BEA050/60/70/80 - Overseas Study - Economics

Description:
Unit Delivery Information:

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BEA110 - Economics for Business

Special Note: Available for offshore students in Jakarta, semester 1. Unit may be offered in Summer School.

Description: Takes students on a ‘walk in the street’ by identifying some of the real problems of importance to all professionals and applying economic concepts and methods of analysis to these real problems. From this viewpoint students learn how microeconomics can help improve the prospects of a business owner. A range of key concepts is developed to provide students with an appreciation of the macroeconomic environment within which society operates and its real problems such as: unemployment and inflation.

Staff: tba

Teaching Pattern: 2-hr lecture, 1 hr workshop/tutorial weekly

Assessment: continuous assessment (30%), final exam (70%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C3C ] [ C3E ] [ C3L ] [ R3M ] [ C3U ] [ C3X ] [ R3O ] [ M3H ] [ R3J ] [ S3A ] [ S3B ] [ S3G ] [ S3F ] [ L3F ] [ C3S ] [ R3A ] [ C3T ] [ S3W ] [ L4F ] [ C3Z ] [ S3V ] [ L3E ] [ L4E ] [ G3A ] [ OCS ]

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BEA130 - Foundations of Economic Policy

Description: Equips students with a working knowledge of microeconomic and macroeconomic policy issues. The unit builds on foundations provided by BEA110 and deals with the fundamental question of the last two hundred years: What is the appropriate role of the State Government in a market economy? The macroeconomic component develops the analysis of aggregate supply and aggregate demand, in order to understand the role of monetary and fiscal policy in influencing the level of inflation and unemployment.

Requisites: PREREQ - BEA110

Staff: tba

Teaching Pattern: 2x1-hr lectures, 1 hr workshop weekly

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Recommended Texts: Prescribed texts are sometimes supplemented by lecture handouts and other readings; students are also advised to read appropriate newspapers in order to broaden their knowledge of the economy and topical issues.

Offered in Courses: [ C3C ] [ C3E ] [ R3O ] [ S3G ] [ OCS ]

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BEA140 - Quantitative Methods

Special Note: May be offered in Summer School - Hobart Campus only

Description: Provides a foundation in the mathematics of finance and statistical descriptions and analysis, appropriate for the study of and professional practice in business, economics, accounting, finance, management and marketing. The primary emphasis is on understanding the statistical concepts and methods widely used in these disciplines, with a consequent enhancement of numeracy skills and an ability to use both formulae and quantitative computer packages. The focus is on the practical use of data in a business/economic decision environment, especially in an environment of risk and uncertainty.

Requisites: PREREQ - *MT730 or Mathematics Stage 2 or equiv accepted by school and/or faculty

Staff: tba

Teaching Pattern: 2x1-hr lectures, 1-hr workshop/tutorial weekly (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Recommended Texts: tba

Offered in Courses: [ C3C ] [ C3E ] [ C3L ] [ R3M ] [ R3O ] [ C3X ] [ M3H ] [ S3F ] [ L3F ] [ C3S ] [ OCS ]

Unit Delivery Information:
BEA200 - Intermediate Microeconomics

Special Note: Unit may be offered in summer school. Contact the School for more information

Description: Intermediate Microeconomics is a foundation unit in the study of economics. Starting from a number of fundamental assumptions, this course develops the neoclassical theory of the optimising behaviour of consumers and firms. Intermediate microeconomics provides the essential building blocks for higher level economics and finance units. The unit shows how the economic theory developed can be directly applied to help solve the day-to-day decisions that face managers, financiers and economists, such as dealing with risk and time, minimising cost, production, maximising profit through pricing and analysing markets and competition. It achieves this through application of the theory to real-world examples and solving problems of this nature. This unit is not highly mathematical but does involve some simple algebra, and relies extensively on the use of graphical analysis. An understanding of simple differentiation is also useful, but it will be taught as part of the unit and is not a prerequisite.

Requisites: PREREQ - BEA110

Staff: Dr Paul Blacklow

Teaching Pattern: Semester 1 - 1x2-hr lectures, 1x1-hr workshop weekly (13 wks), Semester 3 - tba

Assessment: Internal assessment (30%), final 3 hour exam (70%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C3C ] [ C3E ] [ OCS ]

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BEA210 - Australian Political Economy

Special Note: this unit may be approved as a Group 1 first-year unit

Description: Introduces the wide range of economic ideas which are deployed in debates on economic issues in Australia today. The unit provides students with the economic literacy enabling them to appraise media discussion of economic questions; examines the various doctrines on the role of the market and the state; and draws on topical issues such as education, environmental pollution.

Staff: tba

Teaching Pattern: 2x1-hr lectures, 1-hr workshop weekly (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C3E ] [ C3C ] [ R3A ] [ OCS ]

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BEA211 - The Asia-Pacific Economies: Tigers (Unit not offered in 2006)

Special Note: this unit may be approved as a Group 1 level 100 unit;

Description: Analyses the development, current institutional structure and strong growth of the Asia-Pacific economies such as Singapore, Hong Kong, Taiwan, Malaysia, Korea, Thailand and Indonesia as well as the transition to market economies by China and Vietnam. The unit emphasises the significance of historical, institutional and cultural influences on the development of the Asia-Pacific economies and identifies common explanations of the growth of the region. Students also address the recent currency crisis in Asia and the question: Is the Asian miracle over?

Staff: tba

Teaching Pattern: 2x1-hr lectures, 1-hr workshop weekly (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C3C ] [ C3E ] [ R3A ] [ OCS ]

BEA220 - Intermediate Macroeconomics

Description: Equips students with the macroeconomic theories used by economists in the 'real world', eg by Treasury officials in formulating the Government Budget, or by business economists forecasting GDP and inflation. The unit expounds the IS-LM models which allows students to understand the determinants of national product, investment, interest rates, exchange rates, inflation and unemployment.

Requisites: PREREQ - BEA110

Staff: tba

Teaching Pattern: 2 x 1-hr lectures, 1-hr tutorial workshop weekly, (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Offered in Courses: [ C3E ] [ R3O ] [ C3C ] [ OCS ]
**BEA235 - Thinking Strategically: The Competitive Edge (Unit not offered in 2006)**

**Description:** Strategic thinking is the art of outdoing an adversary, knowing that the adversary is trying to do the same to you. All of us must practice strategic thinking at work as well as in everyday life. As a business manager, political adviser, lawyer and in the day-to-day pursuits of life (such as buying a car) you will be trying to win the competition. This unit is about the basic principles students can adopt in the attempt to become a better competitive strategist in business and daily life. The unit draws these principles from the fields of business, politics, law, sports, warfare, fiction and modern art forms such as the movies.

**Staff:** tba

**Teaching Pattern:** 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

**Assessment:** internal (30%), final exam (65%), participation and attendance (5%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ] [ R3A ] [ OCS ]

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**BEA240 - Quantitative Economic Analysis**

**Description:** Develops quantitative and analytical skills, while focusing on the application of mathematical tools to the analysis of problems in economics and commerce. The main topics covered in the unit are linear algebra and differential calculus. A wide variety of economic applications are examined.

**Requisites:** PREREQ - BeC students are recommended to take BEA240 as part of their first year of studies; see Course Coordinator or Major Coordinator of School of Economics for further details

**Staff:** tba

**Teaching Pattern:** 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

**Assessment:** continuous assessment (40%), final exam (60%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C3E ] [ C3C ] [ OCS ]

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**BEA241/341 - Research Methods for Finance**

**Special Note:** Unit may be offered as summer school

**Description:** Provides Finance students with the Quantitative Methods required to analyse the valuation of financial assets; the choices of portfolio investors; risk and uncertainty inherent in finance markets; finance market equilibria and the trade off between financial and non-financial assets. The unit also aims to extend knowledge about the presentation of reports containing financial data. The unit will also include the use of Excel spreadsheets and statistical packages for financial applications.

**Requisites:** - Some requisites may differ unit to unit.

BEA341: PREREQ - BEA140 MEXCL - BEA242
BEA241: PREREQ - BEA140 (Students enrolled in the Finance Major only require BEA140 MEXCL - BEA242)

**Staff:** tba

**Teaching Pattern:** 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

**Assessment:** continuous assessment (50%), final exam (50%)

**Required Texts:** Watsham T & Parramore K, *Quantitative Methods in Finance*, Thomsen

**Offered in Courses:** [ C3C ] [ C3E ] [ R3O ] [ OCS ]

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**BEA242 - Introduction to Econometrics**

**Description:** Develops a thorough understanding of basic econometrics so that the student can: 1) Critically evaluate empirical studies in Economics, Finance and Business areas which involve use of simple techniques in estimation and inference; 2) Carry out careful applied econometric work; 3) Develop an appreciation of the likely problems in the data, and knowing how to deal with them; 4) Provide a good background to the student for a further study in econometrics.

**Requisites:** PREREQ - BEA140 MEXCL - BEA242

**Staff:** tba

**Teaching Pattern:** 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

**Assessment:** continuous assessment (20%), final exam (80%)

**Required Texts:** tba

**Recommended Texts:** tba
Offered in Courses: [C3C] [C3E] [R3O] [OCS]

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BEA286 - Investment Analysis

Description: The theory and practice of security analysis and portfolio management. Topics include risk and return, efficient market concepts, valuation, investment strategies, exchange-traded options, financial futures, portfolio construction and performance evaluation.

Requisites: PREREQ - BFA181 or * BFA281, BEA140

Staff: tba

Teaching Pattern: 2x1-hr lectures, 1-hr workshop weekly (13 wks)

Assessment: continuous assessment (50%); exam (50%)

Required Texts: tba

Offered in Courses: [C3C] [C3E] [OCS]

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BEA300 - Microeconomic Theory and Policy

Description: Develops microeconomic theory and its application to a range of policy issues. The unit brings together aspects of welfare economics, cost-benefit analysis and public sector economics. The central issues of the policy debate are explored: efficiency versus equity; government intervention in an imperfect world; the impact of expenditure and taxation programs, and information failure.

Requisites: PREREQ - BEA200, BEA240

Staff: tba

Teaching Pattern: 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [C3E] [C4E] [OCS]

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BEA301 - Environmental and Resource Economics (Unit not offered in 2006)

Description: Provides students with the framework and tools required to analyse critically many topical natural resource and environmental debates from an economic perspective. Basic economic concepts and tools are developed and applied to a number of natural resource problems including the management of mineral, fish and forest resources, land degradation and recycling. While the role of capital theory in analysing resource use questions is emphasised many other aspects of environmental and resource use issues are explored. Case studies and the analysis of economic policies are key features of the unit.

Requisites: PREREQ - BEA110

Staff: tba

Teaching Pattern: 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [C3C] [C3E] [R3A] [S3A] [S3G] [OCS]

BEA302 - Economics, Management and Organisation (Unit not offered in 2006)

Special Note: this unit may be approved as a Group 2 second-year unit;

Description: Introduces students to the economic analysis of the managerial aspects of firms and organisations. The unit focuses on the solutions to the economic problems faced by managers, the determinants of managerial decisions and their impact both within the firm and in the market. The internal structure of the firm is examined by introducing the economic analysis of organisations. Recent advances in industrial organisation are used in analysing the modern firm's competition policy with respect to pricing, investment, marketing, research and development, strategic alliances, etc.

Requisites: PREREQ - BEA110

Staff: tba

Teaching Pattern: 2 x 1-hr lectures, 1-hr tutorial weekly, (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [C3C] [C3E] [OCS]
BEA303 - Trade Principles and Policy

**Description:** This unit provides students with an introductory level treatment of a wide range of issues related to international trade theory, policy and contemporary global issues. In doing so, it touches on over 400 years of economic theorising as we begin with the Mercantilist view of trade and conclude with still evolving models of imperfect competition and strategic trade theory. In addition, the unit addresses the age-old political economy debate surrounding the merits of government policies aimed at economic protectionism. It also explores a range of new and contemporary trade related issues, such as the links between trade and a sustainable environment, the economic implications of globalisation and the use of quarantine and product labelling restrictions as barriers to trade, through a series of student-driven role-playing projects.

**Requisites:** PREREQ - BEA200

**Staff:** tba

**Teaching Pattern:** tba

**Assessment:** continuous assessment (50%), final exam (50%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ] [ C4E ] [ OCS ]

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BEA305 - Industrial Organisation

**Description:** Develops an analytical basis for evaluating the impact of policy on the economic performance of industries; examines government policies toward industry in Australia, particularly competition policy; and considers the impact of firms' strategic decisions (eg pricing, advertising, R& D decisions) on its market, and vice versa.

