. Emphasis is given to exchange rate changes, dynamic comparative advantage driving changing trade patterns, the political economy and sources of economic growth, regional and global market failure, and comparisons of key macroeconomic variables such as inflation, GDP, unemployment, asset prices and interest rates.

**23564 2 Labour and Industry in the Global Context = ECON 399T** This subject examines the effects of institutional structures on the operation of the Australian labour market and the role of government policy in this market with special attention to the economic and cultural implications of immigration. Labour and Industry in the Global Context also examines recent changes in the international and Australian economies and the impact of these changes on industry and job structures. Students are equipped to evaluate labour market and industry trends as well as current policy debates.

**23592 2 Game Theory = ECON 399T** This subject introduces students to game theory concepts used in solving a wide range of economic and non-economic problems. It provides a range of techniques for analysing strategies in both cooperative and non-cooperative settings and explores many applications.

## **Finance**

**25300 1 Fundamentals of Business Finance = FINN 199T** The subject develops an understanding of the core principles of finance and their applications to financial decision-making. Topics include an overview of the financial markets, time value of money, valuation of securities, risk-and-return, capital budgeting decisions and financing decisions.

**25556 2 The Financial System = FINN 399T** The aim of this subject is to develop an understanding of the operations of a modern financial system, covering its payment, financing and market-risk management activities. Its main topic areas are financial institutions, financial markets (such as stocks, bonds and foreign exchange) and derivatives (such as futures and options).

**25622 2 Quantitative Business Analysis = FINN 399T** This subject provides students with skills essential for studying finance subjects offered by the School of Finance and Economics. Students learn basic mathematics and statistics, and consolidate their knowledge and skills in the context of real world finance problems. The focus of the subject is on the development of practical modelling skills.

**25557 3 Corporate Finance: = FINN 3043 Theory and Practice** This subject develops the concepts of corporate finance introduced in **25300** Fundamentals of Business Finance. This includes an examination of analytical techniques used in capital budgeting decisions and the capital structure decisions. Capital structure, estimation of the cost of capital and the dividend decision are examined from empirical and theoretical viewpoints. The effects of working capital management policy and international finance on the value of the firm are also considered.

**25503 3 Investment Analysis = FINN 3063** This subject introduces the conceptual and theoretical framework of the portfolio approach to investments and the investment management process. It applies the techniques of mean-variance diversification to

portfolio construction and performance evaluation. Asset pricing models and their applications are also reviewed along with other principles of asset valuation and risk management.

**22502 3 Financial Planning in Australia = FINN 399T** This subject provides students with an understanding of the financial planning processes in Australia from a professional practice perspective. The subject exposes students to a variety of alternative strategies for the management of personal financial risk exposures and links those strategies with a consideration of broader contemporary socioeconomic and sociolegal issues. Students consider the interaction between stakeholder interests and the availability of products and service processes in the context of the effective management of potential ethical issues, and the need for the provision of effective professional services while maintaining ongoing compliance with the requirements of the financial services sector regulatory environment.

### **Management**

**26100 1 Integrating Business Perspectives = MGMT 199T** This subject provides students with an overview of the business landscape with its various economic, legal and regulatory dimensions, in the private, public and non-profit sectors. It provides an introduction to the relationship between the various business disciplines and their contribution to the value of the business and society. Students also consider ethical and sustainability issues as they relate to the role of business in society. In addition, the subject incorporates the development of graduate skills for business professionals, in particular those relating to (business) written communication, oral presentations, group work, and critical, integrative and creative thinking.

**21129 1 Managing People and Organisations = MGMT 2103** This subject introduces students to the fundamentals of management and organisational behaviour in the context of today's contemporary global business environment. It examines the major theories and models in areas of communication, group dynamics, individual behaviour and motivation, decision-making, leadership, power and politics, and ethics and social responsibility. It places particular emphasis on the application of theory to dilemmas and issues likely to confront managers today and in the future.

**21555 1 Human Resource Management = MGMT 399T** This subject introduces students to the theory and practices utilised to manage an organisation's human resources. It establishes the nature and function of the various components of typical human resource management (HRM) practices, and exposes students to the skills of HRM through the use of structured exercises. It also considers the future direction and strategic application of HRM within Australia and overseas.

