



SUBJECT OFFERINGS 2020

Subject Code	Subject name	Subject offered		
		Feb 20	May 20	Sep 20
ACC100	<p>Accounting Fundamentals</p> <p>This subject aims to provide you with the accounting knowledge to understand the principles of accounting & how it relates to the internal and external decision making of an economic entity. It focuses on the development of an understanding of accounting generally, the fundamental accounting processes & issues, as well as critical, analytical & quantitative skills. You will be presented with the knowledge & skills to enable them to demonstrate the application of accounting concepts & principles when they analyse & process business activity then prepare & present that accounting information in financial statements.</p> <p>Equivalent subject – ACC101A – Financial and Commercial Literacy</p>	Y	N	N
ACC101A	<p>Financial and Commercial Literacy</p> <p>This subject is designed to provide an introduction to accounting for first-year students from a wide range of disciplines. While a general overview of accounting principles relating to the preparation of financial and managerial reports will be presented, the primary focus is to show how accounting information is used by a variety of stakeholders in planning, controlling and investing decisions.</p> <p>Equivalent subject – ACC100 – Accounting Fundamentals</p>	N	Y	Y
ACC120	<p>Management Accounting I (cpa)</p> <p>This subject aims to provide students with the operational information and skills relevant to planning, controlling and evaluating accounting information within an organisation. Students will also examine various tools that support management decision-making.</p>	N	Y	N
ACC130	<p>Financial Accounting I (cpa)</p> <p>This subject aims to provide students with the knowledge and skills to understand the principles of financial accounting and how it relates to the internal and external decision making of various stakeholders. This subject is designed specifically to provide the student with an understanding of the role that accounting plays in various aspects of financial decision-making. The student will learn how to summarise and present information within financial statements to aid the decision making of stakeholders.</p>	N	N	Y
BUS101A	<p>Pathway to Success</p> <p>In order to be a successful student at ICMS and to develop your career skills ready for work, it is essential to understand and integrate a range of tertiary tools and skills that you can use to demonstrate your growing academic ability and career readiness.</p>	Y	Y	Y



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<p>BUS301A</p>	<p>Capstone This subject provides ICMS students with hands-on experience collaborating in sustainable, social and/or organisational initiatives, working with community groups and businesses in Australia and beyond. This subject is designed to provide an important synthesising experience for all students to work collaboratively on an interdisciplinary project that would be directly linked to the UN’s Sustainable Development Goals. The capstone will help students synthesise skills and knowledge at several levels; across disciplines, across theoretical and practical knowledge, and across multi-stakeholder sector experiences of entrepreneurship, thus demonstrating the achievement of ICMS’s Graduate Capabilities. ICMS, as a member of the United Nations (UN) Academic Impact initiative wants to be proactive in helping achieve the UN Sustainable Development Goals as it serves as an incubator of new ideas, inventions and solutions to the many global challenges we face. Outside the scope of this subject but incorporating ICMS’s philosophy of helping achieve the UN SDG’s, students will also be encouraged and mentored to apply to different national and international competitions and organisations that would be directly linked to this objective.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>BUS302A</p>	<p>Blogging Your Way to Fame</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>BUS303A</p>	<p>Study Tour</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>BUS304A</p>	<p>Project Management</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>BUS305A</p>	<p>Mastering the Sale</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>BUS306A</p>	<p>Innovative Disruption</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>ECO100</p>	<p>Business Economics The aim of this subject is to equip students with the foundation skills essential for understanding the micro and macroeconomic environment within which all entities operate. Equivalent subject – ECO201A – Economics for Managers</p>	<p>Y</p>	<p>N</p>	<p>N</p>
<p>ECO201A</p>	<p>Economics for Managers This subject aims to provide students with an introduction to economics as a foundation in business, focusing on micro and macroeconomics, but with an introduction to international economics. Business managers need to be aware of the economic environment in which they work, and the impact this environment has on their decision-making. Topics such as demand and supply, fiscal and monetary policy, and international trade will be some of the issues covered. Equivalent subject – ECO100 – Business Economics</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>ENT101A</p>	<p>Entrepreneurship Foundations & Mindset The subject aims to introduce the theory and practice of entrepreneurship, the characteristics of entrepreneurs, and the “mindset” of the entrepreneurship in individuals and organisations. Students can gain an overview of the lean business start-up process, assess their own “mindset” for entrepreneurship and map out their journey to develop their mindset and skillset as entrepreneurs. The aim of the unit is for students to learn about themselves as people and thus identify what type of entrepreneur they would be.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