**Requisites:** PREREQ - BEA110, BEA130

**Staff:** tba

**Teaching Pattern:** 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

**Assessment:** continuous assessment (40%), final exam (60%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ] [ OCS ]

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BEA306 - Economics of Human Resources (Unit not offered in 2006)

**Description:** This unit provides the economic tools of analysis to answer important questions in the area of human resource management. With a specific focus on the management of human resources at the firm level, the unit provides a detailed but non-technical analysis of important issues relevant to today's personnel managers. Topics include the role of education and training, hiring and turnover, compensation and worker incentives, measuring performance, promotions as a motivator, and team-based production. The analysis of the main issues will be reinforced and complemented with reference to a series of firm-level case studies.

**Requisites:** PREREQ - BEA110

**Staff:** Dr Paul Blacklow

**Teaching Pattern:** Semester 2 - 1 x 2 -hr lectures, 1-hr weekly, (13 wks)

**Assessment:** Internal assessment (40%), final exam (60%)


**Offered in Courses:** [ C3C ] [ C3E ] [ OCS ]

BEA320 - Macroeconomic Theory and Policy

**Description:** Offers students an understanding of macroeconomic issues by providing a solid theoretical foundation. The unit introduces students to the general equilibrium approach to modelling the macroeconomy. Recent theoretical developments in macroeconomics, including modern approaches to growth theory, are examined. Macroeconomic policy issues in Australia and elsewhere are discussed.

**Requisites:** PREREQ - BEA200, BEA220, BEA240

**Staff:** tba

**Teaching Pattern:** 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

**Assessment:** continuous assessment (30%), final exam (70%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C3E ] [ C3C ] [ OCS ]

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BEA321 - Banking and Financial Institutions

Special Note: this unit may be approved as a Group 2 second-year unit; core in the Finance major

Description: Examines the institutional structure of the Australian and International Financial systems. The unit covers the role of intermediaries; moral hazard and adverse selection; banking institutions; informational asymmetry; long and short term debt securities; the non-bank institutions; the managed funds system; the regulatory framework and RBA supervision. It treats risk management from an institutional perspective and analyses risk management instruments and practices.

Requisites: PREREQ - BEA110

Staff: tba

Teaching Pattern: 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

Assessment: continuous assessment (30%), final exam (70%)


Recommended Texts: tba

Offered in Courses: [ C3C ] [ C3E ] [ OCE ]

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BEA325 - Prices and Profits

Description: Even if someone designed and built the best mousetrap on the market, its profitability could depend critically on how it was priced. This unit introduces the student to some of the key concepts and strategic alternatives that are relevant for pricing decisions, and gives a foundation for devising profitable pricing policies in practice.

Requisites: PREREQ - BEA200

Staff: tba

Teaching Pattern: 2 x 1-hr lectures, 1-hr workshop weekly, (13 wks)

Assessment: internal (30%), final exam (70%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C3C ] [ C3E ] [ OCE ]

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BEA342 - Econometrics

Description: Builds on BEA242; analyses the general linear model and associated hypothesis-testing in matrix form; and extends the discussion to include SURE, limited dependent variable models, dynamic models and time series models. An empirical project, using econometric techniques, forms an integrated part of the unit.

Requisites: PREREQ - BEA140, either BEA242 or BEA2/341

Staff: Dr Paul Blacklow

Teaching Pattern: 1x2-hr lecture, 1x1-hr workshop weekly (13 wks)

Assessment: Empirical project (40%), test (10%), final 3 hour exam (50%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C3E ] [ C3C ] [ OCS ]

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BEA343 - Corporate Finance


Requisites: PREREQ - BEA286

Staff: tba

Teaching Pattern: 2x1-hr lectures, 1-hr workshop weekly (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C3E ] [ C3C ] [ OCS ]

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BEA380 - Derivative Securities

Description: Derivative securities are, as the name suggests, derived from other securities. These include forward and futures contracts, currency and coupon swaps, interest rate derivative securities, share options, options on stock indices, and other derivative securities. The Black and Scholes model and other alternatives to option pricing will be covered. Advanced strategies such as hedging positions in options and exotic options shall also be addressed.

Requisites: PREREQ - BEA140, BEA286

Staff: tba

Teaching Pattern: 2x1-hr lectures, 1-hr workshop weekly (13 wks)

Assessment: continuous assessment (40%), final exam (60%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C3E ] [ C3C ] [ OCS ]

Unit Delivery Information:

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<th>Unit</th>
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BEA384 - International Finance

Description: Examines the environment in which international financial management decisions take place and describes and evaluates the impact of an international perspective on the firm's financing decisions, investment decisions, and working capital management.

Requisites: PREREQ - BFA181/281

Staff: tba

Teaching Pattern: 2x1-hr lectures, 1-hr workshop weekly (13 wks)

Assessment: continuous assessment (40%), final exam (60%)


Offered in Courses: [ C3C ] [ C3E ] [ OCS ]

Unit Delivery Information:

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BEA400 - Microeconomics

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses: [ C4E ]

Unit Delivery Information:

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<th>Unit</th>
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BEA401 - Economics of Natural Resources (Unit not offered in 2006)

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses: [ C4E ]

BEA402 - Regional Economic Modelling (Unit not offered in 2006)

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses: [ C4E ]

BEA403 - International Economics (Unit not offered in 2006)

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses: [ C4E ]

BEA404 - Public Economics (Unit not offered in 2006)

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses: [ C4E ]

BEA405 - Industrial Economics (Unit not offered in 2006)

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses: [ C4E ]

BEA406 - Labour Economics (Unit not offered in 2006)

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses: [ C4E ]

BEA407 - Microeconomic Reform (Unit not offered in 2006)

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses: [ C4E ]

BEA410 - Economic Thought (Unit not offered in 2006)

Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.
Offered in Courses:  [ C4E ]

**BEA411 - Methods of Enquiry (Unit not offered in 2006)**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses:  [ C4E ]

**BEA420 - Macroeconomics**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses:  [ C4E ]

**Unit Delivery Information:**

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**BEA424 - Advanced Finance (Unit not offered in 2006)**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses:  [ C4E ]

**Unit Delivery Information:**

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**BEA442 - Econometrics**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses:  [ C4E ]

**Unit Delivery Information:**

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**BEA443 - Corporate Finance (Unit not offered in 2006)**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details

Offered in Courses:  [ C4E ]

**BEA450 - Development**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses:  [ C4E ]

**Unit Delivery Information:**

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**BEA460 - Dissertation Economics**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details.

Offered in Courses:  [ C4E ]

**Unit Delivery Information:**

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<th>Unit</th>
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**BEA484 - Advanced International Finance (Unit not offered in 2006)**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details

Offered in Courses:  [ C4E ]

**BEA485 - Microeconomics for Finance**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details

Offered in Courses:  [ C4E ]

**Unit Delivery Information:**

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**BEA486 - Finance**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details

Offered in Courses:  [ C4E ]

**Unit Delivery Information:**

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**BEA487 - Advanced Investment Analysis (Unit not offered in 2006)**
Description: Honours candidates should contact the Honours Coordinator in the School of Economics for unit details
Offered in Courses: [ C4E ]

**BEA490 - Bachelor of Economics (Honours) FT A**

**Description:** Full-time BEA490, BEA491, Part-time BEA92, BEA493 are the master codes for the honours program which consists of a number of units as outlined in Schedule B. Information on the honours units may be obtained from the School of Economics.

**Staff:** School of Economics staff

**Teaching Pattern:** flexible

**Offered in Courses:** [ C4E ]

**Unit Delivery Information:**

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**BEA491 - Bachelor of Economics (Honours) FT B**

**Description:** Full-time BEA490, BEA491, Part-time BEA92, BEA493 are the master codes for the honours program which consists of a number of units as outlined in Schedule B. Information on the honours units may be obtained from the School of Economics.

**Staff:** School of Economics staff

**Teaching Pattern:** flexible

**Offered in Courses:** [ C4E ]

**Unit Delivery Information:**

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<th>Unit</th>
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**BEA492 - Bachelor of Economics (Honours) PT A**

**Description:** These are the master codes for the honours program which consists of a number of units as outlined in Schedule B. Information on the honours units may be obtained from the School of Economics.

**Staff:** School of Economics staff

**Teaching Pattern:** flexible

**Offered in Courses:** [ C4E ]

**Unit Delivery Information:**

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**BEA493 - Bachelor of Economics (Honours) PT B**

**Description:** Full-time BEA490, BEA491, Part-time BEA92, BEA493 are the master codes for the honours program which consists of a number of units outlined in Schedule B. Information on the honours units may be obtained from the School of Economics.

**Staff:** School of Economics staff

**Teaching Pattern:** flexible

**Offered in Courses:** [ C4E ]

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**BEA681 - Statistics for Managers**

**Special Note:** weekend mode; students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart.

**Description:** This unit introduces students to quantitative methods which can greatly benefit managers in the decision making process. It seeks to provide a basic statistical analysis tool kit for management and to develop skills in using statistics to advance the ability to make and carry out decisions which are supported by data. No prior knowledge of statistics or quantitative techniques is assumed.

**Staff:** to be announced

**Teaching Pattern:** Flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses.

**Assessment:** continuous assessment (50%), exam (50%)

**Offered in Courses:** [ C7H ] [ C6B ] [ C7B ] [ C7D ] [ C7F ] [ C7G ] [ C7J ] [ C7B ] [ C7K ]

**Unit Delivery Information:**

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**BEA683 - Economics for Managers**

**Special Note:** weekend mode; students may enrol and sit exams at the North-West Centre. The workshops, however, are only held in Launceston and Hobart.
Description: The unit aims to develop a general overview and understanding of economics. It does this by identifying significant economic issues and problems facing Australia and an investigation of possible courses of action for businesses and other organisations. It examines the role of the Government in the economy and the effect of government actions on businesses and individuals and assists with an appreciation of the economic, social and environmental costs and benefits of commercial activities.

Staff: TBA

Teaching Pattern: Flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses

Assessment: continuous assessment (50%), exam (50%)

Offered in Courses: [ C6Q ] [ C7H ] [ C5B ] [ C5G ] [ C6B ] [ C7B ] [ C7G ] [ C7K ]

Unit Delivery Information:

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<td>H,L,W</td>
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BEA700 - The Asia Pacific Economies (Unit not offered in 2006)

Description: This unit will provide students with an appreciation for and understanding of the central issues underlying strong growth in East Asia and recent currency crises of the 'Asia-Pacific Tigers': Hong Kong, Singapore, South Korea, Indonesia, Malaysia, The Philippines, Thailand and Taiwan/China. Students will explore paradigms behind the different cultural and economic models that attempt to explain how our neighbours to the north grew so rapidly; examine the problems of growth and the effects of financial crises; investigate whether existing institutions are unable or unsuitable to cope with rapid growth; and examine the structure and role played by international agencies such as ASEAN, the World Bank and the WTO.

Staff: tba

Teaching Pattern: tba

Assessment: tba

Offered in Courses: [ C6X ]

BEA702 - International Finance

Description: This unit analyses the theory of international financial management around five theorems: Covered and Uncovered Interest Parity, Rational Expectations, Covered Interest Arbitrage, The International Fisher Effect. These are applied to the identification of currency risk exposures and the valuation dilemmas raised by currency risk. Several risk hedge mechanisms are analysed in depth. These include currency swaps and options, forward market cover and currency futures. Valuation issues raised by currency risk exposure are also analysed. These include accounting for translation exposure, transaction (cash flow) exposure and economic exposure of financial statements. Capital budgeting analysis and long- and short-term finance round off the program. The institutional framework is considered throughout.

Requisites: PREREQ - BMA683 Economics for Managers or equivalent

Staff: tba

Teaching Pattern: To be advised

Assessment: To be advised

Offered in Courses: [ C7X ] [ C7G ] [ C7K ]

Unit Delivery Information:

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BEA703 - International Economics

Description: This unit provides students with an intermediate level treatment of a wide range of issues related to international trade theory, policy and contemporary global issues. In doing so, it touches on more than 400 years of economic theorising beginning with Mercantilistic views on trade and concluding with still evolving models of imperfect competition and strategic trade theory. In addition, the unit addresses the age-old political economy debate surrounding the merits of government policies aimed at economic protectionism, but also explores a range of new and contemporary trade-related issues, such as the links between trade and a sustainable environment and the economic implications of globalisation.

Staff: TBA

Teaching Pattern: Fortnightly three-hour face-to-face teaching and weekly web-based teaching equivalent to 13 x 3 hour workshops

Assessment: Research paper worth 30%, two tests @ 10% and a final exam 50%

Required Texts: Readings from the prescribed text may be supplemented by other readings. These are considered part of the reading assignment for the unit and are examinable. Students will be able to access additional readings online.