**21036 1 Managing Strategic Performance = MGMT 399T** This subject introduces students to the theory and practices utilised to manage the performance of employees in profit and not-for-profit organisations. It establishes the nature and function of the various components of a strategic performance management system and practices (such as 360 performance, pay-for-performance, etc.). It also exposes students to performance



management skills and considers the future direction of strategic performance management.

**21407 1 Strategic Human Resource Management = MGMT 399T** This subject focuses on the strategic nature of human resource management (HRM) functions within various organisations and builds on general issues first raised in **21555** Human Resource Management. It develops an appreciation of critical HRM issues through an exploration of conceptual issues such as alternative ways of viewing the HRM field, how HRM should relate to changes in the organisational environment, and the relationships between organisation strategy and HRM functions. The underlying concept considered in this subject is how an organisation in a changing environment can best manage its human resources in such a way as to provide long-term benefits to the organisation.

**21037 1 Managing Employee Relations = MGMT 399T** This subject introduces students to the challenges affecting the regulation of employment in a decentralised environment. It aims to help students understand the new legal and regulatory environment under which Australia operates. Students develop practical negotiation and advocacy skills required in employment relations. The employment relationship is studied in terms of the influence of social, economic, political and legal environment and the power resources of the key institutional parties and others who seek to influence employment.

**21440 1 Management Skills = MGMT 399T** The behaviour of people at work can best be understood not by focusing on individuals, but by examining the way in which groups and organisations are incorporated in an individual's mind. This subject is based on the premise that managerial effectiveness can best be improved by an understanding of human behaviour and psyche in the context of the modern organisation. It provides students with the opportunity to explore the manner in which we interpret our own and others' behaviour, the nature of groups and how they affect decision making, the nature of strategic interaction, conflict of interest and negotiation. The subject considers the critical role of language and non-verbal communication, the nature and impact of prejudice and discrimination and the nature and significance of leadership. The applied nature of this subject provides students with the opportunity to engage in active participation, personal reflection, experimentation and practice in the various areas of skill development. To this end, there is a strong focus on the role of individual and team reflection.

**21510 1 The Global Context of Management = MGMT 4853** This subject is designed to give students a broad overview of the complexity of the global business environment. Students gain an understanding of how changes in the context of the business environment affect strategic decision making and managerial processes. Understanding business and management in context engages students to appreciate the interrelationships between the economical, environmental, social, technological, political, legal and regulatory frameworks and how these influence the organisational capability to innovate and compete successfully in the future. Students are encouraged to explore the business context of wicked problems and contemporary business challenges, ethical dilemmas and sustainability issues in different industry settings.

**21512 1 Understanding Organisations: = MGMT 399T** Theory and Practice This subject considers what is theory and what is theorising in the specific context of organisations and organisation theory. It covers both mainstream classical business theorising and some alternatives. This examination should lead to an understanding that theory and organisational reality interact, influencing and shaping each other. It then follows that the practising manager is informed by theory when defining issues, sense making and choosing practical action.

**21513 1 Business Ethics and Sustainability = MGMT 4243** Business Ethics and Sustainability explores the breadth and depth of ethical issues confronting contemporary organisations. It examines major philosophical conceptualisations of ethics and applies these to critically analyse both theory and practice. It places particular emphasis upon developing students' ethical vocabulary and ethical argumentation so that they are better equipped to successfully carry an ethically informed subjectivity into their organisational practice.

**21591 1 Transnational Management = MGMT 4263** This subject examines the management challenges associated with the strategic and operational management of organisations whose activities stretch across national boundaries. It develops a conceptual framework which enables students to understand the interplay between the multinational corporation, the country in which it does business, including an understanding of the psychological, social, political and economic forces useful for managers and consultants involved in multinational organisations and cross-border management. Through theory, cases, readings and research articles, the subject considers approaches to the development of strategy, organisational capabilities, and management challenges for operating in the global economy. It provides comprehensive understanding of managerial processes such as, cultural diversity, the entrepreneurial process (identifying and acting on new opportunities), the integrative learning process (linking and leveraging those pockets of entrepreneurial initiative), and the leadership process (articulating a vision and inspiring others to follow).

