

BACHELOR OF BUSINESS - SUBJECT DESCRIPTIONS

LEVEL 1

Core / Elective	SUBJECT CODE	SUBJECT NAME	
C	ACC1001	Accounting for Managers	Being able to understand accounting reports and the assumptions that underlie those reports is a critical skill for any successful businessperson. This subject is designed to provide students with a basic understanding of both management and financial accounting. The financial accounting focus is on the analysis and interpretation of financial accounting reports. The management accounting focus is on the preparation of budgets, the significance of costing information and the skills to apply accounting knowledge to business decision making.
C	BUS1001	Language in Business	This subject aims to introduce students to the specialised language used in business, communication conventions and how such conventions vary across industries, professions, geographical and cultural boundaries. The power and importance of language and communication styles in fostering teamwork, exhibiting leadership, and showing respect, will be demonstrated, and practiced. Students will examine various written and oral communication activities and develop communication strategies appropriate to a business context. The course includes the development of career ready skills in the areas of, client, colleague and management communication, problem solving and self-management. Self-management will be linked to employer expectations of graduates in terms of pace, quality, and professionalism. Students will gain competence and confidence by practising and receiving feedback on interpersonal skills.
C	MKT1001*	Marketing Fundamentals	Marketing Fundamentals is designed to give students a solid foundation in the marketing discipline, introducing relevant and contemporary concepts, theories, and models. It provides insights into where marketing fits within an organisation, its contributions to business in general, and the ethical issues surrounding marketing. The importance of understanding consumer behaviour, segmentation, targeting and positioning, the marketing mix and ethics in marketing is stressed throughout the subject. Students will have the opportunity to apply key marketing concepts in practical settings.
C	BUS1002	Perspectives in International Business	Students completing Perspectives in International Business will gain an understanding of the many issues which face executives, business managers and organisations when they move from the familiar domestic environment into engaging in international business with a wide variety of cultural, social, and political contexts and business practices. Students will learn how to assess global business opportunities for exporting, importing, foreign direct investment and international collaborations. Our individual cultural perspectives provide a basis for comparing other ways of thinking and acting and help develop cultural sensitivity. Students will be introduced to a variety of frameworks which help develop more effective decision-making skills and will practice teamwork and communication skills that are essential in today's globalised business environment.
C	BUS1003	Business Mathematics and Statistics	This subject introduces students to numerical techniques and tools that managers utilise when making decisions as part of their role within an organisation, covering areas such as: algebra and its use within Excel, ratios and proportions and their application within business, combination theory and its usefulness in decision making, the collection and presentation of data, and the use of probability as well as correlation and trend analysis of data. Students will gain a familiarity with and knowledge of how to utilise the theories, formulae, and computer software (Microsoft Excel) of mathematics and statistics to resolve queries arising from a business setting.
C	ECO1001	Business Economics	Economics is at the core of all business decision-making therefore an understanding of basic economic concepts is essential for business students. In this subject, students will be introduced to microeconomic theory and how it aids in resource allocation decisions by individuals and businesses. Students will also gain an understanding of the policy-making and regulatory role that governments play in modern industrialised economies. Scenario-based learning will be used extensively so that students develop skills in applying the microeconomic concepts they have learnt to authentic business scenarios.
E	BUS1004	Business Operations	The success of an organisation depends on how effectively the operations are managed in its business activities. Effective and efficient business activities help reduce the operational cost thereby increasing customer satisfaction and profits. This subject deals with the management of the activities related to the creation of goods and the delivery of services to the customer. The subject introduces the operations management and the main areas of operations strategy, the introductory concepts for the design of the operations system and the management of operations over time. The subject also provides an overview of the digital tools being used in the efficient management of the business activities.
E	HRM1001	Human Resource Management	This subject provides students with an introduction to the field of Human Resource Management (HRM). It aims to show that HRM is a central and strategic organisational activity that has evolved over time as the nature of work and the workplace has changed and developed. Students are introduced to the responsibilities of the human resource function, the foundational theories and assumptions that underpin practice and the basic principles and techniques of human resource management. Contemporary issues within the HRM profession and an international context for HRM are critically examined.
E	ICT1001	Business Information Systems	Information Systems (IS) and Information and Communication Technology (ICT) have changed how organisations run their internal operations and the structure of the markets in which they compete. As a result, it is necessary for all business professionals to understand the fundamentals of IS and its impact on the functional areas within the organisation. This subject describes the contemporary business environment and how technology is integrated into business, government, and community systems. It describes ways to leverage IT resources and align them with business goals in an increasingly global environment. It explains the role of information systems (IS) for better business management; and the activities used to develop, implement, and maintain IS. In addition, ethics, privacy, and information security are highlighted. Students will get the opportunity to complement the theoretical knowledge with practical skills by using and managing, word processing, electronic spreadsheets, and presentation tools.

