

macleay college

Unit & Elective Descriptors

# Bachelor of Business



## Core units – year one

### Foundations of Marketing

This subject introduces marketing both as an organisational philosophy and as a set of strategic actions taken to achieve business goals. You'll be developing an understanding of the tools and techniques marketers use in pursuit of their objectives and come to appreciate the positive role that marketing plays in our modern, free- enterprise society.

### Academic and Professional Skills

This unit aims to introduce students to the academic, communication and business skills required to be successful within a personal and professional context. It takes a broad and integrated approach in supporting students and preparing them for a happy and fulfilling career. Underpinned by the principles of positive education, the unit initially focuses on supporting students' transition into Macleay College and developing their academic performance. Through a range of engaging learning experiences, the continuing development of information literacy, communication and interpersonal skills will be encouraged and facilitated. Students then extend these concepts and skills to assist with the transition to their future career plans and goals though focusing on the transferable employability skills necessary to be effective in the emerging economy.

### Management Fundamentals

Effective management happens at three levels within an organisation - organisational management, people management and self-management. When all three align, an organisation's activities become focused on achieving the right objectives in the most appropriate way. This subject provides you with industry focused insights into what management does and how it works effectively within an organisation.

### Research and Insight

This subject introduces you to the field of business research and how it's used by business managers to improve their marketing and business decisions. The subject follows the logic of the research process starting with planning, data collection, data analysis and finally the communication of research results to management.

### Enterprise Innovation 1

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium-sized enterprises (SME's). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

### Introduction to Business Accounting

The subject aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and the use of accounting information to assist in key areas such as planning, controlling, reporting and decision making. It introduces you to a range of concepts including balance sheets, income statements, cash flow statements, financial analysis and managing working capital.

### Enterprise Innovation 2

In recent years the high-profile success of young Australian entrepreneurs in building profitable business has been inspiring. Creating a new venture is a challenging task, one that requires specific knowledge as well as general business and entrepreneurial skills. The process of transforming creative ideas into commercially viable businesses continues to be a major challenge. Successful entrepreneurship requires more than merely luck and money. It is a cohesive process of creativity, risk taking and planning. Enterprise Innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. Upon completion, you'll know how to develop and evaluate innovative, sustainable, investment-ready business.

### Business Law, Compliance and Governance

This subject introduces you to the legal and compliance frameworks for conducting business in Australia. Topics include a background to legal systems, the structure of business entities, the principal business law topics of contracts, insurance, the workplace, the consumer, conventional and new commercial practices and privacy.

### Digital Business Communications

This subject explores the exciting and changing world of digital communications. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

### Internship

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents, including a resumé, cover letters, online portfolio and a blog of your professional activities.

## Electives – year one

### Policy, Risk and Issues Management

This unit provides the students with a detailed examination of Event based Policy Risk and Issues management with a focus on legislative compliance and safety management in order to develop greater awareness of how individuals and crowds react, and behave, in places of public assembly. The students will explore the application of modeling techniques and tools to enhance event safety.

### Social Media In Public Relations

This unit introduces students to the communication, management and development of content for social media platforms for business. Students will understand and evaluate social media practices in the communications industry. The unit covers content development in video and photography, SEO optimisation, how to write for online audiences, blogger negotiations, content for online media rooms, analyse social media channels for business, develop effective social media strategy, online ethics and measurement and evaluation.

### Place, People, Culture and Tourists

This unit introduces students to the push pull factors of the tourist and the destination and how the tourism experience develops in uneven patterns.

### Sports Business Development

This is an introduction to the business of sport. Students will learn the thinking behind organising a large-scale event, what it takes to be a sports manager, the importance of social media in sports and the basic skills behind writing a sponsorship proposal.

### Applied Marketing Psychology

Based on the themes of Product, Place, Person, Process and Purchase, this subject examines the psychology of branding (product); psychological aspects driving online marketing (place); the psychology behind successful marketers (person); the psychology of persuasion (process) and psychological aspects that influence the buying situation (purchase). This innovative subject provides a unique view of applied marketing, integrating theories from psychology, sociology, anthropology and business studies.

