



GRADUATE CERTIFICATE OF BUSINESS

CRICOS: 078930B

MANAGING IN THE GLOBAL CONTEXT

SUBJECT CODE: MGT604

The aim of this subject is to enhance your understanding of cultural intelligence and cultural differences and the impact this has on the global business environment. You will learn how to analyse and interpret the multicultural 'big picture' in which global companies operate, through a comparison of organisational behaviour and communication across different countries and cultures.

ECONOMICS AND FINANCE FOR BUSINESS

SUBJECT CODE: ECO600

The aim of this subject is to examine contemporary economic and financial systems and develop advanced insights about core theoretical concepts and frameworks of economics that underpin the purposes and operations of financial systems. The subject also aims to contextualise the role of business operations in that framework, and the resulting implications for effective decision-making.

ACCOUNTING FOR BUSINESS DECISIONS

SUBJECT CODE: ACC601

The aim of this subject is to address the importance of accurate and reliable accounting and financial information and equip you with the requisite knowledge and skills to prepare, analyse and interpret complex data to make a range of business decisions. The subject also focuses on how to produce a range of accounting and financial reports that comply with applicable laws and codes of practice. More importantly, you will also examine the theoretical basis upon which these reports are produced and the business and economic rationale as to why they are produced.

CONTEMPORARY MARKETING

SUBJECT CODE: MKT601

The aim of this subject is to examine and analyse contemporary marketing and customer issues in the context of real world examples in the current digital environment. You will develop an advanced appreciation of key strategic skills available to marketers as well as critical thinking skills relevant to effective marketing in complex and dynamic settings. You will apply a range of digital and social media marketing tools and concepts through designing key marketing strategies for different brands and organisations.



GRADUATE CERTIFICATE IN EVENT MANAGEMENT

CRICOS: 097379G

MEDIA MANAGEMENT

SUBJECT CODE: MGT601

The overall aim of this subject is to examine strategic marketing communications so as to fit the media to the market. It examines different aspects of integrated marketing communication from an advanced viewpoint. Planning, analysing and implementing the marketing communication process requires a thorough understanding of the audience and environment, measurement and the media itself. This subject discusses a wide range of marketing communications tools, media and communication techniques and focuses on the need for contemporary organisations to communicate effectively and efficiently with their target markets

TOURISM AND HOSPITALITY MARKETING

SUBJECT CODE: TOU600

The aim is to familiarise students with the broader marketing environment and its tools so that they may better analyse situations and improve decision making processes in relation to Hospitality and Tourism marketing. This will be achieved through:

- An analysis of marketing approaches used in the various sectors within the tourism system.
- A close look at special interest, experiential and ethical tourism products and how they are promoted to appeal to particular markets.
- A focus on the information and communication technologies used in tourism and hospitality marketing and how changes have impacted upon the methods used in order to communicate effectively to markets.
- A study of how tourism can be used as a tool for regional development and sustainability, enhancing empowerment and self-sufficiency for these regions.
- Engagement with current affair topics and how these impact upon daily marketing operations and trends.
- Dissemination and study of information from texts, journals and papers that will inform clear strategic and operational decision making.

BUSINESS EVENTS AND ASSOCIATION MANAGEMENT

SUBJECT CODE: EVT601

This subject aims to provide you with a comprehensive understanding of the processes, challenges and operational aspects of bidding for, planning and executing business events. You will understand the close relationship with associations management and will be able to identify and examine the roles and responsibilities of other key stakeholders in the business event sector.



IMPACTS AND STRATEGIC PLANNING OF INTERNATIONAL EVENTS

SUBJECT CODE: EVT603

This subject aims to provide you with the ability to analyse the economic, social, political, environmental and goodwill impacts of events with international outcomes. These include mega events, franchised events, touring events and local events attracting international attendance. The strategic planning processes used to create, develop, attract and assess these events is examined.