LEVEL 2

C	BUS2001	Careers and Networking	This subject is designed to assist students to develop the skills to enter and progress their professional career. They will be able to engage in learning activities in order to advance their personal development, career readiness and, therefore, employment potential. This subject will provide students with a reflective assessment of their personal profile and career competencies from which they will create a personal development plan. They will participate in a range of simulated career activities and develop a portfolio of career documents.
C	BUS2002	Understanding Contemporary Organisations	This subject introduces students to the basic functions of organisations and management, and to the internal and external environments in which contemporary organisations operate. The major principles and theories of management are investigated and applied such that students can make informed judgements regarding contemporary managerial tasks and decision-making. The implications of innovation, sustainability, ethics and other current issues on organisations and decision making are critically explored. Students will develop skills in academic and professional written and verbal communication, whilst working collaboratively in a group.
C	BUS2003	Managing Across Cultures	This subject aims to develop multi-cultural competence in students. It builds on the knowledge and insight gained in BUS1002 Perspectives in International Business. Students will improve their cross-cultural understanding, increase self-knowledge, develop skills to work more effectively with people from differing cultures and add value to international business activities to achieve corporate objectives. Conceptual frameworks will be utilized to build skills in negotiation and conflict resolution across cultures. Students will become aware of the importance of adaptability and flexibility which international business executives' value.
C	FIN2001	Business Finance	This subject introduces students to the dynamic world of modern business finance, examining the level of interactions between shareholders, firms, and the economy via the financial marketplace. It examines the firm's investment, financing, and distribution decisions utilising time value of money concepts. Asset pricing models are developed to allow for the valuation of bonds and shares and to estimate asset returns according to their risk characteristics. The implications of the firm's use of different financing options are analysed in the context of alternative capital structure theorems seeking to assess the firm's overall cost of capital. In addition, an evaluation is undertaken of the decisions made by the firm regarding its level of dividend payouts to shareholders. The overall objective of this subject is for students to learn how to apply finance theory and principles to the analysis of important business problems in practice.
C	LAW2001	Australian Business Law	This subject will provide students with an introduction to international business law, explain the legal framework of international business regulation; and examine international trade organisations and trade agreements, international business contracts, international trade payment options, customs law and import and export regulations, the protection of intellectual property, foreign investment, and international dispute resolution. Factual problem-solving scenarios will be used to reinforce students understanding of essential legal tenets governing international business. Students will become aware of situations where it is appropriate for international business legal issues to be referred to a legal professional.
E	ACC2001	Management Accounting	This subject is designed to provide students with the knowledge and skills to use management accounting information to inform business decisions. The emphasis is on understanding and interpreting management accounting information but to do this, students are required to generate the information as well. Students will gain an appreciation for how costing information is generated, the underlying assumption behind and limitations of such information and how to interrogate and interpret the information. In addition to the traditional costing functions of management accounting, the forward planning and control aspects of management accounting information are also explored. Students are required to apply numerical and analytical skills to budgeting, planning and control.
E	ICT2001	Business Analytics	Business analytics is a fast-growing field that studies the methods of exploring data to improve decision-making. Expertise in analytics allows organizations to use the data to understand the current situation and the future of their business. This subject helps you to gain an understanding of how organizations use business analytics to formulate and solve real-world business problems and to support managerial decision making. You will learn how to use and apply Excel add-ins to solve business problems. This subject covers descriptive, predictive, and prescriptive perspectives of business analytics.
E	MKT2001*	Digital Marketing	In the modern world, consumers engage in many ways with companies. People look at the internet to read reviews, they may search for comparisons on pricing using comparison sites, they may gain information on the company from its website. The new digital landscape impacts all companies, not-for-profits and even community groups. Successful marketing still requires an understanding of customers, competitors, external macro forces and micro forces (customers, competitors, suppliers, retailers) but there is increasing pressure on businesses to encompass the disruptive digital environment. This subject will consider some broader integrated marketing communication requirements before covering some key points in digital marketing such as owned media, paid media and earned media. The subject will look at measuring effectiveness of a digital marketing plan plus legal and ethical considerations.
E	MKT2002*	Consumer Behaviour	The subject provides the basis and foundation to understand the driving forces that influence and motivate consumer behaviour. The subject covers key concepts relating to consumer behaviour and needs and how it impacts the marketplace. Key theories relating to consumer behaviour are analysed with further discussions on how these theories apply in practice. By obtaining an understanding about what drives consumer behaviour, students will be able to develop and improve the marketing strategy of the business overall in a contemporary setting.
E	PRJ2001	Project Management Concepts	This subject provides students with an introduction to project management concepts such as knowledge groups, processes, tools, and techniques needed to manage projects successfully throughout a project life cycle. It covers the language used by practitioners in conjunction with the terminology recognised by the Project Management Institute (PMI). Students explore the project management knowledge areas and process groups of the Project Management Body of Knowledge (PMBOK) guide. Students also examine the triple constraint of scope, time and cost and other fundamentals of project management.