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<p>ENT102A</p>	<p>Venture Ideation & Validation The aim of this subject is the brainstorming, researching, ideation and validation of the business ideas. It must be both about the development of a viable business but also the market research, testing and feedback to validate and confirm its viability. There is a strong focus on market and customer research here towards clarifying the merits of a strong value proposition and minimally viable product. This subject will also strengthen the grasp of what their brand is based on their customer/target audience research findings and their business purpose, goals and values.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>ENT200</p>	<p>New Enterprise Creation This subject will enable a student to discover their unique talent for entrepreneurship as well as these other human factors that are needed for the success of a new venture. The subject leads students through the process of taking an idea to an opportunity and then commercialising and facilitating the new venture. Critical factor evaluation is described and the steps needed to secure venture capital are examined. Students will develop individual critical and analytical skills necessary to form and then launch a viable and sustainable new venture.</p>	<p>Y</p>	<p>N</p>	<p>N</p>
<p>ENT201A</p>	<p>Creativity & Innovation for Business In today's competitive world, business success depends increasingly on the ability to innovate. Business leaders are already recognising the importance of how creative practice and process can improve product and service. As such, this subject focus on the importance of innovation and creative thinking in achieving business success. Innovation is not an end result. Rather, through creativity and foresight, it is a way of thinking that enables individuals and organisations to more effectively define critical problems, possible solutions and foster positive change. The ultimate goal is to provide a set of proven creativity methods, skills and strategies that enable innovative breakthroughs to occur in a deliberate and predictive manner.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>ENT202A</p>	<p>Entrepreneurial Business Model & Launch The purpose of this unit is to define and identify aspects of a strong business model. Entrepreneurs who have considered legal ramifications of their business before it is launched are already protecting their intellectual property effectively. Participants will consider how to organize and cultivate their business operations and talent when it is early in its inception. Finally, participants will examine the impact finances and managing risk effectively will have on the growth of a business.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>ENT203A</p>	<p>Guerilla Marketing This course examines how start-up companies identify, attract and retain customers by understanding their needs, and how start-up companies translate these needs into value offerings, and how ultimately start-up companies capture value back. It introduces core marketing concepts to bring a new product or service to market and build for its success.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



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<p>ENT301A</p>	<p>Funding & Financial Modeling Many startups fail because aspiring entrepreneurs do not grasp the funding and financial modelling. In order to successfully pitch to investors and Venture Capitalists (VCs), it is important to establish a strong business organisation that projects growth. To do this, it is crucial that the budding entrepreneurs can manage finances effectively by creating a financial model that allows them to make a profit and plan for growth. The first purpose is to help budding entrepreneurs understand how to manage their finances effectively by creating a financial model that allows them to make a profit and plan for growth. Secondly, this unit looks at various methods of financing a business. From using savings to establish a business, asking for help from friends and family, crowdfunding options, grants as well as business loans, angel investors, and venture capital firms. With financing and pitching to investors and VCs, it's important to establish a strong business organisation that projects growth. The subject aims to help students understand the financial decision-making process largely from the point of view of the founder of an entrepreneurial venture. Students will learn to apply corporate finance tools and concepts related to modelling, valuation, control, and investment decisions within an entrepreneurial context. They will use cases with firms at different stages of their life cycles from initial angel or venture capital investments</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>ENT302A</p>	<p>Entrepreneurial Operations & Growth This subject is for the entrepreneur to be able to run the business they have started. Since stagnant businesses are mostly unfulfilling and no longer considered successful businesses, this subject will help the student-entrepreneur grow his/her business and be able to run the business to reach his/her long-term goals. This will mostly focus on project management, inventory management and human resource management for an effectively lead business. In this subject, participants can learn about some of the issues and concerns that will be introduced as their businesses grow. The purpose of this unit is to show how entrepreneurs make their visions a reality by evaluating opportunities to expand. Expansion ideas to be discussed will include franchising, mass production and international expansion.</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>EVT100</p>	<p>Event Operations & Logistics The aim of this subject is to provide students with the skills and experience necessary to undertake planning and management of event operations and logistics. Incorporated in this aim, is the importance of understanding event management principles and logistics of Project, Site, Labour, Financial, Risk, Transport and Time management, required to control and budget all aspects of event logistics. Equivalent subject – Site Logistics</p>	<p>Y</p>	<p>N</p>	<p>N</p>
<p>EVT101A</p>	<p>Event Concept & Design The success of an event starts with a creative design and concept. The event industry has grown exponentially over the past decade. Within the increasingly competitive event space, events that are unique and creative in design and their concepts are winners.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



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<p>EVT200</p>	<p>Event Production and Design This subject examines the concept of themed events and provides an overview of the reasons for special events, an event producer's responsibilities and roles within the event team. Focus is on exploring creative ideas, understanding what makes a winning proposal, and putting the student's knowledge into practise.</p> <p>Equivalent subject – EVT203A – Event Production</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>EVT201A</p>	<p>Event Planning This subject introduces students to the broad event planning principles and project management skills. It aims to engage students in the hands on planning of a chosen event concept, and the use of event industry tools to plan their chosen event. Students will also learn how to interpret an event brief and demonstrate through their planning skills for a real and deliverable event.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>EVT202A</p>	<p>Site Logistics Logistics planning is an important and integral part of event planning. This subject will bring students to the complex world of event logistics, the backbone of any successful event and students will learn some key logistics management skills to execute a complete event logistics strategy</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>EVT203A</p>	<p>Event Production The subject focuses on building the practical skills in event production. Students learn how to produce an event based on an event plan and/or a real client brief. This subject gives students the opportunity to work on their chosen event designs and bring the plans into production.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>EVT210</p>	<p>Legal Issues for Event Management The aim of this subject is to provide the student with basic knowledge of the relevant New South Wales/Commonwealth Law pertaining to the Event Management Industry. Students are introduced to both the Common and Statute Law that relates to the numerous areas of liability affecting the Event Management Industry.</p> <p>Equivalent subject – LAW201A – Business Law for Managers</p>	<p>Y</p>	<p>N</p>	<p>N</p>
<p>EVT220</p>	<p>Event Practicum This subject allows the student to apply theory and practical knowledge learnt in introductory event units and industry training to project manage real events. There will be numerous events, the details of which will be identified and allocated in week one.</p> <p>Equivalent subject – EVT302A – Creating Event Experiences</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>EVT300</p>	<p>Promotions & Sponsorship The overall aim of the subject is to prepare and equip the student with the necessary skills to evaluate and pursue sponsorship opportunities and to integrate sponsorship with the creative and media strategies required to drive a successful integrated marketing communications campaign.</p> <p>Equivalent subject – EVT301A – Finance & Sponsorship</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