MASTER OF EVENT MANAGEMENT

CRICOS 097379G

MEDIA MANAGEMENT

SUBJECT CODE: MGT601

The overall aim of this subject is to examine strategic marketing communications so as to fit the media to the market. It examines different aspects of integrated marketing communication from an advanced viewpoint. Planning, analysing and implementing the marketing communication process requires a thorough understanding of the audience and environment, measurement and the media itself. This subject discusses a wide range of marketing communications tools, media and communication techniques and focuses on the need for contemporary organisations to communicate effectively and efficiently with their target markets

TOURISM AND HOSPITALITY MARKETING

SUBJECT CODE: TOU600

The aim is to familiarise students with the broader marketing environment and its tools so that they may better analyse situations and improve decision making processes in relation to Hospitality and Tourism marketing. This will be achieved through:

- An analysis of marketing approaches used in the various sectors within the tourism system.
- A close look at special interest, experiential and ethical tourism products and how they are promoted to appeal to particular markets.
- A focus on the information and communication technologies used in tourism and hospitality marketing and how changes have impacted upon the methods used in order to communicate effectively to markets.
- A study of how tourism can be used as a tool for regional development and sustainability, enhancing empowerment and self-sufficiency for these regions.
- Engagement with current affair topics and how these impact upon daily marketing operations and trends.
- Dissemination and study of information from texts, journals and papers that will inform clear strategic and operational decision making

BUSINESS EVENTS AND ASSOCIATION MANAGEMENT

SUBJECT CODE: EVT601

This subject aims to provide you with a comprehensive understanding of the processes, challenges and operational aspects of bidding for, planning and executing business events. You will understand the close relationship with associations management and will be able to identify and examine the roles and responsibilities of other key stakeholders in the business event sector.

IMPACTS AND STRATEGIC PLANNING OF INTERNATIONAL EVENTS

SUBJECT CODE: EVT603

This subject aims to provide you with the ability to analyse the economic, social, political, environmental and goodwill impacts of events with international outcomes. These include mega events, franchised events, touring events and local events attracting international attendance. The strategic planning processes used to create, develop, attract and assess these events is examined.

FOUNDATIONS OF MANAGEMENT THOUGHT

SUBJECT CODE: MGT803

The aim of the subject is to provide you with various lenses of understanding that will enable you to analyse better the concepts that you have studied at ICMS and that you are supposed to apply as managers. This will be achieved through: An overview of the origin of the main management and organisation theories; Critical discussion of the idea that management is or should be a science; A focus on psychology, as this discipline is having an ever-increasing influence in management theory and practice, be it through the fields of Organisational Behaviour, Human Resources Management or Marketing; and, A critical analysis of management language; An analysis of the role of power, authority and freedom in organisations.

ELECTIVE LEVEL 800

HOS801	Strategic Management in Tourism & Hospitality
MGT812	Strategic Intelligence and Analytics
MGT807	Entrepreneurship and Innovation

RISK MANAGEMENT AND LAW FOR EVENT MANAGERS

SUBJECT CODE: EVT802

The aim of the subject is to ensure you have a high level of understanding, up to date knowledge of risk and the ability to use the risk management process. This includes the ability to research, comprehend and comply with the laws such as local rules and regulations and contractual requirements related to event management.

SUSTAINABLE BEST PRACTICE FOR EVENTS

SUBJECT CODE: EVT804

Using ISO 20121 as the framework, this subject aims to provide you with a comprehensive understanding of sustainable best practice in events. You will develop skills to enable you to plan for, implement, maintain, evaluate and continuously improve sustainable policies and procedures for any event big or small.

RESPONSIBLE LEADERSHIP

SUBJECT CODE: MGT808

The aim of this subject is to integrate key concepts and approaches to responsible leadership. You will acquire relevant theoretical and practical knowledge, including a focus on the historical drivers of responsible leadership. In addition, this subject aims to provide opportunities to critically evaluate and reflect on contemporary business leadership and apply these to the planning of organisational change and innovation.

ELECTIVE LEVEL 800

HOS801	Strategic Management in Tourism & Hospitality
MGT812	Strategic Intelligence and Analytics
MGT807	Entrepreneurship and Innovation

INNOVATION IN EVENT CONCEPT AND DESIGN

SUBJECT CODE: EVT805

The subject will equip you with the skills and knowledge you will need to design an event that will capture the imagination of residents and visitors, boost visitor numbers to a destination and appropriately communicate the brand personality and individuality of that place.