Offered in Courses: [ C7X ] [ C7G ] [ C7K ]

Unit Delivery Information:

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BEA743 - Corporate Finance (Unit not offered in 2006)

Description: This unit is concerned with Corporate Finance, which involves financing and managing the resources (assets) of a business. In Corporate Finance the central issues are how to acquire and employ or invest funds. Concepts in Corporate Finance are explored as a set of ideas and principles that work together and then are applied as a part of the decision making process.

Staff: tba

Teaching Pattern: 2 hours lectures per week, 1 hour workshop per week and supervised learning

Assessment: 50% Internal and 50% Final Exam
BFA103 - Accounting and Financial Decision Making

**Offered in Courses:**

- **BFA103 - Accounting and Financial Decision Making**

**Special Note:** may be available in Indonesia and China

**Description:** Provides students with an understanding of the role that accounting plays in various aspects of financial decision making. The unit provides a conceptual overview of the profit and wealth measurement process, and of the major financial statements which provide information about business performance and financial position. A user perspective is adopted in which the outputs of the accounting process are explained and interpreted in both internal and external financial decision contexts.

**Requisites:** MEXCL - BFA290/390

**Staff:** Mr P Collett (Coordinator)

**Teaching Pattern:** Hbt: sem 1/5, Ltn: sem 1 - flexible (13 wks)

**Assessment:** continuous assessment (40%), exam (60%)

**Required Texts:** To be advised.

**Offered in Courses:**

- **BFA104 - Accounting Context and Method**

**Description:** Provides a foundation for students intending to study units in the accounting major of the BCom. The unit is also useful for students in other disciplines who wish to gain an understanding of the accounting and financial reporting process. The institutional framework and the fundamental principles underpinning accrual accounting and financial reporting are examined. The elements of the accounting cycle, and techniques of measurement, recording and reporting, are developed from a preparer's perspective, as are aspects of systems design and internal control.

**Requisites:** PREREQ - BFA103

**Staff:** Mr P Collett (Coordinator) (Hbt), tba (Ltn), tba (NWC)

**Teaching Pattern:** Hbt: sem 2/3, Ltn: sem 2, NWC: sem 2 - flexible (13 wks)

**Assessment:** continuous assessment (40%), exam (60%)

**Required Texts:** To be advised.

**Recommended Texts:**

- TBA

**Offered in Courses:**

- **BFA141 - Commercial Transactions**

**Special Note:** may be offered in Indonesia and China

**Description:** Provides, in the context of commercial transactions, an introduction to the Australian legal system, sources of law such as Parliament and the courts, the Federal system, the legislative process, precedent, alternative dispute resolution, an introduction to criminal law, the law of torts, the law of contract, consumer protection law, Trade Practices, Fair Trading legislation, agency law, introduction to various forms of business organisations including sole traders, partnerships and corporations.

**Staff:** Mrs S Bingham (Coordinator)

**Teaching Pattern:** Hbt: sem 2/3, Ltn: sem 2, NWC: sem 2 - flexible (13 wks)

**Assessment:** continuous assessment (40%); exam (60%)

**Required Texts:**


**Recommended Texts:**


**Offered in Courses:**

**BFA181/281 - Financial Management**

**Special Note:** *BFA181 may be offered in Malaysia subject to sufficient numbers*

**Description:** Introduces the theory and practice of financial management for a business enterprise. Provides the basic tools to aid in financial decision making in the areas of investments, cash management and borrowings.

**Requisites:** PREREQ - BSA101, BFA103

**Staff:** Mr C Sing Tng (Coordinator)

**Teaching Pattern:** Hbt: sem 2/3, Ltn: sem 2 - flexible (13 wks)

**Assessment:** continuous assessment (40%); exam (60%)

**Required Texts:**


**Recommended Texts:**
BFA201 - Financial Accounting

Description: This unit introduces the theory and practice of corporate reporting in Australia. The unit focuses on the regulatory environment, and the application of a number of accounting standards. The unit also addresses the theoretical framework that underlies this environment and discussion of voluntary reporting is also included.

Requisites: PREREQ - BFA104
Staff: Mr Steve Allen (Coordinator) (L) (W), Mr David Moore (H)
Teaching Pattern: sem 1 - flexible (13 wks)
Assessment: continuous assessment (40%), exam (60%)


BFA203 - Special Topics in Accounting

Description: Topics in the area of Accounting and Corporate Governance are offered which reflect the research interest and activities of school staff or visiting scholars. This allows students to investigate in detail specialised topics which would not usually be offered as part of the School's program.

Requisites: PREREQ - Successful completion of any two level 200 units (ie 25% of level 200) in a relevant major
Staff: tba
Teaching Pattern: Flexible (13 weeks)
Assessment: continuous assessment (40%), exam (60%)

Required Texts: tba

BFA206 - Globalisation and Accountability

Special Note: offered on CD and WebCT; available on all campuses including offshore

Description: Explores international aspects of business decision-making and reporting, and the impacts of global business on society. Compares and contrasts accountability issues from an international perspective, through an understanding of culture, regulations and business practices.

Requisites: PREREQ - BFA103
Staff: Mrs S Shimeld (Coordinator)
Teaching Pattern: sem 1 - online delivery (13 wks equiv)
Assessment: continuous assessment (100%)


BFA207/307 - Social & Environmental Accounting

Special Note: offered on CD and Vista; available on all campuses including offshore

Description: Uses Australian case studies to explore the social dimension of accounting theory and practice, and the impact of accounting information on the decision-processes affecting the natural environment. The unit has an accountability focus, and takes an information-user perspective. The case studies provide the context for an examination of the current status of environmental accountability, and practical and theoretical aspects of concepts such as eco-efficiency, corporate legitimacy and stakeholder concerns. These are then extended into a consideration of available techniques, including life cycle analysis, environmental cost/benefit, and environmental audit, and the role of accounting in broader issues of environmental impact and environmental reporting.

Requisites: PREREQ - S3T: 25% from Schedule B; other courses: completed first year of any degree course MEXCL - KGN307,
Staff: Mr David Moore (Coordinator)

Teaching Pattern: sem 1 - online delivery (13 wks equiv)

Assessment: continuous assessment (100%)

Required Texts: There is no prescribed textbook. Extensive course notes and materials will be provided throughout the semester.

Recommended Texts:

Offered in Courses: [ C3C ] [ R3A ] [ S3G ] [ S3T ] [ S3Z ]

Unit Delivery Information:

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**BFA209 - Corporate Reporting and Disclosure**

Special Note: offered on CD and WebCT; available on all campuses including offshore

Description: Focuses both on statutory and voluntary reporting functions of corporate bodies. The unit covers the legislative requirements of company directors in relation to public information, and the preparation and presentation of corporate reports. Also covered are the regulatory requirements of the Australian Stock Exchange and other regulatory bodies, in addition to a consideration of voluntary aspects of corporate disclosure.

Requisites: PREREQ - BFA103

Staff: tba

Teaching Pattern: sem 2 - online delivery (13 weeks equivalent)

Assessment: continuous assessment (100%)

Required Texts: There is no prescribed textbook.

Offered in Courses: [ C3C ] [ C3L ] [ C3X ] [ C3Z ] [ R3M ] [ L3F ]

Unit Delivery Information:

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**BFA211/311 - Corporate Governance**

Special Note: offered on CD and WebCT; available on all campuses including offshore

Description: The focus of this unit is to develop an understanding of corporate governance as applied to the activities of corporations, government and semi-government organisations. Consideration is given to the development of best practice corporate governance since the early 1990s both in Australia and overseas. The aim is to show how the adoption of best practice in relation to corporate governance can lead to a significant improvement in company performance; compliance with legal regulations; disclosure of information and transparency; accountability; ethical conduct and economic growth.

Requisites: PREREQ - BFA141

Staff: Mr B Hicks (Coordinator)

Teaching Pattern: sem 2 - online delivery (13 wks equiv)

Assessment: continuous assessment (100%)


A book of readings and course material and interactive CDs are provided.

Offered in Courses: [ C3C ] [ C3L ] [ C3X ] [ C3Z ] [ R3M ] [ L3F ]

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**BFA221 - Accounting Information Systems**

Description: Provides students with an introduction to the accounting information system and to the role of technology in accounting. The unit embraces a wide range of issues including the design, evaluation and implementation of an accounting information system, the transaction cycle, the accounting information system as a part of the organisations communication system, internal control, security and assurance, and implications of web based commerce. The unit also investigates the role of the accounting information system in terms of the so-called 'knowledge economy', and considers the notion of enterprise resource planning. Accounting packages are referred to as appropriate, and one assignment involves the application of an accounting package. Current issues are introduced as appropriate as this is a dynamic and
changing area of study.

**Requisites:** PREREQ - BFA104 and BSA101

**Staff:** Mrs S Chaplin

**Teaching Pattern:** sem 2 - flexible (13 wks)

**Assessment:** continuous assessment (40%), exam (60%)

**Required Texts:** Hall J., *Accounting Information Systems*, (latest ed), Thomson South Western

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ] [ C3S ]

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**BFA241 - Corporate Regulation and Accountability**

**Description:** Students in the Accounting Major examine corporate financial reporting whilst students in the Business Management Major focus on generalist management skills including the management of large corporations. Students in the Corporate Governance Major examine the governance and management of corporations. Students in the three majors need to know about the *Corporations Act 2001* and understand how it regulates the business activities of corporations and their managers. This Unit allows students to obtain such knowledge. With regard to corporations, it examines: the nature and operation of companies; the corporate constitution; share and loan capital; fundraising; management of companies; the role and responsibilities of directors and officers; dividends; takeovers; accounts and audit; corporate financial distress; winding up; liquidation; corporate regulation; and, the role and powers of the *Australian Securities and Investments Commission (ASIC)*.

**Requisites:** MEXCL - BFA341 PREREQ - BFA141

**Staff:** Mr T Baxter

**Teaching Pattern:** flexible 13 weeks

**Assessment:** continuous assessment (40%) final exam (60%)

**Required Texts:** Lipton P & Herzberg A, *Understanding Company Law*, (latest edn), Thomson Legal and Regulatory Limited trading as Law Book Co


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**BFA261 - Management Accounting**

**Special Note:** *Summer School enrolment only with special permission of HOS, contact (03) 6324 3697.*

**Description:** Enables students to understand the role of the management accountant, use management accounting techniques in order to provide information for efficient resource allocation, and recognise possible problems and limitations of applying management accounting techniques. Topics include: product costing; cost accumulation and allocation; activity based costing; standard costing and flexible budgeting; and short-term tactical decision making.

**Requisites:** PREREQ - BFA103 and BEA140

**Staff:** Mr David Moore

**Teaching Pattern:** sem 2 - 2-hr lecture, 1-hr tutorial (13 wks)

**Assessment:** continuous assessment (30%); exam (70%)


**Offered in Courses:** [ C3C ] [ C3E ]

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**BFA290/390 - Financial Reporting**

**Special Note:** *the unit is offered every second year*

**Description:** Introduces the principles underlying the preparation of financial reports by business organisations. Students learn how statements of financial position and financial performance are developed from the accounting equation. They also learn how and why cash flow statements are prepared to complement these two reports. They acquire skills in analysing the annual reports and other accounting information produced by companies, all useful tools for financial journalists. Case studies are used to help students understand how this information can be used to assess the performance and financial position of companies.

**Requisites:** PREREQ - HEJ101 and HEJ102 MEXCL - BFA103

**Staff:** Mr P Collett (Coordinator)

**Teaching Pattern:** sem 1 - flexible (13 wks)

**Assessment:** continuous assessment (60%), exam (40%)

**Required Texts:** To be advised.

**Recommended Texts:** tba
**BFA301 - Advanced Financial Accounting**

**Description:** This unit builds on the work undertaken in BFA 201. The unit embraces the theory and practice of corporations with an emphasis in areas such as consolidation, segment reporting, cash flow, Joint ventures, exchange rate accounting. Potential future developments are also dealt with.

**Requisites:** PREREQ - BFA201

**Staff:** Mr S Allen (Coordinator)

**Teaching Pattern:** sem 2 - flexible (13 wks)

**Assessment:** continuous assessment (40%); exam (60%)


_Australian Accounting Standards Handbook_, Prentice Hall: Sydney (latest edn)

**Offered in Courses:** [ R3A ]

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**BFA302 - Accounting Theory**

**Description:** Examines significant historical influences on the development of accounting thought and topics of current interest in the financial accounting, professional, and academic research literature; the research methods followed in the development of normative accounting theories, capital market studies into the information content of accounting, and positive theories about accounting policy choice; the arguments for and against regulation in accounting, and the policy process and political context within which accounting policy decisions are made; critical and radical theories.