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<p>EVT301A</p>	<p>Finance & Sponsorship Students completing a degree in events are passionate about the design and staging of events. While these are important skills to learn, often a well-designed event fails to eventuate because of issues relating to finances and/or problems with sponsorships and partnerships. This subject introduces students to the finance aspects of event management and the skills in sourcing, managing and working with sponsors and partners. The subject explores various avenues of funds available to event organisers as well as the important role sponsors and partners play in successful events. Students will also learn practical skills in building an event budget as well as devising a sponsorship proposal.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>EVT302A</p>	<p>Creating Event Experiences Students with practical knowledge and skills are highly sought after by employers in the Events Industry. What better way to show your prowess in events, than with the opportunity to bring about an event of your own creation! This subject is designed for students to utilise all their knowledge and skills gained from previous studies and prior industry experience to create and carry out an event within the duration of this subject. Students will also have access to real clients and work on real client briefs with the outcome being the demonstrated ability of students in all aspects of an event, from event design conceptualising to the actual realisation of a memorable event for a real client, and everything else in between.</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>EVT320</p>	<p>International Events The overall aim of the course is to provide you with an understanding of the issues and operational considerations associated with producing mega events, and the rationale behind government and private sector involvement in such events.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>EVT330</p>	<p>Conventions & Meetings Management The overall aim of the subject is to provide the student with a solid understanding and insight into the conference and convention industry, its players, processes and future trends.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>FBM101</p>	<p>FBM101 Intro to Fashion & Retail The aim of this subject is to provide students with an overview of the nature and scope of fashion retailing, and the elements required to develop and maintain a successful fashion brand strategy. This is critical in a constantly changing business environment. Equivalent subject – RET101 – Intro to Retail Management</p>	<p>Y</p>	<p>N</p>	<p>N</p>
<p>FBM102</p>	<p>FBM102 Styling & Creative Direction The aim of this subject is to provide students with the knowledge and understanding of working in fashion and trend orientated retail, such as clothing, accessories and homeware. Topics considered include: history, building a clear creative vision and brand, case examples of style icons, body shapes, personal styling, home styling, editorial, show styling, photography styling, event styling, fashion and homeware merchandising, story telling, taking a client brief and fashion trend forecasting.</p>	<p>N</p>	<p>Y</p>	<p>N</p>



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FBM103	FBM103 Fashion Planning & Buying The aim of this subject is to provide students with a knowledge and understanding of working in fashion and trend orientated retail, such as clothing, accessories and homeware. Topics considered include: Industry Trends, Product Stock Keeping Unit Planning, Global Retail Buying Management, Product Trend Analysis, Product Design Process, Seasonality, Product and Category Buying, Waste Management, Profitability Management and Category Analysis.	N	N	Y
FBM201	Brand Management & Product Innovation The aim of this subject is for students to understand the management processes and strategies that underpin a brand. The subject provides an overview of relevant theory as well as practical applications of the theory to brand management and strategy.	Y	Y	Y
FIN201	Business Finance The aim of this subject (unit) is to provide an introduction to the financial sector of the economy and to the mathematics of finance. Students will be introduced to a wide range of financial instruments and the methods of valuing them.	Y	Y	N
HOS101A	Rooms Division Ops This subject investigates the most significant department in a hotel or resort, Rooms Division, through the study and practical application of Front Office operational procedures. In this subject current property management software, STR (Smith Travel Report) data and simulations are used to introduce students to the complexities of managing this area of a hotel or resort. Students will gain key knowledge required to manage this department including the principles and procedures involved in the provision of quality guest lodging with emphasis on front office, housekeeping and security and an introduction to yield management. The subject highlights the importance of clear and timely communication and collaboration both within the department and externally.	Y	Y	Y
HOS120	Rooms Division Operations This subject provides students with the skills and knowledge at an introductory level that are required to manage front office and housekeeping departments in hospitality operations. Equivalent subject - HOS101A – Rooms Division Ops	Y	N	N
HOS200	Hospitality Operations II This subject will provide students with the advanced knowledge and skills in hospitality operations building on the foundation gained in Hospitality Operations I (HOS100). The theoretical base underpins the practical learning experience and gives fusion to the subject matter. On completion of this subject students will have the practical and theoretical knowledge to be considered for industry training placement in the hospitality sector. Equivalent subject – HOS201A – Food & Beverage Service	Y	Y	Y