EVENT OPERATIONS AND QUALITY MANAGEMENT

SUBJECT CODE: EVT806

This subject aims to give you an understanding of the system of event operations, the combination of existing operations of the site or venue and the operational elements brought in for the event. The operations of the event are the support structure for the staging or production and must be of quality expected by the customers and the stakeholders.



WORK INTEGRATED LEARNING

SUBJECT CODE: IND801

Work Integrated Learning permits students with developed skills in research procedures and methods to apply these skills in a real-world setting. This experience aims to assist students to participate as an emerging professional in the business community by investigating the operational requirements of the industry, examining multiple roles and responsibilities, adopting ethical practice, and integrating the learnt discipline, practical interpersonal and reflective knowledge in authentic, real-world professional contexts. The subject provides opportunities for students to articulate personal and professional suitability for employment in various fields of business.

Students will learn to identify a 'research problem' defined as something that constitutes an unaddressed question or difficulty, a market opportunity, a source of inefficiency, delay or frustration within the context of a given industry or organisation (relevant to the chosen major). More details on what constitutes a research problem can be found in the assessment description documents. The subject requires students to think critically, analyse, reflect on and synthesise complex data, problems, concepts and theories within the work setting. This will provide students with an experience in a junior- to middle-management position within the area of his or her specialisation.



MASTER OF INTERNATIONAL BUSINESS

CRICOS: 078928G

MANAGING IN THE GLOBAL CONTEXT

SUBJECT CODE: MGT604

The aim of this subject is to enhance your understanding of cultural intelligence and cultural differences and the impact this has on the global business environment. You will learn how to analyse and interpret the multicultural 'big picture' in which global companies operate, through a comparison of organisational behaviour and communication across different countries and cultures.

ECONOMICS AND FINANCE FOR BUSINESS

SUBJECT CODE: ECO600

The aim of this subject is to examine contemporary economic and financial systems and develop advanced insights about core theoretical concepts and frameworks of economics that underpin the purposes and operations of financial systems. The subject also aims to contextualise the role of business operations in that framework, and the resulting implications for effective decision-making.

ACCOUNTING FOR BUSINESS DECISIONS

SUBJECT CODE: ACC601

The aim of this subject is to address the importance of accurate and reliable accounting and financial information and equip you with the requisite knowledge and skills to prepare, analyse and interpret complex data to make a range of business decisions. The subject also focuses on how to produce a range of accounting and financial reports that comply with applicable laws and codes of practice. More importantly, you will also examine the theoretical basis upon which these reports are produced and the business and economic rationale as to why they are produced.

CONTEMPORARY MARKETING

SUBJECT CODE: MKT601

The aim of this subject is to examine and analyse contemporary marketing and customer issues in the context of real world examples in the current digital environment. You will develop an advanced appreciation of key strategic skills available to marketers as well as critical thinking skills relevant to effective marketing in complex and dynamic settings. You will apply a range of digital and social media marketing tools and concepts through designing key marketing strategies for different brands and organisations.

INTERNATIONAL FINANCE

SUBJECT CODE: ECO800

The aim of this subject is to offer you a highly developed understanding of the analytical tools required by a financial manager to operate in the international business environment. This includes developing an advanced knowledge of foreign exchange markets and their operation; the relationships between exchange rates, interest rates, and price levels; the management of currency risk; and how multinational corporations make financing and investment decisions abroad, bank and trade; offshore financial centres, money laundering across borders; and current issues in global banking and the phenomenon of financialisation.

CONTEMPORARY MANAGEMENT CAPABILITIES

SUBJECT CODE: MGT811

The aim of this subject is to develop an advanced understanding of the diverse range of skills, capabilities and behaviours required as a contemporary business manager, including the combination of hard and soft skills. You will be given a series of assessment tasks, including a critical incident report, peer coaching case study and personal reflection that enhances self-awareness and understanding of these management skills, capabilities and behaviours.