**Requisites:** PREREQ - BFA201

**Staff:** Ms BN Smith, Ms S Shimeld (Coordinators)

**Teaching Pattern:** sem 2 - interactive seminars (13 wks)

**Assessment:** continuous assessment (60%); exam (40%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ]

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**BFA303 - Auditing**

**Description:** Examines the role of auditing in the assessment of the reliability of financial information in the context of the Australian institutional and legal environment; reviews the fundamental concepts of auditing; introduces basic audit techniques and procedures, integrating the role of computer technology in audit practice.

**Requisites:** PREREQ - BFA201, BFA221

**Staff:** Mrs Helen Mitewa (Coordinator)

**Teaching Pattern:** sem 1 - 1.5-hr lecture, 1.5-hr tutorial (13 wks)

**Assessment:** continuous assessment (40%); exam (60%)


**Offered in Courses:** [ C3C ] [ C3E ]

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**BFA305 - Financial Planning**

**Description:** For those who seek to become financial planners or who seek an understanding of how to develop their own financial plan, this unit introduces financial planning. It provides sound understanding of the process of financial planning, together with some of the fundamental skills and knowledge required in professional practice. The unit examines what is involved in organising and managing an individual’s financial resources, and how to protect, maximise and enjoy the benefits obtained from these resources. The unit follows a practical approach to the subject, taking students through the key areas of developing a financial plan, borrowing and credit, insurance, investment, taxation, superannuation, social security and retirement.

**Requisites:** PREREQ - BFA1/281

**Staff:** Mr B Hicks (Coordinator)
Teaching Pattern: sem 2 - flexible (13 wks)
Assessment: continuous assessment (40%), exam (60%)


Offered in Courses:  [ C3C ]

Unit Delivery Information:

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**BFA306 - Public Sector Resource Management**

Special Note: offered on CD and WebCT; available on all campuses including offshore

Description: Provides an insight into the theory and practice of financial management, accounting and accountability in public sector agencies; examines the regulatory framework and the social and environmental pressures for financial reform; and considers aspects of budgeting, control and auditing relevant to government agencies.

Requisites: PREREQ - BFA103

Staff: tba

Teaching Pattern: sem 2 - online delivery (13 wks equiv)

Assessment: continuous assessment (100%)

Required Texts: There is no prescribed textbook.

Recommended Texts: 

Offered in Courses:  [ C3E ] [ C3C ]

Unit Delivery Information:

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**BFA320/21/22 - Corporate Internship**

Description: Students undertake a semester of project-oriented study that integrates work and learning. The student is physically located in the workplace, and specific work projects are determined in collaboration with the internship sponsor, academic coordinator and the student. The program not only recognises and builds on the skills, capabilities and knowledge that students have acquired in their first two years of study, but also aims to increase awareness and experience of the wider social, cultural and global environment of the workplace. It provides a learning situation in the real world of business.

Requisites: PREREQ - completion 2yrs undergraduate level

Staff: tba

Teaching Pattern: sem 1 - flexible, (equiv 13 wks)

Assessment: project (50%), journal (30%), employer assessment (20%)

Offered in Courses:  [ C3C ] [ C3E ]

Unit Delivery Information:

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**BFA341 - Corporate Regulation and Accountability**

Description: Students in the Corporate Governance Major examine the governance and management of corporations. Students therefore need to know about the Corporations Act 2001 and associated law and understand the application of this law to corporations and their officers. This unit is not available to students in the Accounting Major who must instead take BFA241.

Requisites: PREREQ - BFA141 MEXCL - BFA241

Staff: Mr T Baxter (Coordinator)

Teaching Pattern: sem 1 - online delivery (13 wks equiv)

Assessment: continuous assessment (100%)


Offered in Courses:  [ C3C ] [ C3E ]

Unit Delivery Information:

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### BFA347 - Regulatory Compliance

**Special Note:** offered on CD and WebCT; available on all campuses including offshore

**Description:** Develops an understanding of business regulation and the various ways in which businesses can manage their regulatory compliance to achieve required outcomes. The following topics are examined: nature and form of business regulation and its theoretical framework; changes in business regulation since the 1970s; problems for governments, regulators and business in relation to regulatory compliance; systems and programs for establishing, maintaining and managing regulatory compliance; compliance advisory services. Occupational Health and Safety Regulation is used as a case study throughout the unit.

**Requisites:** PREREQ - BFA141

**Staff:** Mr B Hicks (Coordinator)

**Teaching Pattern:** sem 1 - online delivery (13 wks equiv)

**Assessment:** continuous assessment (100%)

**Required Texts:** (no specific author), 2004, Planning Occupational Health and Safety, (6th edn), CCH Australia Ltd.

A book of readings and course material and interactive CDs are provided.

**Offered in Courses:** [ C3C ] [ C3E ]

### Unit Delivery Information:

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### BFA366 - Organisational Risk Management

**Special Note:** offered on CD and WebCT; available on all campuses including offshore

**Description:** This unit will provide an introduction to organizational risk management as both an opportunity and a problem to be managed. The focus will be on the risk management process with particular emphasis on the use of managerial, internal control systems and risk management processes to identify, analyse and respond to risk exposure in organizations. Case studies will form an integral part of this unit as issues relating to, for example, environmental, business, asset and information risks are considered. Issues of risk exposure and change, assessment and mitigation of risk, the implications of globalisation, world events, computerization, the information economy, and community concern are considered. Risk and the future are addressed with implications for positive corporate governance considered.

**Requisites:** PREREQ - BFA103

**Staff:** Mrs H Mitewa (Coordinator)

**Teaching Pattern:** sem 2 - online delivery (13 wks equiv)

**Assessment:** continuous assessment (100%)

**Required Texts:** extensive course notes provided

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ]

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### BFA391 - Taxation

**Description:** This unit is designed for students to gain a practical working knowledge of Australian taxation laws, and to develop skills in the interpretation and application of basic taxation legislation. The focus of the unit is on an understanding of income tax and this necessitates an understanding of capital gains tax and a brief introduction to fringe benefits tax and GST. The integration of legislation, case law and tax rulings provide a strong foundation for understanding and application. As this unit is a compulsory unit in the accounting major, its emphasis is on the application of taxation to different business entities and individuals.

**Requisites:** PREREQ - BFA141, BFA104

**Staff:** Mrs Sonia Shimeld (Coordinator)

**Teaching Pattern:** sem 1 - flexible (13 wks)

**Assessment:** continuous assessment (40%), exam (60%)

**Required Texts:** Purchased as a pack:


**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ]

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BFA401 - Advanced Financial Accounting

Special Note: offered subject to sufficient enrolment numbers

Description: Involves an in-depth study of a controversial financial accounting issue using appropriate research methods. Students are required to complete a course of readings and to develop significant hypotheses in relation to the accounting issue. These hypotheses are then tested and the research project is written in the format of an academic journal article. Students are also required to present the research project as a formal research seminar to staff and students in the School of Accounting and Finance (and other invited academics).

Staff: Dr T Wilmshurst (Coordinator)

Teaching Pattern: flexible (13 wks)

Assessment: presentation (20%), research paper (80%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C4C ]

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BFA406 - Special Topics in Accounting

Special Note: offered subject to sufficient enrolment numbers

Description: Topics in the area of Accounting and Corporate Governance are offered which reflect the research interest and activities of school staff or visiting scholars. This allows students to investigate in detail specialised topics which would not usually be offered as part of the School's program.

Staff: Dr T Wilmshurst

Teaching Pattern: flexible

Assessment:

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C4C ]

Unit Delivery Information:

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BFA408 - Advanced Auditing (Unit not offered in 2006)

Description: Is an examination of the concepts of truth, fairness and independence as they relate to the practice of auditing. Consideration of issues and empirical research in relation to audit judgement, consensus and bias.

Staff: tba

Teaching Pattern: flexible (13 wks)

Offered in Courses: [ C4C ]

BFA409 - Advanced Taxation Accounting (Unit not offered in 2006)

Description: Focuses upon a practical and more in-depth understanding of the complexities of taxation law.

Staff: tba

Teaching Pattern: flexible (13 wks)

Assessment: continuous assessment (60%), exam (40%)

Offered in Courses: [ C4C ]

BFA410 - Research Methods

Special Note: offered subject to sufficient enrolment numbers

Description: Research Methods seminars introduce students to a range of research methods in the scholarly study of issues in accounting, finance and related disciplines. The seminars are designed to develop research skills so that students are well-equipped to critique confidently and competently academic and professional research in general, and accounting and finance studies in particular. Even more importantly, they provide students with the skills to conduct their own research in a rigorous manner. The material covered includes approaches to theory building, guidelines for developing a research proposal, importance of (and threats to) internal and external validity, research designs for specific projects, research methods appropriate for alternative research design, data collection and data analysis.

Requisites: PREREQ - Entry to Honours Program

Staff: Assoc Prof Gary O'Donovan (Coordinator), Other teaching Staff: Mrs Sue Hrasky, Mr Trevor Wilmshurst

Teaching Pattern: flexible (13 wks)

Assessment: assignments (60%), proposal (40%)


Offered in Courses: [ C4C ]

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BFA417/717 - Aspects of Voluntary Corporate Disclosure

Special Note: offered subject to sufficient enrolment numbers

Description: Provides an overview of the major voluntary disclosure decisions taken by corporations and examines possible motivations and incentives for these disclosures. It considers multi-modal aspects of disclosure, particularly in corporate annual reports, including the use of narratives, graphs and pictures. Students will participate in research teams to complete a small research project which focuses on an aspect of voluntary disclosure.

Staff: Mrs S Hrasky

Teaching Pattern: Flexible (13 weeks)

Assessment: Student presentation (20%), critical review essay (10%), research essay (20%), team research project (50%)

Required Texts: A book of readings is provided

Offered in Courses: [ C4C ] [ C7C ]

Unit Delivery Information:

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BFA418/718 - Issues in Corporate Governance and Compliance

Special Note: offered subject to sufficient enrolment numbers

Description: Explores contemporary and emerging issues associated with achieving strong governance within organisations in both the public and private sectors. The challenges to achieving good governance and effective compliance are explored along with possible organisational responses to these challenges. Implications for both the organisation and its stakeholders are considered.

Staff: Mr B Hicks

Teaching Pattern: Flexible (13 weeks)

Assessment: Research Proposals (30%), participation (30%), exam 40%

Required Texts: A book of readings is provided

Offered in Courses: [ C4C ] [ C7C ]

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BFA420 - Advanced Accounting Theory

Special Note: offered subject to sufficient enrolment numbers

Description: Studies developments within the research paradigms that dominate accounting research. The unit involves an appraisal of the major strands of the scholarly research literature in financial accounting, and investigates the role of financial accounting in decisions made by individuals and markets. The unit is designed to enable students to evaluate critically and develop specific theories and evidence about financial accounting practice. Normative, positive and critical theory approaches are examined.

Requisites: PREREQ - Entry to Honours Program

Staff: tba

Teaching Pattern: flexible (13 wks)

Assessment: research proposals (25%), participation (25%), exam (50%)

Required Texts: tba

Offered in Courses: [ C4C ]

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BFA425 - Advanced Accounting Information Systems (Unit not offered in 2006)

Description: This unit takes a research focus considering the contemporary literature in the area. The unit will embrace developing areas of research interest, and the impact of these areas on the evolution of the accounting information system, and its relationship to the business model.

Staff: Dr T Wilmshurst (Coordinator)

Teaching Pattern: flexible (13 wks)

Assessment: presentation (20%); research paper (80%)

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ C4C ]

BFA427 - Government Financial Management (Unit not offered in 2006)

Description: Is a review and examination of current financial arrangements and reform proposals relevant to public sector entities. Issues in public sector accounting, accountability and audit.

Staff: tba
BFA429 - Corporate Governance and Accountability

Special Note: offered subject to sufficient enrolment numbers

Description: The unit examines the nature of corporate governance, its development since the early 1990s and the role that it plays in the activities of large public listed corporations. Particular emphasis is placed on examination of the major proposals that have been advanced both in Australia and overseas to promote 'best practice' in corporate governance and to provide useful benchmarks. These proposals are considered within the changing legal, auditing, accounting, political and economic environments of the 1990s and the current decade.

Requisites: PREREQ - BFA241
Staff: Mr BJ Hicks (Coordinator)

Assessment:
- research proposals (30%), participation (30%), exam (40%)

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BFA435 - Advanced Management Accounting (Unit not offered in 2006)

Description: Provides a foundation for research in management accounting. The unit is divided into two main components: (a) covers the main research frameworks appropriate to management accounting; (b) focuses on specific areas of management accounting research. These areas include: issues in budgeting; participation in budgeting; and the use of accounting information for performance evaluation.

Staff: tba

Assessment:
- seminar presentations (20%), assignments (80%)

BFA442 - Dissertation A

Special Note: please refer to School staff for additional information

Description: Candidates are required to present a dissertation of around 15,000 words.