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<p>HOS201A</p>	<p>Food & Beverage Service This subject introduces students to food and beverage service appropriate to the hospitality environment, including fine dining, family dining, leisure and casual dining. Students will gain practical experience in a controlled environment to develop appropriate skills and knowledge to enter this industry. The focus of this subject will be on theories and technical skills required for hospitality operations while introducing the principles of managing food and beverage service, cohesive group dynamics and customer contact.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>HOS202A</p>	<p>Bar & Mixology This subject (unit) introduces beverage and bar operations. Achieved through the study and practical application of operational procedures and basic concepts in a variety of styles and scenarios. The students' understanding of beverage operations is greatly enhanced by the practical application of theoretical knowledge acquired in the classroom and the practical tutorials. This enables students to achieve the competency required to operate successfully in a management context.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>HOS203A</p>	<p>Gastronomy The introductory historical approach to the principal aspects of gastronomy form the platform and theoretical base for the study of food and drink. The various social and cultural aspects combine to give a meaningful and reflective understanding of the important nature of food and drink in society. The historical framework allows for analysis and evaluation from the past to the present combining to make this subject a realistic and useful learning experience. This subject has been designed for all those who are, or will be, working in the diverse environment of hospitality, tourism and services. It also provides the opportunity for self-reflection and the development of personal interests in gastronomy.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>HOS230</p>	<p>Gastronomy The overall aim of this subject is to introduce you to the broad topic of gastronomy. The multidisciplinary approach will facilitate an understanding of food and drink in its historical, cultural and functional forms. You will evaluate and analyse the social aspects of food in relation to global changes to the construction and consumption practices.</p> <p>Equivalent subject – HOS203A – Gastronomy</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>HOS301A</p>	<p>Hotel Management Simulation (THE302A) The Accommodation industry is a significant sector of the global economy. It requires the combination of tangible products as well as the intangibility of service and experience. The need to remain competitive within a growing market requires planning with an emphasis on people, finance, operations and marketing. This subject uses a learning simulation HOTS - The Hotel Operations, Tactics and Strategy simulation, which is concerned with developing skills for managing people, operations and business in hotels and hospitality companies. It focuses on the business operations and management issues to be found in successful lodging enterprises. The subject incorporates the application of key aspects of marketing, service management, financial management, revenue management and business development within a hospitality context. It develops effective problem solving and critical thinking skills necessary to meet the service industry's ever-changing needs</p>	<p>N</p>	<p>Y</p>	<p>Y</p>



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<p>HOS302A</p>	<p>Service & Experience Management “Work is theatre and every business a stage” (Pine & Gilmore 1999) The provision of service has become increasingly important across a number of industries and many organisations are moving beyond the idea of providing a service to staging a total customer experience. Introducing this exciting concept of management in the service and experience economy where the student will be engaged in several theoretical concepts to enhance the learning experience. The subject examines the development of the experience economy and the specialist skills required to manage commercial organisations within it. To create the desired impression, companies must provide cues that affirm the nature of the experience and think about what they would do differently if they were to charge admission.</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>HOS303</p>	<p>Global Trends in Hospitality & Tourism The aim of this subject is to create an awareness of global trends as they relate to the hospitality and tourism industry. It will develop an understanding of the major influences affecting the international hospitality and tourism business environment, and it will enable students to assess the strategic issues and trends resulting from globalisation. Equivalent subject – THE201A – Trends in the Visitor Economy</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>HOS303A</p>	<p>Int'l Restaurant Concepts</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>HOS320</p>	<p>Hotel Management Simulations The aim of this subject is to engender your confidence in analysing and implementing decisions in semi-complex safe business situations. You will be able to evaluate broad ranges of accumulated learning by running a business within a safe and accelerated environment. Periodic reports assess team performance whilst simultaneously developing word processing and spreadsheet skills. Equivalent subject – HOS301A – Hotel Management Simulations</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>HOS330</p>	<p>Global Wine Tourism The aim of this subject is to provide knowledge and understanding of the importance of the wine tourism industry to regional destinations and its economic development. The relationship and interest among the various stakeholders in wine tourism will be discussed along with the ways in which the current wine tourism product can be diversified. You will propose a wine tourism development plan for the region of your choice aiming for long term sustainability, visitor satisfaction and a quality wine tourism product.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>HRM220</p>	<p>Career Planning and Strategy This course will provide students with an understanding of career planning and development and how that applies to the individual. To develop skills in researching employers and industries, job sourcing, interview techniques and networking strategies. Development of a career plan that enhances employability, the ability to apply self-assessment, decision making and negotiating career transitions. Identify contextual factors that influence work and career changes. Development of written and oral communication skills in a professional work environment.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