INTERNATIONAL TRADE AND LOGISTICS

SUBJECT CODE: ECO803

The underlying aim of this subject is to offer you basic understanding of the theory and practice of international trade and banking. The subject focuses on both theoretical underpinning and empirical contributions. To achieve this, the subject first examines theoretical and contemporary issues such as gains from trade, comparative advantage, various forms of trade restrictions and trading blocks. It then extends to the practical issues such as balance of payment, international monetary policy, exchange rate markets and international banking. The distinct set of risks faced by participants in international trade is also examined. In addition, the subject provides you with ample opportunity to develop your presentation, communication and interpersonal skills through tutorial group discussions, class room debate and research assignment. This subject also contributes to your international and cross-cultural understanding, as local and overseas students work together in various group activities and projects in various business and real world like settings.

BUSINESS LAW AND GOVERNANCE

SUBJECT CODE: MKT809

The aim of this subject is to provide you with an understanding of business law and corporate governance in the Australian legal system, especially in relation to the roles and responsibilities of company directors and the way in which laws govern the actions of corporations. This subject examines corporate social responsibility within a business governance framework and you will analyse and apply relevant legal concepts to business through a range of learning activities and assessment tasks.

BUSINESS RESEARCH

SUBJECT CODE: RES800

Managers are constantly engaged in decision making that requires sophisticated understanding and skills for problem solving in all areas of business. To be successful, it is important for managers to be knowledgeable in the systematic and organised process of applied research to create effective management solutions. This subject explores different research theories and concepts relevant to business research and provides you with the insights and skills necessary to develop evidence-based management decisions.

MULTINATIONAL CORPORATIONS

SUBJECT CODE: MGT810

Multinational Corporations (MNCs) play a significant role in international business and in some cases given their impacts on national GDPs, also on geopolitics. While MNCs have variable impacts on different industries and markets, they have become increasingly important relative to the size of the global economy over the past 40 years. Effective managers understand that MNCs possess certain legal, economic, strategic, organisational, and socio-political features that set them apart from purely domestic companies. These international dimensions further complicate the managerial roles of strategy formulation and implementation, which are also made more challenging by the increasing speed and complexity of international business.

STRATEGIC INTELLIGENCE AND ANALYTICS

SUBJECT CODE: MGT812

Effective managers assist business organisations to reduce the high levels of uncertainty that characterises the external environment. To successfully deal with uncertainty and to achieve strategic competitiveness, businesses must fully comprehend the constituents of the external environment which is often represented by a complex array of disorganised data. Business intelligence transforms these data into structured information to improve strategy and operations. A highly developed knowledge of the economic, legal, political, socio-cultural, demographic and technological aspects of strategic intelligence is instrumental in decision-making.

ELECTIVE LEVEL 800

HOS801	Strategic Management in Tourism & Hospitality
MGT812	Strategic Intelligence and Analytics
MGT807	Entrepreneurship and Innovation



WORK INTEGRATED LEARNING

SUBJECT CODE: IND801

Work Integrated Learning permits students with developed skills in research procedures and methods to apply these skills in a real-world setting. This experience aims to assist students to participate as an emerging professional in the business community by investigating the operational requirements of the industry, examining multiple roles and responsibilities, adopting ethical practice, and integrating the learnt discipline, practical interpersonal and reflective knowledge in authentic, real-world professional contexts. The subject provides opportunities for students to articulate personal and professional suitability for employment in various fields of business.

Students will learn to identify a 'research problem' defined as something that constitutes an unaddressed question or difficulty, a market opportunity, a source of inefficiency, delay or frustration within the context of a given industry or organisation (relevant to the chosen major). More details on what constitutes a research problem can be found in the assessment description documents. The subject requires students to think critically, analyse, reflect on and synthesise complex data, problems, concepts and theories within the work setting. This will provide students with an experience in a junior- to middle-management position within the area of his or her specialisation.



MASTER OF MANAGEMENT

CRICOS: 078929F

MANAGING IN THE GLOBAL CONTEXT

SUBJECT CODE: MGT604

The aim of this subject is to enhance your understanding of cultural intelligence and cultural differences and the impact this has on the global business environment. You will learn how to analyse and interpret the multicultural 'big picture' in which global companies operate, through a comparison of organisational behaviour and communication across different countries and cultures.