**21227 1 Innovation and Entrepreneurship = MGMT 399T** The aim of this conceptual and decision-making subject is to provide students with the competencies and skills necessary for understanding, implementing and then managing the entrepreneurial innovation process within a highly competitive global environment. Entrepreneurship/intrapreneurship is more than the mere creation of a new business. Seeking opportunity, taking risks and having the tenacity to push ideas into reality are special characteristics that permeate entrepreneurial individuals. Entrepreneurship is an integrated concept that has revolutionised the way business is conducted. Students are required to study how winning entrepreneurs think, act and perform.

**21228 1 Management Consulting = MGMT 399T** This subject introduces students to the nature and characteristics of the consulting industry, major practice areas in consulting and the value creation activities of management consultants. It discusses the main success factors of consulting. It also considers methods of consultancy project

design and management, and integrative problem-solving applying the principles of design thinking and different performance measures. Students are required to work on a real-life project. Finally, the subject takes a critical look at the responsibilities and ethics of consultancy contract management. Note: This subject requires students to have completed the majority of their subjects and it should be taken towards the end of their degree.

**21602 1 Strategy: Theory and Practice = MGMT 399T** This subject, incorporating extensive case studies, offers an intellectually rigorous exploration of strategic theory and practice. Drawing on established disciplines such as sociology, economics and other social science disciplines, the subject takes an encompassing critical knowledge-interrogating view of the strategy literature. Students are required to engage with political, ethical and sustainability issues that the next generation of managers are likely to encounter.

## **Marketing**

**24108 1 Marketing Foundations = MKTG 3433** This subject covers the basic principles of marketing. It develops an understanding of the overall process of marketing planning, implementation and control in the contemporary business environment and also develops a basic understanding of marketing information systems; market research and marketing ethics; market segmentation; buyer behaviour; product development; and the development of product, distribution, promotion and pricing strategies for both goods and services domestically and internationally.

**24202 2 Consumer Behaviour = MKTG 3553** A clear understanding of consumer behaviour is critical for developing and evaluating effective marketing strategies. This subject provides a theoretical grounding in the field of customer behaviour examining both the internal and external human factors affecting behaviour and decision-making. It develops an awareness and understanding of customers as the central focus of marketing action, and discusses relevant theories developed in marketing, psychology and other behavioural sciences. This subject develops students' abilities to apply customer behaviour concepts to marketing problems.

**24309 2 Marketing Research = MKTG 3633** A clear understanding of consumer behaviour is critical for developing and evaluating effective marketing strategies. This subject provides a theoretical grounding in the field of customer behaviour examining both the internal and external human factors affecting behaviour and decision-making. It develops an awareness and understanding of customers as the central focus of marketing action, and discusses relevant theories developed in marketing, psychology and other behavioural sciences. This subject develops students' abilities to apply customer behaviour concepts to marketing problems.

**24210 2 Integrated Marketing Communications = MKTG 4233** This subject examines all aspects of integrated marketing communications from an advanced viewpoint based on theory and research findings. It provides managers with systematic approaches to setting marketing communications objectives, establishing budgets, identifying relevant target audiences, formulating and testing strategies and evaluating campaign results. It considers contemporary issues in advertising, together with reference to complementary aspects such as publicity and direct marketing and includes an applied project covering these decision factors.

**24220 2 International Marketing = MKTG 4633** This subject develops an understanding of marketing influences on demand for products and services in international environments. This involves consideration of cultural, political, legal and other environmental forces that facilitate or hinder exchanges among diverse sellers and buyers. Students learn different strategies that could be used in an international context to meet the needs and wants of diverse customers while concurrently enabling international marketers to achieve their goals and objectives.

**24306 2 Services Marketing = MKTG 399T** This subject enables students to broaden their understanding of marketing by focusing on the marketing of services. Services dominate the global economy and are becoming critical for competitive advantage in organisations across the world and in all industry sectors. Services require a distinctive approach to marketing strategy, both in its development and execution. The subject explores the foundations of services marketing and teaches students how to create, promise, and deliver a successful, interactive customer experience.