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HRM320	<p>Managing Workplace Conflict To introduce students to the process of critically analysing and solving work place conflict. At the end of the subject students will be able to implement concepts and theories relating to conflict in the workplace.</p>	Y	N	N
LAW200	<p>Business Law The aim of this unit is to provide the student with basic knowledge of the relevant New South Wales /Commonwealth Law pertaining to the tourism, hospitality, retail, event, property and sports management industries. Participants are introduced to both the Common and Statute Law that relate to the numerous areas of liability affecting these industries.</p> <p>Equivalent subject -LAW201A – Business Law</p>	Y	N	N
LAW201A	<p>Business Law for Managers This subject introduces the basic principles of Business Law, particularly within the context of the Australian legal system. The importance and impact of the legal system on business management is explained inter alia through reference to common law, contract law and Torts. This provides students with a base of core legal skills useful for successful business practice. Knowledge of the law is essential for all business managers. The meaningful application of current industry scenarios and historic legal case studies makes this subject a practical and useful learning experience.</p>	N	Y	Y
MGT101	<p>Managing People & Organisations This subject aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success.</p> <p>Equivalent subject – MGT101A – Management Solution for a Changing World</p>	Y	N	N
MGT101A	<p>Management Solutions for a Changing World This subject is an engaging and informative introduction to the disciplines of business and management. It introduces key perspectives and debates from a range of fields that inform the study of business and management while explaining the complexity of issues that shape contemporary business and management practices and future directions.</p> <p>Equivalent subject – MGT101 – Managing People & Organisations</p>	N	Y	Y
MGT102A	<p>Global Citizenship Like many other countries, Australia has witnessed a growing population with people from a range of cultural backgrounds living and working in the country. Therefore, it is essential that leaders in modern-day business settings are equipped with skills and strategies to effectively manage this increasingly diverse workforce. This subject is designed to expose students to some thought-provoking research and concepts on cross cultural communication and management; identified as one of the key competencies in business management today.</p>	Y	Y	Y



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<p>MGT201A</p>	<p>Unlocking Your Leadership Potential Leadership is not a title but a process and is often shared by individuals who choose to be leaders. To become an agile leader of individuals and teams, one needs to develop a sense of their leadership style, as well as an understanding of how teams operate. This subject examines leadership theories, traits and behaviours, providing students with the opportunity to conduct a comprehensive self-analysis of their goals, values and personality, which supports their authentic leadership style.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>MGT211</p>	<p>Cross Cultural Management This subject incorporates cross-cultural management case studies. It introduces major issues encountered in cross-cultural interactions, reviews the relevant literature and applies the acquired knowledge to specific business situations.</p> <p>Equivalent subject – MGT102A – Global Citizenship</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>MGT300</p>	<p>Strategic Management</p> <ul style="list-style-type: none"> • Articulate the importance of an holistic understanding of corporate and functional strategy. • Assess the competitive rivalry, behaviour and dynamics within industries. • Analyse the internal resources, capabilities and core competencies to determine competitive advantage. 	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>MGT301A</p>	<p>Ethics, Sustainability & Profit To make effective business decisions, it is crucial that students use business strategies and frameworks to assist in their analysis and resolution of ethical problems. This subject examines the moral and ethical contexts that inform and frame decision-making in the world of business to enlighten students to the consequences of their decisions and actions. The subject calls on students to justify the bias, prejudice, vested interests, etc., that underpin behaviour and points of view in the world of business.</p> <p>The subject aims at developing your ability to evaluate the relative arguments and the interests these stakeholders represent. Students will examine various moral frameworks that promote and lead to decisions, particularly business-related ones, including that of the perspective of all stakeholders to a decision. During this subject they will explore several ethical perspectives and their implications for a range of key business functions and contexts such as such as marketing, human resources, international business, and technology.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>MGT302A</p>	<p>High Performance Leadership</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>MGT320</p>	<p>Business Ethics (Pre-requisite – MGT101 – Managing People & Organisations) You examine various moral frameworks that promote and lead to decisions, particularly business-related ones, including that of the perspective of all stakeholders to a decision. During the course you will explore several ethical perspectives and their implications for a range of key business functions and contexts.</p> <p>Equivalent subject – MGT301A – Ethics, Sustainability & Profit</p>	<p>Y</p>	<p>N</p>	<p>N</p>



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<p>MGT330</p>	<p>Quality Management & Customer Service (Pre-requisite – MGT202 – Service Management & Innovation) In general terms, the aim of the subject is to expose students to: The concept of quality in manufacturing and services and how it can be defined, The importance of fluctuations in demand on how these influence the capacity of organisations to deliver quality, The notion of supply chain and how its performance affects the quality delivered by organisations, Basic mathematical and statistical concepts used to measure, monitor, control and improve quality in a wide variety of contexts.</p> <p>Equivalent subject – HOS302A – Service & Experience Management)</p>	<p>Y</p>	<p>Y</p>	<p>N</p>
<p>MKT101A</p>	<p>Marketing Marketing has changed significantly over the past decades from traditional to contemporary marketing. While traditional marketing is still relevant today to some, many more businesses are reaping greater profits using contemporary marketing strategies. This subject will expose students to a range of contemporary marketing strategies including database marketing, relationship marketing, interaction marketing, networking marketing, customer engagement using co-creation marketing strategies, and marketing ethics. The aforementioned principles of marketing are demonstrated using situations that students will encounter in their professional practice of marketing.</p> <p>Equivalent subject – MKT100 – Principles of Marketing</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>MKT102A</p>	<p>Consumer Behaviour Success in the market place depends on a company's ability to attract, satisfy and retain its customers. To grow, the business must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances. Understanding what products and product attributes customers currently desire, and what they may desire due to emerging social trends, keeps businesses at the leading edge of consumer behaviour and product research. This subject will equip you with the skills to understand consumers as buyers and thus manage product portfolios efficiently.</p> <p>Equivalent subject – MKT130 – Consumer Behaviour</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>MKT103A</p>	<p>Digital Marketing The aim of the subject is to introduce students to emerging interactive technologies, most notably social media tools, and discuss ways in which these technologies can be exploited by businesses to more effectively serve markets. The subject investigates how marketing-related functions are changed by the potential of these technologies, and how these new technologies can become key components of the organisation's marketing efforts. Through this subject, students can discover why savvy consumers are increasingly participating in brands rather than merely receiving their messages, and explores how marketers can stoke conversations, co-create experiences and stories, and build engaging relationships with consumers.</p> <p>Equivalent subject – RET230 –</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