ECONOMICS AND FINANCE FOR BUSINESS

SUBJECT CODE: ECO600

The aim of this subject is to examine contemporary economic and financial systems and develop advanced insights about core theoretical concepts and frameworks of economics that underpin the purposes and operations of financial systems. The subject also aims to contextualise the role of business operations in that framework, and the resulting implications for effective decision-making.

ACCOUNTING FOR BUSINESS DECISIONS

SUBJECT CODE: ACC601

The aim of this subject is to address the importance of accurate and reliable accounting and financial information and equip you with the requisite knowledge and skills to prepare, analyse and interpret complex data to make a range of business decisions. The subject also focuses on how to produce a range of accounting and financial reports that comply with applicable laws and codes of practice. More importantly, you will also examine the theoretical basis upon which these reports are produced and the business and economic rationale as to why they are produced.

CONTEMPORARY MARKETING

SUBJECT CODE: MKT601

The aim of this subject is to examine and analyse contemporary marketing and customer issues in the context of real world examples in the current digital environment. You will develop an advanced appreciation of key strategic skills available to marketers as well as critical thinking skills relevant to effective marketing in complex and dynamic settings. You will apply a range of digital and social media marketing tools and concepts through designing key marketing strategies for different brands and organisations.

VALUE CHAIN MANAGEMENT

SUBJECT CODE: MGT804

The increasingly complex world of business creates significant challenges for the management of the flow of work activities that add value at each stage of the supply chain. Value chain management is the process of organising the connected group of activities that create value by producing goods or services from the raw material stage to purchase by a consumer. The underlying rationale for an integrated value chain management approach is to increase the opportunity for cost savings, better customer service, and competitive advantage for all companies in the supply chain. Therefore, value chain management is increasingly important to government, stakeholders and companies in competitive markets across a variety of sectors. A key outcome of value chain management is the integration of communication and increased cooperation between demand and supply chain members.

The aim of this subject is to develop an advanced understanding of the role of value chain management in contemporary business practice. It aims to clarify the interrelated concepts of supply and value chain management and provide an understanding of the value chain stakeholder network. The subject also focusses on enhancing measurement skills that underpin analysis of the different elements of the value chain network as well as creating and maintaining value, reducing costs, and ensuring effectiveness and efficiency to create a competitive advantage.

ENTREPRENEURSHIP AND INNOVATION

SUBJECT CODE: MGT807

The aim of this subject is to provide advanced knowledge and professional skills to meet the challenges of entrepreneurial activities involving uncertainty, complexity and creativity. Entrepreneurs must possess a high level of proficiency and understanding of entrepreneurship and innovation management concepts and theories. You will be equipped with the capability to analyse and interpret the key factors that directly impact the way entrepreneurial initiatives are planned and executed.

CONTEMPORARY MANAGEMENT CAPABILITIES

SUBJECT CODE: MGT811

The aim of this subject is to develop an advanced understanding of the diverse range of skills, capabilities and behaviours required as a contemporary business manager, including the combination of hard and soft skills. You will be given a series of assessment tasks, including a critical incident report, peer coaching case study and personal reflection that enhances self-awareness and understanding of these management skills, capabilities and behaviours.



BUSINESS LAW AND GOVERNANCE

SUBJECT CODE: MKT809

The aim of this subject is to provide you with an understanding of business law and corporate governance in the Australian legal system, especially in relation to the roles and responsibilities of company directors and the way in which laws govern the actions of corporations. This subject examines corporate social responsibility within a business governance framework and you will analyse and apply relevant legal concepts to business through a range of learning activities and assessment tasks.

BUSINESS RESEARCH

SUBJECT CODE: RES800

Managers are constantly engaged in decision making that requires sophisticated understanding and skills for problem solving in all areas of business. To be successful, it is important for managers to be knowledgeable in the systematic and organised process of applied research to create effective management solutions. This subject explores different research theories and concepts relevant to business research and provides you with the insights and skills necessary to develop evidence-based management decisions.