### Financing a Small Business

This unit examines the financial issues and problems faced by small and entrepreneurial businesses including financial statement analysis, forecasting, working capital management, coping with financial distress, sources of capital, business valuation, and ethical issues. Students will develop problem-solving skills by analysing case studies with emphasis placed on the availability and use of community resources to assist small businesses.

### Business in a Global Context

The dynamics of contemporary global social change and its cultural, political, and economic impacts are a big part of modern business. In this unit students will gain the skills and knowledge essential for working in international business. In particular, they will understand Australia's place in the international marketplace and develop an understanding of strategic approaches to entering the international business arena.

### Consumer Behaviour

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

### Creativity and Innovation

Examine the vital role of creativity and innovation in business. Explore the creative process alongside various approaches to product innovation, online distribution, pricing and promotional strategies. Innovative and original solutions to marketing problems are analysed using case studies.

### Mobile Communications

This subject focuses on the use of advertising on mobile platforms. It introduces you to the various types of mobile ads and their distinct differences from desktop web-based ads. You'll be learning about different advertising models and how they're applied to mobile devices through stand-alone apps, mobile web and mobile social media. The subject analyses the current state of play for mobile advertising and leading agencies providing mobile ads. You'll be learning about the different mobile advertising channels (mobile web, app-based and social) and the benefits of each channel.

### The Marketing Plan

This subject focuses on the coordination and integration of all marketing communication tools within an organisation (advertising, public relations, sales promotions and personal selling) and how to maximise their impact on customers and stakeholders. You'll be learning about internal and external communications, traditional and new media planning and how to identify and evaluate the range of marketing communication options and media, allowing you to design an integrated marketing communication plan.

## Electives – year one (continued)

### App Development

In this subject you'll be learning how to conceptualise, design and create mobile apps for iOS and Android devices. You'll be synthesising and evaluating the various processes involved in app creation including user journeys, wireframing, interface design, testing strategies and iterative development models. You'll be learning how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results. This includes going through the entire app development process, from the original concept to the app's release and testing on iOS and Android platforms. While coding will be discussed, no coding knowledge is required. The subject will emphasise user-interface (UI) and user-experience (UX) design, as well as app promotion and sustainability.

### User Experience

In this subject you'll be learning how to create and develop better User Experience (UX) designs. The subject covers UX for web and mobile. This subject includes why UX design is critical to the success of any website or mobile app and why it provides a key competitive advantage. You'll be researching and reviewing various aspects of target research, product development, design, technical implementation, marketing and feedback.

## Specialisation units – year one

### Introduction to Event Management

This subject helps you develop your knowledge across different sectors of the events industry. This includes developing an understanding of the roles organisations and associated industry bodies take with staging events. You'll also gain an understanding of the risks associated with managing events including learning about how to manage and reduce the impacts associated with events. The subject also includes how to determine event milestones and how to manage documents such as budgeting documents.

### Design, Innovation & Technology For Events

In this subject you'll explore and create concepts for outdoor events and festivals as well as examine technological trends and current sustainability practices. You'll also learn about the effective use of e-marketing, promotional and communication materials.

### Introduction to Public Relations

This subject examines the role and responsibilities of a PR practitioner in the context of business communications. The subject includes mass media and digital media environments in Australia and will help you develop an understanding of the importance of relationship building and various ways this can be achieved. You will also examine a variety of strategic communication tools available to a PR practitioner and the way they are used in professional practice.

### Public Relations Writing

This subject will teach you about the range of communication tools available to PR professionals including media releases, fact sheets, briefs, FAQs, speeches and research surveys. You'll be examining the legal and ethical considerations associated with written material as well as learning how to communicate an idea or concept for a business through persuasive language and presentation of information.

### Introduction to Travel & Tourism

This subject analyses the organisations, structures, functions and resources and the inter-relationships of the tourism ecosystem. You'll be learning about the social, cultural, political, economic and environmental influences on tourists and the impacts of tourism. using case studies from Australian and international destinations.