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<p>MKT130</p>	<p>Consumer Behaviour The overall aim of the subject is to understand what influences consumer behaviour and psychology and apply that to the marketing process.</p> <p>Equivalent subject – MKT102A – Consumer Behaviour</p>	<p>Y</p>	<p>N</p>	<p>N</p>
<p>MKT201A</p>	<p>Integrated Marketing Communications In today's dynamic business, anyone may not rush buy any product if they do not know about it. It is therefore vital for marketers to effectively and efficiently communicate a message about a product, service and/or idea to the marketplace. The role of integrated marketing communications (IMC) in marketing management from both theoretical and practical perspectives is the core of the course. In such a sense, students are introduced to the role of IMC, the use of agencies, communication aspects of advertising, planning, budgeting and decision-making, media selection and controls on communication activities using the IMC model. This is specifically directed towards promoting sales of tangible products and intangible services through bricks and mortar stores and through internet- based e-commerce sites.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>MKT202A</p>	<p>Pricing & Distribution The subject introduces students to popular distribution channels (B2B, B2C, direct and indirect distributions) in marketing and how firms use these types of distribution systems to sell their products with a focus on transportation and logistical considerations. In addition, students are introduced to pricing and non-pricing strategies aimed at generating revenues through the development of profitable value-oriented tactics. Students engage in independent and collaborative work process to investigate efficient distribution systems/channels for the purpose of boosting sales.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>MKT300</p>	<p>Strategic Marketing Management (Pre-requisite – MKT100 – Principles of Marketing) In general terms, the aim of the subject is to expose students to: methods of strategic thinking and a set of practical tools and concepts that will enable students to develop, evaluate and implement innovative marketing strategies; and theories, frameworks and examples relating to the management of critical aspects of strategic marketing activity and as it relates to management and marketing law. the concept of Intellectual Property, unfair selling practices and misuse of competitive power and other laws governing marketing with a focus on the regulation of advertising and promotional activities.</p> <p>Equivalent subject – MKT301A – Marketing Strategy</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>MKT301A</p>	<p>Marketing Strategy Strategic marketing encompasses the integration of marketing strategy elements which together are designed to secure a sustainable competitive advantage in the changing business marketplace. This subject develops students' ability to apply strategic marketing principles, theories and related marketing law aspects to specific problems, competitive situations and environments. The focus is on a customer-orientated approach to the marketing organisation, market definition, and market segmentation, as well as an entrepreneurial approach to strategic choice.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



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MKT302A	<p>Marketing Analytics & Big Data Solving business problems and identifying market opportunities involves the employment of various research techniques. This subject aims to provide students with the fundamentals of data-driven marketing research in a dynamic business environment. Students can develop skills in appropriate analytical methods of both qualitative and quantitative data, including the use of statistical analytical packages, and the methods by which the data/big data can be turned into useful information. Engaging in both independent and group research enriches problem solving and decision-making attributes valued within marketing environments.</p>	N	Y	Y
MKT303A	<p>International Marketing</p>	N	N	Y
MKT310	<p>Integrated Marketing Communications This subject extends the student's knowledge of basic marketing principles through promotion strategy that employs the integrated marketing communications model. This is specifically directed towards promoting sales of tangible products and intangible services through bricks and mortar stores and through internet based e-commerce sites.</p> <p>Equivalent subject – MKT301A – Marketing Strategy</p>	Y	Y	Y
MMM320	<p>Applied Market Research This subject examines and describes the research methods used to understand the changing needs of customers in order to guide the decision making of marketing managers. It highlights the importance of market research to the organisation and demonstrates how effective market research leads to the implementation of successful marketing programs.</p> <p>Equivalent subject – MKT302A – Marketing Analytics & Big Data</p>	Y	Y	Y
PRO110	<p>Principles of Valuation The overall aim of the unit is to introduce candidates to valuation methodologies that can be applied to the valuation of residential and income producing properties.</p>	Y	Y	Y
PRO120	<p>Intro to the Property Industry The overall aim of the unit is to provide candidates with an understanding of basic property and facility management and development concepts</p>	Y	N	Y
PRO134	<p>Property Development To understand the importance of land use controls as they apply to property development projects and the highest and best use of land. To provide candidates with the ability to access and analyse the legislative and statutory framework that affects the development and use of land.</p>	Y	Y	Y
PRO200	<p>Commercial Valuation To provide you with the overall understanding of the role of pro-active property management covering all the different facets of management so that the property or portfolio of properties support the achievement of the property investment or development objectives and are also managed on an economical and environmentally sustainable basis.</p>	N	N	Y