RESPONSIBLE LEADERSHIP

SUBJECT CODE: MGT808

The ability to lead and manage change underpins organisational success in contemporary business settings characterised by complexity and the knowledge-based and disruptive gig economy. Responsible leadership is about making decisions that consider the needs of all stakeholders, such as workers, clients and suppliers, as well as sustainability responsibilities. It is recognised that successful business leaders achieve outcomes through using the principles of responsible leadership. Responsible leadership entails a broader, beyond profit view of the purpose of business which incorporates socio-environmental issues and long-term sustainability principles as core drivers of strategy, change and innovation.

STRATEGIC INTELLIGENCE AND ANALYTICS

SUBJECT CODE: MGT812

Effective managers assist business organisations to reduce the high levels of uncertainty that characterises the external environment. To successfully deal with uncertainty and to achieve strategic competitiveness, businesses must fully comprehend the constituents of the external environment which is often represented by a complex array of disorganised data. Business intelligence transforms these data into structured information to improve strategy and operations. A highly developed knowledge of the economic, legal, political, socio-cultural, demographic and technological aspects of strategic intelligence is instrumental in decision-making.

ELECTIVE LEVEL 800

HOS801	Strategic Management in Tourism & Hospitality
MGT812	Strategic Intelligence and Analytics
MGT807	Entrepreneurship and Innovation

WORK INTEGRATED LEARNING

SUBJECT CODE: IND801

Work Integrated Learning permits students with developed skills in research procedures and methods to apply these skills in a real-world setting. This experience aims to assist students to participate as an emerging professional in the business community by investigating the operational requirements of the industry, examining multiple roles and responsibilities, adopting ethical practice, and integrating the learnt discipline, practical interpersonal and reflective knowledge in authentic, real-world professional contexts. The subject provides opportunities for students to articulate personal and professional suitability for employment in various fields of business.

Students will learn to identify a 'research problem' defined as something that constitutes an unaddressed question or difficulty, a market opportunity, a source of inefficiency, delay or frustration within the context of a given industry or organisation (relevant to the chosen major). More details on what constitutes a research problem can be found in the assessment description documents. The subject requires students to think critically, analyse, reflect on and synthesise complex data, problems, concepts and theories within the work setting. This will provide students with an experience in a junior- to middle-management position within the area of his or her specialisation.



MASTER OF MANAGEMENT (TOURISM AND HOSPITALITY)

CRICOS 078929F

MANAGING IN THE GLOBAL CONTEXT

SUBJECT CODE: MGT604

The aim of this subject is to enhance your understanding of cultural intelligence and cultural differences and the impact this has on the global business environment. You will learn how to analyse and interpret the multicultural 'big picture' in which global companies operate, through a comparison of organisational behaviour and communication across different countries and cultures.

ECONOMICS AND FINANCE FOR BUSINESS

SUBJECT CODE: ECO600

The aim of this subject is to examine contemporary economic and financial systems and develop advanced insights about core theoretical concepts and frameworks of economics that underpin the purposes and operations of financial systems. The subject also aims to contextualise the role of business operations in that framework, and the resulting implications for effective decision-making.

ACCOUNTING FOR BUSINESS DECISIONS

SUBJECT CODE: ACC601

The aim of this subject is to address the importance of accurate and reliable accounting and financial information and equip you with the requisite knowledge and skills to prepare, analyse and interpret complex data to make a range of business decisions. The subject also focuses on how to produce a range of accounting and financial reports that comply with applicable laws and codes of practice. More importantly, you will also examine the theoretical basis upon which these reports are produced and the business and economic rationale as to why they are produced.

CONTEMPORARY MARKETING

SUBJECT CODE: MKT601

The aim of this subject is to examine and analyse contemporary marketing and customer issues in the context of real world examples in the current digital environment. You will develop an advanced appreciation of key strategic skills available to marketers as well as critical thinking skills relevant to effective marketing in complex and dynamic settings. You will apply a range of digital and social media marketing tools and concepts through designing key marketing strategies for different brands and organisations.

