

MODULES OUTLINE CORE MODULES

ACCT2060 ACCOUNTING IN ORGANISATIONS AND SOCIETY

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

BUSM4192 INTRODUCTION TO MANAGEMENT

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

MODULES OUTLINE MANAGEMENT MAJOR

BUSM1100 ORGANISATIONS

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

BUSM3199 ETHICS AND GOVERNANCE

Ethical issues in management and the development of systems of corporate governance are pressing concerns in

understanding of the ethics of business practice and the importance of good governance in contemporary commercial and organisational settings. Case studies will be investigated in the light of business ethics and corporate governance theory as well as through consideration of both international and local ethical understandings and corporate governance codes.

BUSM3200 STRATEGY

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

BUSM4194 LEADERSHIP

This module examines a number of approaches to leadership and change management in organisations, encouraging students to critically evaluate the theories and models presented. Leadership and change management practices in

MODULES OUTLINE FLEXIBLE MODULES

ACCT1029 STRATEGIC ACCOUNTING AND LEADERSHIP

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

ACCT1054 FINANCIAL ACCOUNTABILITY AND REPORTING

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

ACCT1059 AUDITING

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

ACCT1063 MANAGERIAL ADVISORY FINANCE

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

ACCT1068 COST ANALYSIS AND ORGANISATIONAL DECISIONS

This module aims to provide students with an understanding of the

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BUSM1139 HUMAN RESOURCE DEVELOPMENT

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

BUSM1227 GLOBAL BUSINESS

This course provides students with a fundamental understanding of the global business environment and the role of international trade and investment in the global economy.

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BUSM4690 GLOBAL CORPORATE RESPONSIBILITY

This module provides students with knowledge and skills to think innovatively about how to take social and environmental issues into account in ways that both contribute to

how they buy them; the frequency with which they buy them; and the decision process in these situations.

MKTG1265 APPLIED MARKETING MANAGEMENT

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

MKTG1266 MARKETING COMMUNICATION

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

MKTG1268

OMGT2224 WAREHOUSE AND DISTRIBUTION CHANNELS

This module presents the basic principles of warehousing, inventory man