### Tourism Services, Distribution & Technology

This subject examines the electronic distribution and marketing of travel and tourism services. It provides an overview of the airline reservation systems and the travel agency network and then considers the responsibilities and activities of national, state and regional tourism authorities. The subject also examines and evaluates the independent online marketing of services and attractions.

### Introduction to the Sports Industry

This subject examines the relationship between the sport industry, the broader communications, business and the government. It provides an overview of the various levels and types of sporting organisations involved in Australian sport as well as analysing the role of sport in contemporary society. At the end of the subject, you will be able to evaluate the future development of sport businesses and associations.

### Sports Management

In this subject you'll be examining and discussing the various stakeholders that constitute sports associations and organisations. This includes identifying the different governance and policy mechanisms used in the sports industry as well as evaluating the role of governance and policy in the provision of sport services and corporate relations.

### Sales & Negotiations

This subject provides insights into various communication models and their value to salespeople and negotiators. You'll be learning about the strategies of influence and persuasion used by business negotiators to achieve agreement and compliance. By the end of this subject you'll have developed a strong understanding of the importance of effective communication in business.

### Integrated Marketing Communications

This subject focuses on the coordination and integration of all marketing communication tools within an organisation (advertising, public relations, sales promotions and personal selling) and how to maximize their impact on customers and stakeholders. You'll be learning about internal and external communications, traditional and new media planning and how to identify and evaluate the range of marketing communication options and media, allowing you to design an integrated marketing communication plan.

### Entrepreneurial Mindset

This interactive subject is designed to help you if you're interested in starting or owning a business, or if you're interested in exploring how entrepreneurs think and innovate. The aim of the subject is to help you develop an entrepreneurial mindset which includes creativity, innovation and diagnostic abilities. During this subject you'll be learning first-hand from the experiences of successful real-world entrepreneurs. You'll also be immersing yourself in entrepreneurial experiences that help you to develop the skills to help you discover and pursue opportunities. Working in teams, you'll explore creative problem solving and will develop and test problem solutions using an "opportunity discovery canvas" approach.

## Specialisation units – year one (continued)

### **Technology Entrepreneurship**

Technology entrepreneurship involves turning technology ideas into high-potential commercial opportunities. It drives economic growth and facilitates prosperity in individuals, companies and even nations. In this subject you'll have the opportunity to take a creative idea through to launch in order to tap into the potential provided by global marketplaces. You'll also learn how to identify appropriate partners and recognise that creativity is much more important than technical ability. As well as strictly commercial opportunities, you will also be exploring the use of technology in social entrepreneurship.

## Core units – year two

### Applied Business Finance

This subject introduces you to the fundamentals of finance, addressing areas such as financial markets and basic financial decision-making. You'll learn about the role of borrowers, lenders, equity, security issuers and purchasers and the sources of value for each. It also addresses the quantitative techniques of financial valuation, including discounting, present valuation, determination of rates of return and decision tools such as 'net present value' and 'internal rate of return'.

### Economics For Business

This Subject introduces students to the field of Economics including the key fundamentals of economic theory. At the end of the Subject, students will be able to discuss how government economic policies affect both the national economy and individual businesses, inflation, foreign exchange, the international monetary system and how to make informed business decisions in response to the economic environment.

### Business Metrics

Measuring business performance and analysing internal data is critical to assessing an organisation's competitive performance and for looking for new business markets and opportunities. Selecting and measuring key performance indicators and assessing the effectiveness of an organisation's functional departments is key to good management. Understanding how to collect and use business metrics will assist graduates in making great business cases, persuading managers to back an idea and ultimately be a catalyst for personal and professional success in the business world.

### Strategic Management

Strategy is a key part of business management located between goals and tactics. This subject provides you with models of strategy which look at why strategies succeed and fail and the processes of developing strategies. Coupled with management strategy is business development which will provide you with knowledge and skills about expanding markets, new customers and analytics for strategy and growth.