CONTEMPORARY MANAGEMENT CAPABILITIES

SUBJECT CODE: MGT811

The aim of this subject is to develop an advanced understanding of the diverse range of skills, capabilities and behaviours required as a contemporary business manager, including the combination of hard and soft skills. You will be given a series of assessment tasks, including a critical incident report, peer coaching case study and personal reflection that enhances self-awareness and understanding of these management skills, capabilities and behaviours.

HOSPITALITY MANAGEMENT SIMULATIONS

SUBJECT CODE: HOS802

The aim of this subject is to provide you with a business simulation experience that reinforces critical thinking and contemporary management decision-making skills. This will be facilitated through the Hotel Operations, Tactics and Strategy Simulation (HOTS) program. You will be challenged to exercise judgement and optimise organisational outcomes by responding to different business scenarios. Furthermore, you will study key theories and concepts underpinning revenue and yield management in order to develop strategic plans within the context of contemporary hotel and hospitality management.

SUSTAINABLE TOURISM DEVELOPMENT

SUBJECT CODE:

VISITOR BEHAVIOUR AND MANAGEMENT

SUBJECT CODE: HOS804

The aim of this subject is to develop interdisciplinary knowledge of theories and management principles and practices for the planning, design and management of visitor experiences. It will provide insight into the nature of visitor experiences across diverse visitor settings and attractions. You will examine sustainable management approaches from supply and demand perspectives at local to international levels. Furthermore, it will develop your critical analysis and communication skills in presenting substantiated arguments for the successful management of visitor experiences.

BUSINESS RESEARCH

SUBJECT CODE: RES800

Managers are constantly engaged in decision making that requires sophisticated understanding and skills for problem solving in all areas of business. To be successful, it is important for managers to be knowledgeable in the systematic and organised process of applied research to create effective management solutions. This subject explores different research theories and concepts relevant to business research and provides you with the insights and skills necessary to develop evidence-based management decisions.

RESPONSIBLE LEADERSHIP

SUBJECT CODE: MGT808

The ability to lead and manage change underpins organisational success in contemporary business settings characterised by complexity and the knowledge-based and disruptive gig economy. Responsible leadership is about making decisions that consider the needs of all stakeholders, such as workers, clients and suppliers, as well as sustainability responsibilities. It is recognised that successful business leaders achieve outcomes through using the principles of responsible leadership. Responsible leadership entails a broader, beyond profit view of the purpose of business which incorporates socio-environmental issues and long-term sustainability principles as core drivers of strategy, change and innovation.

STRATEGIC MANAGEMENT IN TOURISM AND HOSPITALITY

SUBJECT CODE: HOS801

The aim of this subject is to examine a variety of theories, frameworks and examples relating to crucial elements of strategic management in a tourism and hospitality context. You will evaluate methods of identifying relevant industry trends and integrating these with innovative strategy development and implementation. The subject will also further enhance your ability to critically analyse strategic management issues and effectively present the results of this analysis in an engaging and informative fashion.

ELECTIVE LEVEL 800

HOS801	Strategic Management in Tourism & Hospitality
MGT812	Strategic Intelligence and Analytics
MGT807	Entrepreneurship and Innovation



WORK INTEGRATED LEARNING

SUBJECT CODE: IND801

Work Integrated Learning permits students with developed skills in research procedures and methods to apply these skills in a real-world setting. This experience aims to assist students to participate as an emerging professional in the business community by investigating the operational requirements of the industry, examining multiple roles and responsibilities, adopting ethical practice, and integrating the learnt discipline, practical interpersonal and reflective knowledge in authentic, real-world professional contexts. The subject provides opportunities for students to articulate personal and professional suitability for employment in various fields of business.

Students will learn to identify a 'research problem' defined as something that constitutes an unaddressed question or difficulty, a market opportunity, a source of inefficiency, delay or frustration within the context of a given industry or organisation (relevant to the chosen major). More details on what constitutes a research problem can be found in the assessment description documents. The subject requires students to think critically, analyse, reflect on and synthesise complex data, problems, concepts and theories within the work setting. This will provide students with an experience in a junior- to middle-management position within the area of his or her specialisation.