Requisites: PREREQ - Entry to Honours Program COREQ - BFA443

Assessment:
- seminar presentations (20%), assignments (80%)

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BFA443 - Dissertation B

Special Note: please refer to School staff for additional information

Description: Candidates are required to present a dissertation of around 15,000 words.

Requisites: PREREQ - Entry to Honours Program COREQ - BFA442

Assessment:
- seminar presentations (20%), assignments (80%)

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BFA498/499 - Bachelor of Business Honours

Description: This on-campus, 1-year full-time or 2-year part-time honours degree course is offered in the fields of Accounting, and Corporate Governance at Hobart and Management (incorporating Human Resource Management, Marketing, International Business and Business Management) at Hobart.

Staff: Ms BN Smith (coordinator)

Assessment:
- seminar presentations (20%), assignments (80%)

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BFA582 - Financial Reporting & Analysis

Special Note: weekend mode; students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart. This unit will also be available in New Zealand in Semester 1.

Description: The Financial Reporting and Analysis unit aims to develop your ability to understand, analyse and interpret corporate financial statements and financial information. Consideration will be given to the underlying concepts and regulatory requirements that underlie the preparation of financial reports. Limitations of conventional reporting practices and analysis are noted. The relevance of non financial
information is also considered. Areas of management accounting relevant to decision making and possible future directions of accounting are discussed.

Staff: Dr T Wilmshurst

Teaching Pattern: Flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses

Assessment: continuous (40%), examination (60%)


Offered in Courses: [ C5T ] [ C6Q ] [ C7H ]

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BFA682 - Law for Managers

Special Note: weekend mode; students may enrol and sit exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart. This unit may be offered in Semester 1 in New Zealand.

Description: The aim of this unit is to examine and explain the legal environment in which business operates and identifies underlying concepts of law which are likely to influence and to have an impact on business and management. It also seeks to cultivate an understanding of legal concepts, language, process and reasoning with a view to enhancing managerial decision making.

Staff: Mr T Baxter

Teaching Pattern: flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses

Assessment: continuous assessment (45%), exam (55%)


Offered in Courses: [ C6Q ] [ C7H ]

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BFA703 - Introduction to Financial Management

Description: Introduces the current Australian corporate finance environment with a discussion of decision-making in the context of financial markets and instruments. Provides a framework for understanding the innovations in financial markets.

Staff: Mr Cheong Sing Tng (Coordinator)

Teaching Pattern: flexible (13 weeks)


Recommended Texts:

Offered in Courses: [ C5B ] [ C6B ] [ C7B ] [ C7D ]

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BFA704 - Organisational Risk, Technology and AIS

Description: This unit has three foci in that it will consider the issues of organisational risk, technology and the accounting information system. This study will be set in the context of the accounting information system. The risk component will offer a general introduction to risk and risk management at an organisational level. Organisational risk is then considered in the context of technology and the accounting information system. One of the most important skills you can take away from this unit is the ability to think about issues of concern through, identifying that which is relevant and to accept that change is a constant in the world of today. How you approach this unit will determine what you get out of it!

Staff: Dr T Wilmshurst (Coordinator)

Teaching Pattern: flexible (13 wks)

Assessment: continuous assessment (50%), exam (50%)

Offered in Courses: [ C5B ] [ C6B ] [ C7B ] [ C7D ]

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BFA705 - Financial and Corporate Accounting

Description: This unit has been planned and guided by ideas about what a future accountant or manager would need to know in order to perform effectively in the workplace. The understanding gained in your previous core accounting unit will be extended to develop your accounting knowledge, skills and terminology in the context of more complex financial and corporate accounting issues. In this unit you will only be concerned with financial and corporate accounting, which involves providing of information to shareholders, creditors and other external users using general-purpose financial reports.
Requisites: PREREQ - BFA707
Staff: Assoc Prof G O'Donovan (Coordinator)
Teaching Pattern: flexible (13 weeks)
Assessment: continuous assessment (35%) exam (65%)
Recommended Texts: Offered in Courses: [ C5B ] [ C6B ] [ C7B ] [ C7D ]

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BFA706 - Business Law

Description: Provides an introduction to the Australian legal system, sources of law such as Parliament and the courts, the Federal system, the legislative process, precedent, alternative dispute resolution, an introduction to criminal law, the law of torts, the law of contract, consumer protection law, Trade Practices, Fair Trading legislation, agency law, introduction to various forms of business organisations including sole traders, partnerships and corporations.
Staff: Mrs S Bingham (Coordinator)
Teaching Pattern: flexible (13 wks)
Assessment: continuous assessment (40%); exam (60%)

Offered in Courses: [ C5B ] [ C6B ] [ C7B ] [ C7D ]

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BFA707 - The Accounting Framework

Description: Provides a foundation for students intending to study units towards the Masters of Professional Accounting. The institutional framework and the fundamental principles underpinning accrual accounting and financial reporting are examined. The elements of the accounting cycle, and techniques of measurement, recording and reporting, are developed from a preparer's perspective, as are aspects of systems design and internal control.
Staff: Mr P Collett (Coordinator)
Teaching Pattern: flexible (13 weeks)
Assessment: continuous assessment (40%); exam (60%)
Required Texts: To be advised.
Offered in Courses: [ C5B ] [ C6B ] [ C7B ] [ C7D ]

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BFA708 - Advanced Auditing (Unit not offered in 2006)

Description: Examines the concepts of truth, fairness and independence as they relate to the practice of auditing. Considers issues and empirical research in relation to audit judgement, consensus and bias.
Staff: tba
Teaching Pattern: flexible (13 wks)

Offered in Courses: [ C7C ]

BFA709 - Advanced Taxation Accounting (Unit not offered in 2006)

Description: Focuses upon a practical and more in-depth understanding of the complexities of taxation law.
Staff: tba
Teaching Pattern: flexible (13 wks)
Assessment: continuous assessment (60%), exam (40%)

Offered in Courses: [ C7C ]

BFA710 - Research Methods

Special Note: offered subject to sufficient enrolment numbers
Description: Research methods seminars introduce students to a range of research methods in the scholarly study of issues in accounting, finance and related disciplines. The seminars are designed to develop research skills so that students are well-equipped to critique confidently and competently academic and professional research in general, and accounting and finance studies in particular. Even more importantly, they provide students with the skills to conduct their own research in a rigorous manner. The material covered includes approaches to theory building, guidelines for developing a research proposal, importance of (and threats to) internal and external validity, research designs for specific projects, research methods appropriate for alternative research design, data collection and data analysis.
Staff: Assoc Prof Gary O'Donovan (Coordinator), Other teaching Staff: Mrs Sue Hrasky, Mr Trevor Wilmshurst
Teaching Pattern: flexible (13 wks)
Assessment: assignments (60%), proposal (40%)
**BFA710 - Advanced Accounting Theory**


**Offered in Courses:** [ C7C ]

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**BFA711 - Management and Cost Accounting**

**Description:** The aim in this unit is to introduce you the variety of organisational decision contexts in which management accounting plays a vital role. You will learn the technical and analytical skills needed to provide and analyse relevant information for internal decision making purposes. You should also gain a strong appreciation for the potential which managerial accounting information has to influence the behaviour and motivation of individual managers within an organisation.

**Staff:** Mr D Moore (Coordinator)

**Teaching Pattern:** flexible (13 weeks)

**Assessment:**
- Required Texts: tba

**Offered in Courses:** [ C5B ] [ C6B ] [ C7B ] [ C7D ]

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**BFA713 - Audit and Assurance**

**Description:** Examines the role of auditing in the assessment of the reliability of financial information in the context of the Australian institutional and legal environment; reviews the fundamental concepts of auditing; introduces basic audit techniques and procedures, integrating the role of computer technology in audit practice.

**Requisites:** PREREQ - BFA705

**Staff:** Ms H Mitewa (Coordinator)

**Teaching Pattern:** flexible (13 wks)

**Assessment:**

**Offered in Courses:** [ C5B ] [ C6B ] [ C7B ] [ C7D ]

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**BFA714 - Australian Tax Law**

**Description:** Examines the fundamentals of Australian income tax law focusing on areas including assessable income and allowable deductions for individuals and different business entities. An understanding of capital gains tax will be developed and fringe benefits tax and GST will be introduced.

**Staff:** Ms BN Smith and MS S Shimeld (Coordinators)

**Teaching Pattern:** flexible (13 wks)

**Assessment:**
- Required Texts: Purchased as a pack:
### BFA715 - Accounting Theory

**Description:** Accounting Theory is designed to provide students with an understanding of historical and contemporary issues that influence the development of accounting thought. It examines topics of current interest in the financial accounting, professional, and academic research literature; the research methods followed in the development of normative accounting theories, capital market studies into the information content of accounting, and positive theories about accounting policy choice; the arguments for and against regulations in accounting, and the policy process and political context within which accounting policy decisions are made; and the theoretical perspectives underlying social and environmental accountability.

**Requisites:** PREREQ - BFA705

**Staff:** Ms BN Smith & Ms S Shimeld (Coordinators)

**Teaching Pattern:** flexible (13 wks)

**Assessment:** continuous assessment (60%); exam (40%)

**Required Texts:** tba

**Offered in Courses:** [ C5B ] [ C6B ] [ C7B ] [ C7D ]

### BFA716 - Special Topics in Accounting

**Special Note:** offered subject to sufficient enrolment numbers

**Description:** Topics in the area of Accounting and Corporate Governance are offered which reflect the research interest and activities of school staff or visiting scholars. This allows students to investigate in detail specialised topics which would not usually be offered as part of the School's program.

**Staff:** Dr T Wilmshurst

**Teaching Pattern:** flexible

**Assessment:**

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C7C ]

### BFA719 - Corporate Sustainability and the Triple Bottom Line

**Description:** Provides an introduction to the concept of economic, social and environmental (triple bottom line) reporting and performance from both a business and society perspective. The unit looks at the link between triple bottom line (TBL) reporting and the concept of sustainability. The unit also looks at related areas of corporate and government accountability including corporate social responsibility and corporate ethics.

**Staff:** Associate Professor Gary O'Donovan

**Teaching Pattern:** Fully flexible

**Assessment:** Continuous assessment (100%)

**Required Texts:** A book of readings and course material, interactive CD is provided

**Recommended Texts:** TBA

**Offered in Courses:** [ C7D ]

### BFA720 - Introduction to Corporate Governance

**Description:** This unit will provide an introduction to corporate governance. Particular emphasis is placed on the examination of corporate governance best practice guidelines and recommendations including those provided by the ASX Corporate Governance Council. Other areas covered include: The Legal Framework of Corporate Governance; Development of Best Practice Governance; Governance Roles and Key Functions; Performance v. Conformance; Board Processes and Continual Improvements in Governance; Private v. Public Sector Governance; Governance for Small, Medium and Large Corporations and other Entities; International Corporate Governance.

**Staff:** Barry Hicks

**Teaching Pattern:** sem 1 flexible (13 weeks)

**Assessment:** continuous assessment (100%)

interactive CD's are also provided.

Offered in Courses: [ C7D ]

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**BFA721 - Current Developments in Governance and Accountability**

**Description:** This unit will examine a selection of important current developments affecting governance and accountability of corporations and other entities. The developments to be examined will be drawn from the areas of corporate governance, risk management, corporate sustainability and the triple bottom line and also from other related areas. Emphasis will be placed on identifying and examining new and emerging issues and trends, which affect directors and managers and the corporations and entities they govern and manage. Both local and international developments will be examined.

**Staff:** Barry Hicks

**Teaching Pattern:** sem 2 flexible (13 weeks)

**Assessment:** continuous assessment (100%)

**Required Texts:** A book of readings and course material and interactive CD's are provided.

**Recommended Texts:** TBA

Offered in Courses: [ C7D ]

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**BFA722 - Risk Management**

**Description:** This unit will provide an introduction to risk management with particular emphasis on enterprise risk management. Advanced study in risk management issues faced by organisations will be discussed largely case studies and current events. Attention will be given to the role of managers and the Board of Directors in corporate governance issues. Areas of study will include, and may vary from offering to offering, the broad area of management risk with a focus on internal control systems and risk management processes to identify, analyse and respond to the risk exposure of the firm. Particular emphasis will be on the identification, measurement and evaluation of risk for the firm within the globalised economy. Areas of risk, for example, include environmental, people, financial, operational, political, and regulatory.

**Staff:** Dr Trevor Wilmshurst

**Teaching Pattern:** Fully flexible

**Assessment:** Online discussion group participation 15%, Case Study 25%, Essay 20%, Final Exam 40%

**Required Texts:** A book of readings and course material, interactive CD.

**Offered in Courses:** [ C7D ]

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**BFA724 - Advanced Finance (Unit not offered in 2006)**

**Description:** Focuses on contemporary capital markets research. The unit consists of a thorough examination of the research literature with a view to developing students' skills in understanding and critically evaluating capital markets research.