### Project Management

The knowledge and skills required for successful professional practice in project management can be applied to all areas of specialisations within the digital media industries, from game design and video production through to tech start-ups. In this subject you'll be learning about the key issues of project management and look at how they're applied to real-world content. The subject covers project definition, planning, execution, management and control and implementation. Project driven teamwork and focus on individual skills sets, create the foundation of experiential exercises and assessments aimed at developing critical analysis and self-driven learning.

### Leadership and Change Management

In today's business environment, change is constant and the ability to manage change is essential. Good leadership is central to these issues. This subject covers theories and principles around change management with particular emphasis on understanding the context of the organisation and the style of leadership required to be most effective. Key change management theories are explored, and you'll undertake a research project that allows you to evaluate these theories and understand their application to business.

### Ethics and Decision Making

In this subject you'll be developing an understanding of how psychological theories and methods have impacted and influenced the characteristics of successful marketing organisations and individuals, online marketing and branding. Specifically, you'll be learning about the psychology of promotion and persuasion within the context of applied marketing strategy.

### Business Sustainability And Innovation

This subject focuses on the role of creativity and innovation within the business environment. Theoretical frameworks which underpin the creative process are examined along with various approaches to innovation of products, distribution (online), pricing and promotional strategies. Creative and innovative solutions to marketing problems are examined using case studies.

### Internship 2

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (e.g. resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

## Electives – year two

### Policy, Risk & Issues Management

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## Electives – year two (continued)

### **App Development**

In this subject you'll be learning how to conceptualise, design and create mobile apps for iOS and Android devices. You'll be synthesising and evaluating the various processes involved in app creation including user journeys, wireframing, interface design, testing strategies and iterative development models. You'll be learning how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results. This includes going through the entire app development process, from the original concept to the app's release and testing on iOS and Android platforms. While coding will be discussed, no coding knowledge is required. The subject will emphasise user-interface (UI) and user-experience (UX) design, as well as app promotion and sustainability.

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## Specialisation units – year two

### Commercial & Stakeholder Management

In this subject you'll be exploring how to build partnerships as a key strategy for developing an effective event management and delivery model for all events. Specific attention is given to relationships events have with the public sector in the delivery of major events.

### Public Relations Strategy

This subject introduces you to the steps required to develop creative strategies for PR businesses. You'll be analysing and evaluating creative ideas and strategies in response to a PR brief. You'll also be formulating concepts and make decisions on the best communication strategies to be used in the development of a professional PR strategy presentation and learn how to deliver this confidently. You'll be learning about client pitch processes including how to deliver key messages and ideas with influence and confidence. You'll be learning about evaluation methodologies which analyse the success of campaigns and you'll be undertaking research to identify audiences, behaviours and perceptions during the campaign process.

### Destination Management

This subject helps you develop your knowledge of the key features of international and Australian destinations. Having an understanding of destinations underpins the ability to prepare and construct flights, transfers, accommodation and other essential travel items. You'll also be learning how to recognise and analyse the use of media campaigns to manage a tourism destination and put together a marketing plan for an Australian destination.

### Sports Marketing

This subject introduces you to the business of sport. You'll be learning about the thinking behind organising a large-scale event, what it takes to be a sports manager, the importance of social media in sports and the basic skills behind writing a sponsorship proposal.

### Digital Marketing Strategy

Traditional business disciplines are starting to appreciate the fundamental challenges presented by the application of technology to their knowledge base. In marketing, the most visible agent of change has been the internet and online transacting which has already revolutionised a number of sectors of the global economy. This subject critically analyses marketing and traditional views of marketing in the light of technological change. It explores how marketers can use different ways of understanding, creating, communicating and delivering customer value in the marketplace.

### Business Consultancy

This subject provides you with the practical hands-on experience of engaging with consultancy projects through the completion of consultancy assignments and final presentation to your clients. It provides you with the principles and processes of business consulting. Typical assignments include preparing a feasibility study, designing marketing plans and market research reports. You'll be able to apply experiential knowledge and concepts learned in the classroom to real-life business situations whilst working in teams. The subject focuses on the role of competition in entrepreneurship and involves team competition and problem solving, as well as test skills in strategy, marketing, negotiation, management, finance and the utilisation of left field thinking. The assessments will be based on actual business and case studies.