



GRADUATE CERTIFICATE IN MANAGEMENT - SUBJECT DESCRIPTIONS

CORE

C	BUS9001	Strategic & Critical Thinking in Business	Strategy is about making a business competitive so all accountants, managers, business owners and investors need a basic understanding of strategic thinking and associated management processes. This fundamental subject provides the basis for the degree by developing an understanding and practical applications of the use of strategic information and planning. In this internet dominated global business environment, being able to critically analyse and interpret the strategic signals and resources available online to inform decision making requires an understanding of the assumptions that underlie those signals and resources. This subject provides students with an introduction to the critical and strategic thinking necessary to interpret the assumptions and rules that underlie business processes. Students will apply evidence-based research methods, analyse, and interpret global business case studies and prepare a strategic management plan.
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ELECTIVES (3 subjects from the list below)

C	BUS9002	Managing People & Organisations	The organisations we work in are rich and complex organisms in which many interactions, relationships and processes take place daily. This subject introduces students to the fundamentals of management and organisational behaviour with attention to the international context of management practice. The major theories and models of communication, group dynamics, individual behaviour, learning and motivation, leadership, power and politics, ethics and social responsibility are examined with an emphasis on the application of theory to dilemmas and issues likely to confront managers.
C	BUS9004	Accounting & Finance	Many of the decisions that managers, business owners and investors make are based on accounting information. Being able to analyse and interpret accounting reports to inform decision making requires an understanding of the processes and assumptions that underlie those reports. This subject provides students with an introduction to financial accounting and the underlying assumptions and rules. Students will analyse and interpret the financial reports of a company listed on the Australian Stock Exchange. Capital investment and other business financing decisions models will also be explored.
C	BUS9005	Economics for International Business	This subject provides an overview of the field of economics and how it relates to business in an international context. Students will study microeconomics, including the development of the market model, analysis of cases where the model fails to operate and implications for business decision making in terms of strategy, production, and pricing. Macroeconomic concepts are covered, with emphasis on the international economic context and implications of

			internal and external shocks for general economic performance. Students conduct research and perform an economic risk analysis of a foreign country for business decision making purposes.
C	BUS9006	Entrepreneurship & Innovation	This subject covers a broad range of topics relevant to innovation and entrepreneurship with a focus on business, environmental, and social sustainability. Strong theoretical foundations are combined with practical application. There is a strong emphasis on the business model concept. The subject encompasses the entrepreneurial mindset in the 21st century, resilient entrepreneurship – from opportunity identification to the business model, planning and growing the new venture and financial matters for entrepreneurial ventures. Students will be asked to consider cultural diversity as it applies to entrepreneurship and to recognise the importance of entrepreneurial imagination and creativity.
C	BUS9007	Strategic Marketing Management	This subject provides an overview of the marketing discipline in relation to strategic decision making and action. It applies marketing concepts to profit and non-profit oriented organisations, exposes students to the implications of digital transformation, and highlights the importance of ethical marketing practices. Students will study the application of marketing concepts in diverse cultures across different markets.
E	BUS9020	Project Management for Innovation	A diverse set of project management and leadership skills are required from project initiation through to completion for an organisation that values innovation. Students in this subject are introduced to concepts and language used by project management practitioners in conjunction with the terminology recognised by the Project Management Institute (PMI). Students explore various methods for delivery via traditional and non-traditional approaches and examine the triple constraint of scope, time and cost and other fundamentals for project success. These include risk, communications, and quality as they are applied to projects supporting innovation. This subject also covers progress and performance measurement and governance on projects together with the principles of change management and benefits realization of projects.
E	BUS9023	Corporate Finance	This subject introduces students to the key financial decisions that modern corporations face, as well as the different methods that can be employed to maximise the value of the firm's assets. Financial managers are required to make important decisions on behalf of the firm regarding its investment, financing, and shareholder distributions, each of which will impact on the value of the firm. Students learn how to apply key finance principles to understand and measure business success and to maximise the firm value. Students also learn how to use valuation techniques to make sound business investment and acquisition decisions. Finally, students will use excel techniques, and common investment analysis applications to make sound financial decisions and investments.
E	BUS9024	Law for Leaders	This subject introduces students to the Australian legal system, contract law and corporations law. Students learn principles, rules, cases and legislation underpinning commercial contractual responsibilities and gain an in-depth understanding of the compliance regime governing corporations law. Students will use their research and analytical skills to gather information from reliable sources and interpret and apply this information to authentic business scenarios.

E	BUS9026	Strategic Human Resource Management	<p>Modern and agile businesses that are focused on performance improvement, understand the importance of linking their human resource function with the strategic objectives of the organisation. Strategic Human Resource Management (SHRM) emphasises the importance of people to the business and concentrates on longer-term resourcing issues within the context of an organisation's goals and the evolving nature of work in the global economy. This subject provides students with an extensive understanding of the theory and practice of SHRM so they can develop policies and practices relating to the legal, ethical, and socially responsible management of people at work. Students critically evaluate the effectiveness of SHRM policies and strategies within different political, cultural, social, and economic contexts.</p>
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