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PRO210	Land & Property Law To provide students with a basic knowledge of the relevant New South Wales Land and Property Law pertaining to Property Management. Students will be introduced to both Common and Statute Law, in these specific areas.	N	N	Y
PRO220	Property Management To provide students with an overall understanding of the role of pro-active property management covering all the different facets of management so that the property or portfolio of properties support the achievement of the property investment or development objectives and are also managed on an economical and environmentally sustainable basis.	N	Y	N
PRO300	Property Investment & Finance The aim of the unit is to provide students with the theoretical knowledge and practical skills to understand and apply financial criteria and investment strategies to manage property investments for individual investors and larger scale property portfolios.	Y	N	Y
PRO320	Commercial Real Estate To provide students with an overall understanding of the role of pro-active Corporate Real Estate planning and management to support the achievement of business or organisation operating priorities and strategic objectives.	Y	Y	N
PRO330	Design Concepts To provide enough expertise in the area of workplace design to enable communication and real decision making in a constructive and meaningful way with the character and quality of the work environment.	N	Y	N
RES300	Research Methods The aim of RES300 is to provide students with the skills and techniques appropriate to the successful tackling of industry or organisational issues.	Y	Y	Y
RES310	Research Project The aim of this subject is to provide students with an opportunity to develop and implement a solution to a research problem within a 'real-life' setting, to understand actual project deliverables, to draw conclusions and assess practical implications from this research project.	Y	Y	Y
RET101	Intro to Retail Management (Replaced by FBM101)	Y	Y	Y
RET220	Retail Logistics & Operations The aim of this subject is to provide students with a knowledge and understanding of purchasing and supply chain management in retail organisations. It provides the theory as well as practical applications of the buying and retail logistics.	Y	Y	Y
RET330	Visual Merchandising & Design The aim of this subject is to improve and develop understanding through theory and practical application of the power and scope of Visual Merchandising in a retail environment.	Y	Y	Y



SUBJECT OFFERINGS 2020

<p>SPO101A</p>	<p>Sports Management Fundamentals Sport Management Fundamentals enables you to recognise key aspects of the business of sport and to how it differentiates itself from other industries. The subject looks at internal aspects of sporting organisations such as strategic sport management, marketing, human resource and financial management and future sport management challenges.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>SPO102A</p>	<p>Socio-Cultural Factors in Sports Sports play a giant role in contemporary society worldwide. Few of us, however, pause to think about the larger questions of money, politics, race, gender, culture, and commercialisation that surround sports everywhere. Designed to demonstrate the importance of considering social and cultural aspects of sport, this course draws on the tools of anthropology, sociology, history, and other disciplines to give you new perspectives on the games we watch and play.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>SPO110</p>	<p>Intro to Sports Management The subject should allow students to gain a greater understanding of the global sport marketplace and insight into areas of sport management they may wish to pursue in their career.</p>	<p>Y</p>	<p>N</p>	<p>N</p>
<p>SPO201A</p>	<p>Sports Marketing Introducing students to the core issues and concerns of marketing in the sport industry, 'Sports Marketing' provides students with an overview of the strategies and practices used by sports organisations to market their products and services to customers. To this end, the subject explores marketing concepts as they relate to the funding, promotion and commercial development of sport across various organisational levels.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>SPO202A</p>	<p>Sports Facilities & Event Management Sports Facilities & Events Management provides students with an overview of the management principles, processes and practices associated with facility and event management. This unit investigates the nature of all aspects of staging (sports) events in (sports) facilities and provides the framework of planning, designing, marketing, managing risks, conflict resolution, problem-solving, and research required for professional implementation.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>SPO301A</p>	<p>Athlete Management & Representation High performance sport operates in an increasingly complex legal, social, political and technological environment. Given the ever-increasing demands placed on high performance athletes today, managers require the appropriate professional skills, knowledge, and experience to support these athletes during their playing careers and in periods of transition, including extensive understanding of the legal and social frameworks and systems required to maximise playing talent and career transition. This subject will provide students with a critical understanding of the management and coordination of athlete talent within the Australian sport system. An underlying theme of the subject is the management of sport careers and also support for transition into retirement, and cessation of life as a professional or high-performance athlete.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>



SUBJECT OFFERINGS 2020

<p>SPO302A</p>	<p>Sports Futures The future of sports – how it is understood, consumed, and its societal impact - will be shaped by an array of diverse and divergent factors. It is vital for future sports administrators to be aware of these factors and also of how technological advancements will create paradigm shifts in the provision and value of sporting experiences. The sports played, as well as how and why we play them, are changing over time. As is the case now, in the future this will continue to have social and economic impacts. By understanding possible future directions for sport, those taking the subject will be better placed to make strategic decisions. This subject aims to prepare the student for the future – to be aware of changes in how sport is viewed and played, and what drives this. Through an understanding of what the future of sport is likely to look like, SPO302A Sports Futures provides students not only with the requisite skills necessary to overcome the ever-changing demands of the sports industry but to take advantage of the opportunities this burgeoning industry also offers.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>SPO303A</p>	<p>Sports Governance</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>SPO304A</p>	<p>Sports, Events, Tourism</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>SPO314</p>	<p>Performance Management in Sport The aim of this unit is to provide the student with a comprehensive understanding of the totality of the athletes experience, gain comprehensive knowledge of how to assess an athlete’s assets and ability in detail, develop useful and practical goal setting techniques, behavioural contracting and other strategies to improve performance</p>	<p>N</p>	<p>Y</p>	<p>N</p>
<p>SPO346</p>	<p>Sports Media Management The aim of the unit is to provide the students with a general understanding of media management including how to write a sports focused media release, how to manage sport media- negative publicity with teams/athletes and the implications of broadcasting for a sport.</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>STA101A</p>	<p>Data Informed Decision Making A basic level of understanding of statistical tools is necessary for any contemporary educated business manager to make informed decisions. In this subject, students learn how to extract and summarise information from the rich data sets readily available in today’s business environment. Students focus on the interpretation of statistics and business data and its application in changing business environments. Learners will analyse data in a way that leads to useful models of both the operations and the environment of a business. Finally, they respond appropriately as managers to quantitative information and quantitative models to make better business decisions.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