**Staff:** tba

**Teaching Pattern:** flexible (13 wks)

**Assessment:** seminar presentations (50%), term paper (30%), seminar participation (20%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C7C ]

**BFA725 - Advanced Accounting Information Systems (Unit not offered in 2006)**

**Description:** This unit takes a research focus considering the contemporary literature in the area. The unit will embrace developing areas of research interest, and the impact of these areas on the evolution of the accounting information system, and its relationship to the business model.

**Staff:** Dr T Wilmshurst (Coordinator)

**Teaching Pattern:** flexible (13 wks)

**Assessment:** presentation (20%); research paper (80%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C7C ]

**BFA726 - Corporate Law and Regulation**

**Description:** The focus of this unit is the Corporations Act 2001, how it regulate the business activities of corporations and the role and powers of bodies such as the Australian Securities and Investments Commission. Topics covered in the unit include: the nature and operation of companies; company registration; the corporate constitution; fundraising; the roles and duties of directors and officers; takeovers; accounts and audit; corporate financial distress; winding up and liquidation.
### BFA727 - Government Financial Management (Unit not offered in 2006)

**Description:** Reviews and examines current financial arrangements and reform proposals relevant to public sector entities; and issues in public sector accounting, accountability and audit.

**Staff:** tba

**Teaching Pattern:** flexible (13 wks)

**Assessment:** seminar presentation (15%), essay (15%), research project (30%), exam (40%)

**Offered in Courses:** [ C5B ] [ C6B ] [ C7B ] [ C7D ]

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### BFA729 - Corporate Governance and Accountability

**Special Note:** offered subject to sufficient enrolment numbers

**Description:** The unit examines the nature of corporate governance, its development since the early 1990s and the role that it plays in the activities of large public listed corporations. Particular emphasis is placed on examination of the major proposals that have been advanced both in Australia and overseas to promote 'best practice' in corporate governance and to provide useful benchmarks. These proposals are considered within the changing legal, auditing, accounting, political and economic environments of the 1990s and the current decade.

**Requisites:** PREREQ - BFA241

**Staff:** Mr BJ Hicks (Coordinator)

**Teaching Pattern:** flexible (13 wks)

**Assessment:** research proposal (30%), participation (30%), exam (40%)

**Required Texts:** course materials made available

**Offered in Courses:** [ C7C ]

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### BFA735 - Advanced Management Accounting (Unit not offered in 2006)

**Description:** Provides a foundation for research in management accounting. The unit is divided into two main components: (a) covers the main research frameworks appropriate to management accounting; (b) focuses on specific areas of management accounting research. These areas include: issues in budgeting; participation in budgeting; and the use of accounting information for performance evaluation.

**Staff:** tba

**Teaching Pattern:** flexible (13 wks)

**Assessment:** seminar presentations (20%), assignments (80%)

**Offered in Courses:** [ C7C ]

### BFA741 - Dissertation

**Description:** Candidates are required to select a topic, approved by their supervisor and the Research Higher Degrees Co-ordinator, and to present a dissertation of approximately 30,000 words.

**Staff:** Dr T Wilmshurst (coordinator)

**Assessment:** By examination of thesis

**Offered in Courses:** [ C7C ]

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### BFA750/751 - Master of Commerce

**Special Note:** contact the School for information

**Description:** 'Umbrella' codes for the Master of Commerce by coursework degree course. See page B-xx.

**Staff:** Dr T Wilmshurst (Coordinator)

**Offered in Courses:** [ C7C ]

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BFA771 - Managerial Accounting

Special Note: Weekend mode; students may enrol in and sit exams at the North-West Centre. The workshops, however, are only held in Launceston and Hobart.

Description: Managerial accounting is undergoing a radical change as fundamental changes affect the private, public and not-for profit sectors of the economy. There are new challenges for management accountants who must decide how best to provide the information needed for successful management of organisations in these changing times. This unit emphasises the internal use of accounting information within different kinds of entities. It emphasises management education rather than accounting education. The unit is structured around the following topics: the objectives of financial control and cost concepts, and cost-volume-profit relationships; cost accumulation; standard variable costing; standard absorption costing; decision making; control and responsibility accounting; budgeting; capital investment decisions; non-manufacturing costs; expenditure control in the public sector; measuring and controlling divisional performance.

Staff: Dr. Trevor Wilmhurst

Teaching Pattern: Flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses.

Assessment: Continuous (40%), Examination (60%)


Offered in Courses: [C5T] [C6Q] [C7H]

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BFA772 - Finance for Managers

Special Note: Weekend mode; students may enrol in and sit exams at the North-West Centre. The workshops, however, are only held in Launceston and Hobart.

Description: This unit develops the discussion of capital budgeting evaluation and canvasses in greater detail the concepts of risk, optimal capital structures and optimal dividend policies. There is also a discussion of practical issues, including sources and costs of short-term and long-term assets and an exploration of the changing institutional arrangements in the Australian capital market.

Staff: Cheong Sing Tng (Coordinator)

Teaching Pattern: Flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses.

Assessment: Continuous (40%), Examination (60%)

Offered in Courses: [C7H]

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BFA800 - Master of Commerce (By research) - Full time

Description: Candidates are required to select a topic, approved by their supervisor and the Research Higher Degrees Co-ordinator, and to present a dissertation.

Staff: Dr. T Wilmhurst (Coordinator)

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BFA801 - Master of Commerce (by research) - Part time

Description: Candidates are required to select a topic, approved by their supervisor and the Research Higher Degrees Co-ordinator, and to present a dissertation

Staff: Dr. T Wilmhurst (Coordinator)

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BFA900 - Doctor of Philosophy (Accounting & Finance) F/T

Description: Candidates are required to select a topic, approved by their supervisor and the Research Higher Degrees Co-ordinator, and to present a dissertation.

Staff: Dr. T Wilmhurst (Coordinator)

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BFA901 - Doctor of Philosophy (Accounting & Finance) P/T

Description: Candidates are required to select a topic, approved by their supervisor and the Research Higher Degrees Co-ordinator, and to present a dissertation.
BMA101 - Introduction to Management

**Special Note:** available for offshore students in China and Indonesia, semester 1

**Description:** Provides students with an introduction to management concepts, functions and strategies. The unit outlines the evolution of management theory and the broad environment in which organisations operate. It then looks at internal issues in organisations, including planning, decision making and communication, before widening its scope to look at the relationships between the organisation and the outside world.

**Staff:** Dr T Wilmshurst (Coordinator)

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** continuous assessment (40%), exam (60%)


**Offered in Courses:** [ C3C ] [ C3E ] [ C3L ] [ R3M ] [ C3S ] [ C3U ] [ C3X ] [ M3H ] [ R3C ] [ R3J ] [ R3K ] [ S3G ] [ S3T ] [ F3R ] [ S3Z ] [ S3I ]

BMA104 - Tourism: Foundations A

**Special Note:** The unit is taught using a combination of face to face and web-based lectures, may be taken as an elective by students in other courses, study material can be computer accessed in University labs and libraries and from home (ID/password reqd) by authorized students and teaching staff.

**Description:** This unit outlines the principles of tourism with a focus on Tourism as a System. The relationships between a multiplicity of industries, Governments and host communities which are necessary for tourism to exist. Topics include: tourism systems; tourism information material; tourism models; economics and tourism, academic theory of tourism; the sociology of tourism and tourism and transportation.

**Staff:** Mr P Dixon, Dr M Wickham

**Teaching Pattern:** Face-to-face lectures and web-based teaching equivalent to 2 hours weekly, (NWC students may be required to attend some teaching and learning activities on the Launceston campus)

**Assessment:** 2,000-word (max) assignment (30%), 1,000-word (max) assignment (10%), 2-hr exam (60%)

**Offered in Courses:** [ G3E ]

BMA105 - Tourism: Foundations B

**Special Note:** This unit is taught using face to face and web-based lectures and tutorials; may be taken as an elective by students in other courses; study material can be computer-assessed in University labs and libraries and from home (ID/password required) by authorised students and teaching staff.

**Description:** This unit looks at tourism from both the supply and demand side. Topics include: marketing for tourism and tourist segmentation; tourist motivation and satisfaction; tourism in 'looks at' different elements of the tourism industry such as business tourism; hospitality and tourism; airlines and tourism; travel agents and tour operations; and visitor attractions.

**Staff:** Julia Crozier

**Teaching Pattern:** 6 face-to-face group sessions plus web-based lectures equiv to 2 hrs weekly, (NWC students may be reqd to attend some teaching and learning activities on Ltn campus)

**Assessment:** 2,000-word (max) assignment (30%), 1,000-word (max) assignment (10%), 2-hr exam (60%)

**Required Texts:** TBA


**Offered in Courses:** [ G3E ]

BMA106 - Tourism Geography

**Special Note:** The unit is taught using a combination of face to face and web-based lectures; may be taken as an elective by students in other courses; study material can be computer-accessed in University labs and libraries and from home (ID/password reqd) by authorised students and teaching staff.
Units Coded B – Faculty of Business

**Description:** Provides an introduction to the relationship between tourism and geography. The unit also explores the spatial aspects of tourism looking at the countries of origin of tourists, or generating areas, the tourist destinations themselves and the flows between these two sets of locations. This also includes understanding the statistical measurement of tourism flows at various levels from global to local. Further spatial aspects such as patterns of development and introductory planning concepts as they relate to tourism are also covered.

**Staff:** TBA

**Teaching Pattern:** 6 face-to-face group sessions plus web-based lectures equiv to 2 hrs weekly, (NWC students may be reqd to attend some teaching and learning activities on Ltn campus)

**Assessment:** 1,000-word essay (10%), tutorial presentation (10%), workshop workbook exercises (30%), 2-hr exam (50%)  

**Offered in Courses:** [ G3E ]

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#### BMA107 - Tourism Typologies in Australia

**Special Note:** The unit is taught using a combination of face to face and web-based lectures; may be taken as an elective by students in other courses; study material can be computer-accessed in University labs and libraries and from home (ID/password reqd) by authorised students and teaching staff

**Description:** A major goal of the unit is to familiarise students with the variety of Australian tourism development and compare this with international examples. Students will gain an understanding of the complex system and the nature of tourism in Australia; comprehension of different typologies of tourism products; an understanding of different models for development of tourism, and their application in Australia; be able to analyse the issues confronting the further development of tourism; and be familiar with the Australian tourism product. Identified themes include sports tourism; urban tourism, eco- and nature-based tourism tourism; casinos; meetings, incentives, conventions and events; theme parks; island tourism; cultural tourism; wine and food tourism; farm and rural tourism; heritage tourism and industrial tourism.

**Staff:** Julia Crozier

**Teaching Pattern:** 6 face-to-face group sessions plus web-based lectures equiv to 2 hrs weekly, (NWC students may be reqd to attend some teaching and learning activities on Ltn campus)

**Assessment:** 1,500-word report (20%), 1,500-word essay (20%) 2-hr exam (60%)

**Required Texts:** TBA  

**Offered in Courses:** [ G3E ] [ OCS ]

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#### BMA108 - Foundations of Communication

**Description:** This unit provides an overview of the role of communication in contemporary organisations. A range of communication concepts, theories and strategies important in the development of effective management skills are covered at an introductory level, providing a foundation for more advanced-level managerial communication activities. The major topics explored include written, oral, and interpersonal modes of communication, within an organisational context.

**Staff:** Ar A Martin, M K Lehman

**Teaching Pattern:** 1 hr lecture 2hr workshop

**Assessment:** Coursework 30% Group case analysis 20% Exam 50%


**Writing Assignments:** A Guide

**School of Management Referencing Style**


Management Communication Quarterly
Human Relations
Journal of Applied Communication Research
Journal of Communication Management
International Journal of Inter-cultural Relations
Health Communication
Journal of Applied Social Psychology
Western Journal of Communication
Human Communication Research
Communication Research Reports

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BMA121/221 - Management of Human Resources

Special Note: available as a summer school unit; students enrol in either BMA121 or BMA221 as appropriate

Description: Examines the role and function of human resource management. Topics include the procurement, development, compensation, integration, and maintenance of human resources; and the development of a range of abilities and skills needed for dealing with change in the area of human resource management.