LEVEL 3

C	BUS3001	Corporate Social and Environmental Responsibility	This subject requires students to investigate, critically analyse and evaluate the major contemporary trends in global corporate citizenship. Increasingly, corporations are being held accountable for their actions and inactions that impact on social and environmental conditions. Government and public appeals for directors to consider not only shareholder returns but also returns of an extended group of corporate stakeholders has created a potential conflict of interest and breach of director fiduciary duties. A reaction to this dilemma is the advent of the Benefit Corporation in the USA and BCorp certification globally. Students will explore the BCorp certification requirements, analyse characteristics of existing BCorps and
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C	BUS3002	Work Integrated Learning	This subject provides students with an opportunity to apply the knowledge and skills acquired during their course to an authentic workplace experience. Students will undertake a 120-hour professional work placement and conduct a project or take part in a simulation exercise that allows them to ascertain their level of preparedness for a professional career. Prior to the experience component, students will conduct research and prepare a report on the relevant firm and industry sector. Students will be required to reflect on their experience and identify their strengths and weakness and articulate a plan to address their shortcomings. While work experience is a component of the placement, considerable emphasis will be on the development of workplace knowledge and employability skills such as communication and coordination skills.
C	BUS3003	Business Research	The ability to conduct research in a business context is a necessary skill for contemporary business graduates. Being able to interpret and communicate the results in a clear and meaningful way is equally important. This introduction to business research methods provides students with an opportunity to apply the knowledge and skills they have gained throughout their degree to real world projects. The relationships between ethics and research relevant to modern managers are explored.
C	BUS3004	Business Models, Innovation and Entrepreneurship	This subject provides students with an understanding of the essential concepts and frameworks for understanding business models and relates these concepts to innovation and entrepreneurship. The relationships between business models, strategy and business planning will be explored before applying the concepts to entrepreneurial opportunities. Students will be required to observe, analyse, and evaluate authentic business start-ups according to the models and concepts introduced in the subject. In addition to crafting appropriate business models, students will be required to analyse the external environment, review internal resources and capabilities, and identify the challenges faced by start-ups. The emphasis of this subject is the application of theories and models to real business opportunities.
C*	MKT3001	International Marketing	This subject builds on the marketing and international business discipline foundations provided in MKT1001 Marketing Fundamentals, BUS1001 Perspectives on International Business and BUS2003 Managing Across Cultures. The key component of the topic is the creation of a professional export marketing plan in a team environment that integrates students' prior learning in the two disciplines. The key features of the subject are the shared document environment used to create the marketing plan and the close involvement and direction from the lecturer in the development of the report. As such, in addition to extending the theoretical business concepts and practices students are already familiar with, it also provides students with a real-life project in an online team environment that applies their learning to practice.
E	BUS3006	International Study Tour	This subject is designed to give students a broad understanding of business issues in a global context. A blend of formal study and experiential learning will enhance students' knowledge of conducting business in an international market and an appreciation of cultural issues. Students will gain an understanding of international organisations through immersion in a foreign country, participation in academic seminars conducted by partner institutions, industry visits, group work, and cultural activities. As the study tour location and focus may vary each year, the course is designed to have flexible topics depending on the focus of the tour. Student will complete a two-week pre-departure research and preparation program relevant to the scheduled seminars and company visits and submit a reflective journal or report on their return. The study tour will typically run over three weeks during summer or winter school depending on the destination and visits.
E	BUS3007	Cultural Competence	Intercultural competence is a crucial skillset in today's global workplace. In this subject, students will develop their emotional intelligence and intercultural competence in class and in the workplace. This experiential subject requires students to study and/or work with people from different cultures and countries in a business context and to reflect on their experiences. Students will be introduced to a range of theories, which they will critically evaluate before and during their intercultural experience. In most instances, students will undertake international travel as part of their experience however this is not essential.
E	ICT3001	Building a Successful E-Business	Starting a small business enterprise on eBay, Amazon Webstore, Facebook or even Gumtree has become an increasingly popular option for entrepreneurs looking to get instant visibility and access to a massive online marketplace. But how do you go about becoming a serious eBay seller and form a business around your enterprise? The challenges for e-business players are how to scale up and be profitable. This subject aims to help students conceptualise the different e-commerce business models that exist and learn how to grow a profitable e-business. Cases will be explored in a variety of industries and in various life stages of the firm such as start-up, early traction, fast growth, and maturity.
E	LAW3001	International Business Law	This subject will provide students with an introduction to international business law, explain the legal framework of international business regulation; and examine international trade organisations and trade agreements, international business contracts, international trade payment options, customs law and import and export regulations, the protection of intellectual property, foreign investment, and international dispute resolution. Factual problem-solving scenarios will be used to reinforce students understanding of essential legal tenets governing international business. Students will become aware of situations where it is appropriate for international business legal issues to be referred to a legal professional.
E	PRJ3001	Project Management in Practice	A diverse set of project management and leadership skills are required from project initiation through to completion. Students in this subject are introduced to concepts, tools, and techniques needed to manage projects successfully in practice and throughout a project life cycle. Students will develop a project management plan, stakeholder management plan and risk management plan to monitor and control a project successfully. It also covers the management of projects using traditional and non-traditional Agile project management methodologies.

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*Part of Marketing Minor in Bachelor of Business

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