SUBJECT OFFERINGS 2020

<p>THE101A</p>	<p>Introduction to Tourism, Hospitality & Events Tourism, hospitality and events industries play an important role in the economies of developed and emerging countries. These industries generate substantial employment, personal and corporate income, tax revenues, foreign exchange earnings, investments, and infrastructure improvements for communities globally. This subject aims to provide a solid introduction to the key concepts and terminology, stakeholders and relationship, innovation, current trends and management issues, as a foundation for future tourism, hospitality and event subjects.</p> <p>Equivalent subject – HOS112 – Intro to Hospitality & Tourism</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>THE201A</p>	<p>Trends & Issues in the Visitor Economy The hospitality and tourism industry is a global industry. It is international due to its mobility and expectations of consumers, the mobility of the labour force, and the internationalisation of products, the impact of multinational hospitality and tourism companies as well as international education This subject aims to create an awareness of global trends and issues in the visitor economy. It will develop an understanding of the major influences affecting the international tourism and hospitality business environments and enable you to assess the strategic implications of emerging trends resulting from globalisation.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>THE301A</p>	<p>Risk Management In order to maximise safety in the Tourism, Hospitality and Event industries, one management skill that is essential to acquire is the ability to manage risk. Whether on an excursion, dining or attending an event, there are many elements of risk that need to be managed within and across the Tourism, Hospitality and Event (THE) industries. For all organisations within these industries, it is important to systematically identify and monitor the possible risks that may arise for employees, investors, guests or anyone else involved. This subject introduces relevant theoretical concepts to understand risk management within these different industries. It will also aim to provide a basis for future managers to understand and reduce the risks involved in whatever their chosen THE field.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>THE302A</p>	<p>Revenue Optimisation Revenue Optimisation is about becoming the architect of your own fortune. A hotel room, an airline seat or a restaurant seat is a perishable product. As a result, customer satisfaction and pricing remain the most important dynamic variables, which are subject to Revenue Management. In an increasingly crowded market, successful Tourism, Hospitality and Event businesses must engineer maximum returns from predominantly perishable products and services constrained by capacity.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>THE303A</p>	<p>Cruise Management</p>	<p>N</p>	<p>N</p>	<p>Y</p>
<p>THE304A</p>	<p>Resort Management</p>	<p>N</p>	<p>N</p>	<p>Y</p>



SUBJECT OFFERINGS 2020

<p>TOU201A</p>	<p>Tour Design & Development This subject introduces students to the major components of tourism industry including the transport industry, travel agents, tourist destinations, tourist attractions, the hospitality industry, accommodation services, and tour operators. Students then will learn how to combine these components to create a package holiday and develop a selling tool to promote their products, holidays and itineraries.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>TOU240</p>	<p>Tourism Technology & Service Innovation The aim of this subject is to provide students with an understanding of the contribution of innovation toward developing new and existing tourism projects.</p>	<p>Y</p>	<p>N</p>	<p>N</p>
<p>TOU301A</p>	<p>Airline Management Airline transportation plays a vital role in facilitating economic growth and tourism development. Tourism depends on airlines to bring visitors, while the airline industry depends on tourism to generate demand for its services. Understanding how an airline business operates is crucial for professionals working in the tourism industry. This subject aims to examine broad aspects of operating and managing airlines, airline marketing plans, strategies and models. Students apply airline business strategy concepts including airline network, scheduling, revenue, and business models by managing simulated regional airlines. Working individually and collaboratively, students will make decisions on how best to position their airline and develop an operational plan to support that strategy to maintain positive cash flow and make a profit for their company.</p>	<p>N</p>	<p>Y</p>	<p>Y</p>
<p>TOU302A</p>	<p>Sustainable & Competitive Destinations The world has become a global community, opening up destinations that were previously unimaginable. These destinations can no longer take a passive approach to tourism marketing; they are products which need to be positioned and promoted sustainably. The desire to become a recognised destination presents some real marketing challenges in the face of intense competition as many destinations adopt an active marketing strategy to attract and retain their visitors. Therefore, it is necessary for the tourism planner and marketer to develop and promote their destination competitively and sustainably. This subject aims to provide students with in-depth knowledge and understanding of the environmental, socio-cultural and economic impacts on a tourist destination. Students will explore various topics such as tourist motivation, branding a destination, managing tourists, special interest tourism and crisis management. They then will work collaboratively to develop a competitive and sustainable tourism plan for a destination.</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>



SUBJECT OFFERINGS 2020

TOU320	Environmental Planning & Sustainability The aim of this subject is to assist students with an understanding of the economic and social importance of sustainability and the ability to contribute to setting the environmental agenda within the business context.	Y	Y	Y
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* Curriculum, subject content and subject offerings are subject to change.