Requisites: PREREQ - BMA101

Staff: Dr Graeme Tonks, Dr Denise Faifua, Simon Fishwick

Teaching Pattern: Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

Assessment: continuous assessment (40%), exam (60%)


Offered in Courses: [ C3C ] [ C3E ] [ C3T ] [ C3U ] [ C3V ] [ E3J ] [ M3H ] [ R3C ] [ R3K ] [ S3I ]

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BMA151/251 - Principles of Marketing

Special Note: students enrol in either * BMA151 or * BMA251 as appropriate; * BMA151 may be offered in Indonesia and Shanghai

Description: Provides the theory base of marketing and develops in students: the ability to describe the key concepts and principles of marketing; an understanding of the marketplace; an understanding of the components of the marketing mix; and to identify the role of marketing in the organisation and in society.

Requisites: PREREQ - BMA101

Staff: Mr S Crispin, Ms L Hall

Teaching Pattern: Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

Assessment: continuous assessment (40%); exam (60%)


Offered in Courses: [ C3C ] [ C3E ] [ C3S ] [ C3T ] [ C3U ] [ C3V ] [ E3J ] [ M3H ] [ R3J ] [ R3K ] [ S3A ] [ S3B ] [ F3R ] [ S3I ]

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BMA181/281 - Introduction to International Business

Special Note: students enrol in either * BMA181 or * BMA281 as appropriate; offered in Indonesia, Malaysia and Shanghai in semester 2 as * BMA281 only

Description: Provides introductory knowledge on the contextual environment, strategic processes and operational management of international business. Globalisation forces domestic firms to look for market opportunities overseas. This requires the firms to make strategic decisions and undertake management in a complex cross-border environment. These issues constitute the core topics of the unit.

Requisites: PREREQ - BMA101

Staff: Mr F Liang

Teaching Pattern: Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

Assessment: continuous assessment and exam


Recommended Texts: TBA

Offered in Courses: [ C3C ] [ C3E ] [ C3S ] [ C3T ] [ M3H ] [ R3J ]

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### BMA201 - Organisational Behaviour

**Special Note:** may be offered in Malaysia and Indonesia  
**Description:** Provides an introduction to the management of human behaviour in organisational settings. Topics include individual differences, perception, attitudes, and motivation and their relationship to performance; group decision-making; leadership; communication; power and politics; culture and the management of organisational change.  
**Requisites:** PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121); for another degree: successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline  
**Staff:** Dr G Tonks  
**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.  
**Assessment:** continuous assessment (40%), exam (60%)  
**Offered in Courses:** [C3C] [C3E] [C3S] [C3T] [C3U] [C3V] [E3J] [R3J] [R3K] [S3I]  
**Unit Delivery Information:**

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### BMA204 - Foundations of Entrepreneurship

**Special Note:** this unit is WebCT supported  
**Description:** An introductory unit for the Entrepreneurship Major. Its main focus is on entrepreneurial behaviour including approaches to creativity, innovation, risk-taking and the process of social change.  
**Requisites:** PREREQ - None  
**Staff:** Mr C Jones  
**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.  
**Assessment:** internal (75%), 2-hr final exam (25%)  
**Offered in Courses:** [C3C] [R3M] [C3L] [C3X] [L3F]  
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### BMA205 - Business Research Methods

**Special Note:** May be offered in Malaysia and Indonesia  
**Description:** Equips students with a broad understanding of both qualitative and quantitative research methods, techniques and issues and their application to business and marketing problems. The unit aims to develop a critical understanding of the value of the research endeavour and thereby help the management/marketing researcher to build business knowledge and theory that generates new questions as well as providing answers. Topics include: identifying research problems within management and marketing and formulating specific research questions; research processes and proposals; ethics in business research; issues in the design and measurement of qualitative and quantitative research; sources of qualitative and quantitative data; surveys, interviews and observation; and presentation of results. The perspective of this unit is from the manager/marketer.  
**Requisites:** PREREQ - BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121) and BEA140; BBA(HRM): BMA101 and KMA153; other degree: 25% of level 100 units in relevant social science discipline.  
**Staff:** Dr D Faifua  
**Teaching Pattern:** flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.  
**Assessment:** continuous assessment (40%), exam (60%)  
**Note:** These two textbooks will be shrink-wrapped.  
**Offered in Courses:** [C3C] [C3E] [C3L] [C3S] [C3U] [C3X] [M3H] [R3C] [R3K] [R3J] [R3M] [S3G] [S3T] [F3R] [S3W]  
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### BMA206/306 - Eco and Nature-based Tourism

**Special Note:** This unit is taught using a combination of face to face and web-based lectures; may be taken as an elective by students in other courses; study material can be computer-accessed in University labs and libraries and from home (ID/password reqd) by authorized students and teaching staff.  
**Description:** Gives students a broad and analytical understanding of two forms of tourism: nature-based and ecotourism. It covers: the history of tourism and the importance of natural areas as a setting for tourism; the changing nature of the tourists and tourism in the twentieth century; the origins of ecotourism; the differences between nature-based and ecotourism and definitional debates surrounding the concepts;
the key elements of ecotourism and its application on a worldwide, Australian and Tasmania scale; and the planning and management involved in nature-based and ecotourism. Students learn to assess such aspects as impacts, management, best practice, self regulation, accreditation, ethics, legalities and monitoring.

**Requisites:** - Some requisites may differ unit to unit.
BMA206: PREREQ - BMA104 and HGT105 (BTourism students)
BMA306: PREREQ - BMA104 and BMA105 (BTourism students)

**Staff:** tba

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities

**Assessment:** 2000 word report and presentation (40%), exam (60%)


**Offered in Courses:** [ G3E ] [ OCS ]

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**BMA207/307 - Sustainable Tourism**

**Special Note:** The unit is taught using a combination of face to face and web-based lectures; may be taken as an elective by students in other courses; study material can be computer-accessed in University labs and libraries and from home (ID/password reqd) by authorised students and teaching staff.

**Description:** The principles of ecologically sustainable development have been clearly enunciated since the UN Brundtland Report of 1987 and Sustainable Tourism is a specialised application of those principles. This unit examines the ways in which our understanding of tourism has changed to meet the changing nature of what 'development' encompasses, moving from the simple 'economic growth' model of the 1950s and 1960s to the 1990s concept of ESD and how it may apply to tourism. At the completion of this unit students should have: acquired understanding of the principles of ecologically sustainable tourism (EST) especially as they are applied to the representations of the problematic of operationalisation for tourism; and developed some familiarity with different research tools and regimes for the management of ecologically sustainable tourism (EST) and attained the capacity to dissect and appraise EST objectively.

**Requisites:** - Some requisites may differ unit to unit.
BMA207: PREREQ - BMA104 and BMA105 for students enrolled in the BTourism or completion of first year for non BTourism students
BMA307: PREREQ - BMA104 and BMA105 for students enrolled in the BTourism or completion of first year for non BTourism students

**Staff:** TBA

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities. This unit may involve a field trip.

**Assessment:** 2000 word essay (25%), 1000 word tutorial presentation (15% each) plus a 3 hour exam (60%)


**Offered in Courses:** [ G3E ] [ OCS ]

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**BMA208/308 - Electronic Marketing**

**Special Note:** *BMA308 may be offered in Malaysia and Indonesia in semester 2

**Description:** Considers current approaches to marketing on the internet and how fundamental marketing theories may be challenged through this medium. The unit discusses current and potential impacts of the internet on key aspects of marketing (product, price, promotion and distribution) and equips students with skills useful to organising for and implementing a marketing plan which incorporates effective use of the internet. As a marketing unit, it focuses on the impact of contemporary information systems on marketing rather than the technical programming and design aspects associated with these.

**Requisites:** PREREQ - successful completion of BMA151 and any two level 200 units (ie 25% of level 200) in relevant major

**Staff:** Mr K Lehman

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** continuous assessment (40%), exam (60%)


**Offered in Courses:** [ C3C ] [ C3S ]

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**BMA209/309 - International Issues in Tourism**
### Special Note:
The unit is taught using a combination of face to face and web-based lectures; may be taken as an elective by students in other courses; study material can be computer-accessed in University labs and libraries and from home (ID/password req'd) by authorised students and teaching staff

### Description:
One of the principal aims of the unit is to introduce the student to the global dimensions of tourism. Globalisation/localisation and interconnectedness will inform the discussions about international tourism issues in this unit. In this context the unit includes such topics as the politicisation of tourism, global strategies, international tourism and the environment, sex and tourism, pilgrimage tourism and dependency and core-periphery tourism. At the end of the course, students should be familiar with global trends in tourism and have developed a capacity to analyse a wide range of international tourism issues.

### Requisites:
PREREQ - BMA104 and BMA105 for students enrolled in the BTourism or completion of first year for non BTourism students

### Staff:
TBA

### Teaching Pattern:
Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

### Assessment:
2000 word essay (20%), 3000 word tutorial presentation (30%), exam (50%)

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### BMA210/310 - Interpretation for Tourism

### Special Note:
The unit is taught using a combination of face to face and web-based lectures; may be taken as an elective by students in other courses; study material can be computer-accessed in University labs and libraries and from home (ID/password req'd) by authorised students and teaching staff

### Description:
Interpretation is a key component of any tourism experience. Without it, people would not be inspired to engage in tourism, would not be able to find their way to locations or around them, nor would they understand the significance of, or be entertained by, the subject of interest. From subliminal interpretation such as architecture through to the more obvious forms such as maps, information boards and guiding, interpretation acts a key variable in creating a satisfactory tourism experience. The purpose of this unit is to give students an understanding of ways in which the tourism experience can be interpreted. As well as examining different forms of interpretation, it will explore key learning theories related to communication. It will also provide an understanding of ways in which interpretation and communication can be planned and evaluated.

### Staff:
Julia Crozier

### Teaching Pattern:
Block teaching to be offered over one week of semester. Teaching will be a combination of face to face lectures and tutorials plus field visits, plus web based modules. Students from all campuses may need to undertake teaching and learning at a central location to be advised.

### Assessment:
presentation (20%), test (20%), 6,000 word report (60%)

### Required Texts:
TBA

### Recommended Texts:
Sam Ham, Environmental Interpretation, ISBN 1555919022 [p/b]

### Offered in Courses:
[ G3E ] [ OCS ]

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### BMA213 - Entrepreneurship and Creativity

### Special Note:
this unit is WebCT supported

### Description:
The unit does not try to ‘teach’ creativity, but to unlock whatever creative capacity each individual brings to it to identify opportunities for the commercialisation of innovation. The unit includes: an understanding of creative styles and identifying a creative learning preference; understanding the differences between lateral and sequential thought processes; exploring methods of creative thought; and practice in the use of tools that encourage creative thought.

### Staff:
Mr C Jones

### Teaching Pattern:
Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

### Assessment:
internal (75%), 2-hr final exam (25%)

### Required Texts:
No required text

### Recommended Texts:
tba

### Offered in Courses:
[ C3C ] [ R3M ] [ C3X ] [ C3L ] [ L3F ]

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### BMA224/324 - Human Resource Development

### Special Note:
BMA324 only offered in Malaysia

### Description:
This unit provides a strategic approach to Human Resource Development (HRD) which sees HRD practitioners involved not only in designing, developing and implementing training programs but also in designing and managing organisational change and development programs. Today's HRD professional is expected to have business acumen, including an understanding of profitability and the impact of organisational development strategies on individual and organisational effectiveness, as well as a sound knowledge of, and
experience in, the traditional area of human resource management. In light of the evolving field of HRD, this unit gives a broad-based approach to the three primary areas of human resource development: training and development, career development and organisation development.

**Requisites:** PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121); for another degree, successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline

**Staff:** Dr M Grimmer

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** continuous assessment (50%); exam (50%)

**Required Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ] [ C3U ] [ E3J ] [ R3K ] [ S3I ]

**Unit Delivery Information:**

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**BMA225/325 - Human Resource Management in the Service Industries**

**Special Note:** students enrol in either BMA225 or BMA325; BMA225 is offered in Malaysia in semester 2

**Description:** Service Industries are a major source of economic growth and employment, both domestically and internationally. This subject uses contemporary issues to cover human resource topics relevant to service industries in Australia with particular relevance to small and medium businesses and uses case studies to facilitate practical application of relevant theory.

**Requisites:** PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121); for another degree: successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline

**Staff:** Mr S Fishwick

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** continuous assessment (45%), exam (55%)

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3T ] [ C3U ] [ C3V ]

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**BMA241 - Workplace Relations**

**Special Note:** May be offered in Malaysia in semester 1

**Description:** Introduces the study of workplace relations, including different theoretical approaches, the major aspects of the employment relationship, workplace conflict and its resolution, and workplace regulation. Contemporary issues impacting on the management of workplace relations, including enterprise bargaining, flexible employment, equity and diversity and quality are considered.