**24205 2 Business-to-Business Marketing = MKTG 399T** The marketing of industrial goods and services poses some unique challenges. This subject provides an integrated managerial and strategic approach that places industrial goods and services issues within a broader general marketing management context and addresses the need for business marketers not only to understand buyer needs and behaviors, but also how to use these insights to develop strategies for competing effectively in the marketplace. Organised around a strategic marketing framework, this subject develops the knowledge and skills to develop and implement an effective business marketing strategy.

**24104 2 Emerging Marketing = MKTG 399T** Issues and Social Media Marketing is a dynamic area of business that continues to evolve as a result of changes in technology, competitive landscape and consumer behaviour. This subject provides students with the opportunity to investigate marketing issues that emerge over time, and transform the way consumers and businesses respond to them. Topics surrounding social media and e-marketing are a particular focus of this subject.

**24415 3 Marketing Planning and Strategy = MKTG 4853** This subject covers the knowledge and skills necessary to create and sustain superior performance in the marketplace through market-led strategic management. It focuses on the essential issues in strategy, such as opportunity identification, strategy formulation and strategy implementation. There is almost never one right answer to a business scenario, but

strong analysis skills always deliver a much better set of answers than weak analysis skills. The subject develops a competence to develop marketing within organisations as a strategic force rather than just as an operational department.

**24222 3 Marketing Channel = MKTG 399T** This subject develops the knowledge and skills to design, develop, maintain and manage effective relationships among worldwide marketing channels to achieve sustainable competitive advantage by using strategic and managerial frames of reference.

**24223 3 New Product Marketing = MKTG 399T** This subject provides future new product managers, project managers and team leaders with a comprehensive set of knowledge and skills to manage new product development processes including how to develop an effective development strategy, and generate and evaluate concepts. It offers a managerial focus, with an emphasis on understanding the issues and solving the problems by implementing a variety of state-of-the-art methods and perspectives, and integrates marketing, R&D, production engineering, and financial aspects of new product design and marketing

**24224 3 Pricing Strategies and Tactics = MKTG 399T** Pricing directly affects a firm's bottom line. It is through pricing that managers can affect revenues and profit. This subject builds the required knowledge and competencies so that managers can generate revenues through the development of profitable value-oriented pricing strategies and tactics.

**24207 3 Media Planning = MKTG 399T** This subject focuses on the important role of media planning in the development of an organisation's marketing communications activities. It provides an understanding of the media planning process and strategic decision-making behind media selection in successful advertising campaigns. It also provides both a theoretical and practical approach to media planning.

**24510 3 Advertising Research = MKTG 399T** In this subject students undertake a multi-stage group project that initially involves target market research. It later involves advertising strategy and executional development followed by advertising research to determine the effectiveness of those executions. It finally involves presentation of validated campaign recommendations. Students must attend the first class to be included in a consultancy team.

**24908 3 Research Design and Data Collection Techniques = MKTG 399T** This subject covers an advanced consideration of the management of the marketing research process, research designs, sources of marketing data, qualitative and quantitative data collection procedures, measurement, scaling and questionnaire design. It helps students develop advanced research skills that are critical to both knowledge generation in marketing theory and problem solving in marketing practice.

**24331 3 Marketing Analytics and Decisions = MKTG 399T** Several forces are transforming the structure and content of the marketing profession. Marketers are seeing increasingly faster changes in the marketplace and are barraged with an ever increasing amount of information. While many view traditional marketing as art, and some view it as a science, the new marketing increasingly looks like engineering. This subject, combined with a comprehensive collection of leading-edge software models, provides the marketers with the know-how and tools to collect the right information and perform analysis to make better marketing plans, better product designs and better decisions. Taking this subject assists in translating concepts into context-specific operational decisions and actions using analytical, quantitative and computer modelling techniques; linking theory to practice and practice to theory.

### **Supply Chain Management**

**21511 1 Global Operations and Supply Chain Management = SCMT 399T** This subject builds on the business knowledge taught in the core subject Integrating Business Perspectives and provides students studying in the Management, Human Resource Management and International Business majors with an opportunity to develop their understanding of sustainable business operations and global supply chain management from a systems perspective. Through a blended process of experiential, engaging and reflective learning, this subject further assures problem-based learning skills, added with the ability to manage the development of higher order capabilities for addressing complex operational issues in a real business context.