**Requisites:** PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121); for another degree: successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline

**Staff:** Mr P Dixon, Mr S Fishwick

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** continuous assessment (40%), exam (60%)

**Required Texts:** tba

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ] [ C3T ] [ C3U ] [ C3V ] [ E3J ] [ E4J ] [ M3H ] [ R3C ] [ R3K ] [ S3I ]

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**BMA252 - Buyer Behaviour**

**Description:** Surveys the contributions of psychology and sociology to theories and models of buying behaviour, and shows how such knowledge translates into marketing decisions. Topics include: motivation, perception, learning, sociocultural influences, group influences, purchase decision processes and public policy issues.

**Requisites:** PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121) and BMA201; for another degree, successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline

**Staff:** Dr M Grimmer, Dr A Martin

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** continuous assessment (40%); exam (60%)


**Offered in Courses:** [ C3C ] [ C3E ] [ C3V ] [ R3J ] [ S3I ]

**Unit Delivery Information:**
BMA255 - Marketing Communications

Special Note: may be offered in Singapore and Indonesia in semester 1

Description: Provides an overview of contemporary principles and tools of marketing communications, and of how management develops sound communications strategies specific to marketing objectives. Topics include: advertising planning, media selection, direct response marketing, sales promotion, public relations, personal selling and measurement of effectiveness.

Requisites: PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121); for another degree, successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline

Staff: Ms L Hall, Mr K Lehman

Teaching Pattern: Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

Assessment: continuous assessment (40%), exam (60%)

Required Texts: tba

Offered in Courses: [ C3C ] [ C3E ] [ C3V ] [ E3J ] [ R3J ]

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BMA282/382 - International Marketing

Special Note: Students enrol in either BMA282 or BMA382 as appropriate, BMA382 may be offered in Malaysia and Indonesia

Description: Examines the application of marketing principles and strategies in the international marketplace. The challenges and opportunities of marketing new and existing products to the global marketplace and marketspace are considered. Marketing activities from initial decision to internationalise through to the planning and implementation stages are examined.

Requisites: PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121); for another degree, successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline

Staff: Dr R Hecker, Ms L Hall, Mr S Crispin

Teaching Pattern: Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

Assessment: continuous assessment (45%), exam (55%)


Offered in Courses: [ C3C ] [ C3E ] [ E3J ]

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BMA285/385 - Managing Business in the Asia Pacific

Special Note: Students enrol in either BMA285 or BMA385 as appropriate, * BMA285 may be offered in Malaysia, Shanghai and Indonesia in semester 1

Description: The Asia Pacific is a rapidly growing region which presents attractive markets for foreign businesses. However, this is also a complex and dynamic region, posing particular difficulties for foreign businesses operating in the region. Based on theories and concepts of international business, this unit examines the operational environment of the region and the strategic and managerial responses of foreign businesses to the complex environment. The management systems of major Asian players are also discussed in this unit

Requisites: PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121); for another degree: successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline

Staff: Mr F Liang, Mr S Crispin

Teaching Pattern: flexible

Assessment: combination of continuous assessment and exam

Required Texts: TBA

Recommended Texts: TBA

Offered in Courses: [ C3C ]

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BMA291/391 - Managerial Social Responsibility

Special Note: students enrol in either * BMA291 or * BMA391 as appropriate; * BMA391 is offered in Malaysia in semester 2

Description: Focuses on dilemmas which arise out of the potential conflicts between the economic performance and the social performance of an organisation. The unit aims to assist students to acquire and develop the critical thinking skills required for the successful practice of management within the framework of societal values. These skills include the ability to think clearly, argue cogently, give reasons for...
actions and decisions, and make rational choices and recommendations in ethically sensitive situations commonly encountered by contemporary managers.

**Requisites:** PREREQ - for BBus: BMA101 and appropriate base-level for relevant major (eg BMA151, BMA181, BMA121); for another degree, successful completion of any 2 level 100 units (ie 25% of level 100) in a relevant social science discipline

**Staff:** Mr P Dixon, Dr M Wickham

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** continuous assessment (40%), exam (60%)


**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ] [ C3U ] [ R3K ]

**Unit Delivery Information:**

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**BMA302 - Strategic Management**

**Special Note:** may be offered in Malaysia

**Description:** Provides a comprehensive overview of the strategic management process, and aims to integrate functional areas of management in analysing issues in strategic management.

**Requisites:** PREREQ - successful completion of any two level 200 units (ie 25% of level 200) in relevant major

**Staff:** Dr D Hanson, Mr P Dixon

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** continuous assessment (40%), final exam (60%)


**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ C3E ] [ C3T ] [ C3U ] [ C3V ] [ E3J ] [ R3C ] [ R3K ] [ S3G ] [ S3T ]

**Unit Delivery Information:**

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**BMA311 - Tourism Policy and Planning**

**Special Note:** This unit is taught using a combination of face to face and web-based lectures; may be taken as an elective by students in other courses; study material can be computer-accessed in University labs and libraries and from home (ID/password reqd) by authorized students and teaching staff.

**Description:** This unit serves the over-all purpose of linking the content of tourism core units through the processes of policy formulation and planning. It focuses on both public and industry policy and planning, grounded firmly in the principles of ecologically sustainable tourism. Unit context will focus on the role and functions of governments in policy, planning, regulation and management of tourism. This unit explores different approaches to tourism policy, planning and development by Australia, and South Pacific and Asian countries.

**Requisites:** PREREQ - BMA207/307

**Staff:** TBA

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities.

**Assessment:** 1,000-word essay (10%), workshop diary, 12 weekly entries (20%), 3,000-word essay (30%), exam (40%)


**Offered in Courses:** [ G3E ] [ OCS ]

**Unit Delivery Information:**

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**BMA312 - Tourism Project**

**Description:** In this unit students develop a practical understanding of advanced research methods. It applies the learning students have gained from completing a range of tourism-specific units and a compulsory research methodologies unit in the preceding two-and-a-half years to a research situation. Research projects are to be designed in concert with a supervisor, the outcome of which will be a report (covering literature review; statement of the research question/issue; investigation/findings; and analysis). At this level it is anticipated that most would involve a combination secondary and primary research.

**Requisites:** PREREQ - completion of at least 250% for the BTourism, including HGA203/303

**Staff:** TBA

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities. This unit may involve a field trip for which students may need to travel between campuses.

**Assessment:** 8,000--10,000-word tourism project/essay, and 4,000--5,000-word Tourism Industry Experience essay


**Offered in Courses:** [ G3E ]

**Unit Delivery Information:**
BMA326 - Entrepreneurship and Innovation

**Description:** Focuses on the process of innovation from an initial idea to the successful exploitation of a business opportunity. Innovation is not limited to new products and new services. It also applies to new production techniques, new operating practices, new ways of delivering a product or service, new ways of promoting a product or service and new ways of managing an organisation. This unit forms the basis for the capstone unit in the Entrepreneurship Major, BMA333 *Project Evaluation and Planning*, in which students undertake the development of a business plan.

**Requisites:** PREREQ - BMA204

**Staff:** Mr C Jones

**Teaching Pattern:** flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities

**Assessment:** continuous assessment (75%), exam (25%)


**Offered in Courses:** [ C3C ] [ C3E ]

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BMA330 - Strategic Issues in Human Resource Management

**Description:** Develops students' knowledge of the complexities of strategic HRM in the context of Australia's changing socio-economic climate. The unit builds on the roles and activities introduced in BMA121*/ BMA221* by examining the impact which environmental factors have on the management of HR practices and policies in organisations. Consideration is given to the links between HRM and current debates on topics such as employee relations, quality management, change management, intrapreneuring, downsizing and employee commitment.

**Requisites:** PREREQ - successful completion of any two level 200 units (ie 25% of level 200) in relevant major

**Staff:** Dr G Tonks

**Teaching Pattern:** flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities

**Assessment:** continuous assessment (40%), exam (60%)


**Offered in Courses:** [ C3C ] [ C3U ] [ R3K ] [ S3I ]

**Unit Delivery Information:**

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BMA333 - Project Evaluation and Planning

**Description:** The capstone unit in the entrepreneurship major, it provides an opportunity for students to apply the conceptual, technical and personal skills gained in previous units. A student can choose to conduct a feasibility study and prepare a business plan to a standard suitable for presentation to a venture capital investor. Alternatively the student may choose to participate in a business, government or other organisation to contribute to a specific project that requires entrepreneurial skills.

**Requisites:** PREREQ - BMA326 COREQ - for students choosing to participate in an existing organisation, a formal agreement is necessary from that organisation

**Staff:** Mr C Jones

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities

**Assessment:** continuous assessment (100%)

**Required Texts:** No Text

**Recommended Texts:** tba

**Offered in Courses:** [ C3C ] [ R3M ] [ C3X ] [ C3L ] [ L3F ]

**Unit Delivery Information:**

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BMA351 - Marketing Management

**Description:** Focuses on developing more advanced theoretical knowledge and applied skills of students in order to assist them to formulate marketing strategies and tactics, to face challenges and overcome marketing-related problems successfully, and to generate marketing-driven business growth.

**Requisites:** PREREQ - Successful completion of BMA151 any two level 200 units (ie 25% of level 200) in relevant major

**Staff:** Dr M Wickham

**Teaching Pattern:** Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities

**Assessment:** continuous assessment (40%), exam (60%)

**Required Texts:** tba

**Recommended Texts:** tba
BMA351 - Services Marketing

Special Note: may be offered in Jakarta and Malaysia in Semester 1

Description: Addresses the importance of the services industry, the distinctive characteristics of services, and marketing implications arising from these. Students develop a firm understanding of key challenges and issues associated with marketing in a services environment; gain a broad understanding of the interaction between marketing and management within a service organisation; and become familiar with issues in developing and assessing service quality. The unit includes a focus on what is significant in hospitality and tourism management, and in the marketing of information services.

Requisites: PREREQ - Successful completion of any two level 200 units (ie 25% of level 200) in relevant major

Staff: Dr R Hecker

Teaching Pattern: Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities

Assessment: continuous assessment (45%), exam (55%)

Required Texts: tba

Offered in Courses: [ C3C ] [ C3E ] [ E3J ] [ E4J ]

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BMA371 - Special Topics in Management (Unit not offered in 2006)

Special Note: availability of this unit at Hobart and Launceston is subject to confirmation

Description: Special topics in the area of Management will be offered which reflect the research interest and activities of school staff or visiting scholars. This will allow students to investigate in detail specialised topics which would not usually be offered as part of the School's program.

Requisites: PREREQ - successful completion of any two level 200 units (ie 25% of level 200) in relevant major

Teaching Pattern: as appropriate

Assessment: continuous assessment (40%), exam (60%)

Required Texts: a reading list is to be provided by the school.

Offered in Courses: [ C3E ] [ R3K ]

BMA381 - International Human Resource Management

Special Note: may be offered in Malaysia in semester 1

Description: Familiarises students with issues in cross cultural human resource management in multinational enterprises. Contrasting management styles in various national contexts are analysed, and the role of the human resources function in multinational enterprises is explored.

Requisites: PREREQ - successful completion of any two level 200 units (ie 25% of level 200) in relevant major

Staff: Dr Graeme Tonks, Dr Mark Wickham

Teaching Pattern: Flexible delivery over 13 weeks which may include lectures, tutorials, workshops or online activities

Assessment: continuous assessment (40%), exam (60%)


Offered in Courses: [ C3C ] [ C3E ] [ C3U ] [ E3J ] [ E4J ] [ R3C ]

Unit Delivery Information:

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BMA401 - Research Methods in Management

Description: Examines the nature of management research; the specification of hypotheses and other research objectives, sampling, the design of interviews and case studies, design and administration of surveys, organising and interpreting research data, and preparing and writing a research report. Examples of management research are studied, as are the application of qualitative and quantitative computer-based data analysis packages such as NUD*IST and SPSS.

Requisites: PREREQ - entry to management honours program

Staff: Dr M Grimmer

Teaching Pattern: flexible

Assessment: continuous assessment and/or exam as approved by HoS

Required Texts: tba

Offered in Courses: [ C4C ]

Unit Delivery Information:
### BMA401 - Management Honours Seminar

**Description:** Addresses a variety of current issues in management through organization and social science theory based seminars. Students are also required to present a minimum of two seminars which progressively outline the development of their dissertation research topic. The expertise of visiting scholars may also be used.

**Requisites:** PREREQ - entry to management honours program

**Staff:** Dr D Hanson

**Teaching Pattern:** flexible

**Assessment:** continuous assessment as approved by the Head of School

**Required Texts:** No textbook required

**Offered in Courses:** [ C4C ]

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### BMA402 - Management Honours Seminar

**Description:** Offers topics which reflect the historical development of seminal theories used in organisational studies as well as the current issues impacting on organisational research.

**Requisites:** PREREQ - entry to management honours program

**Staff:** Dr D Faifua

**Teaching Pattern:** flexible

**Assessment:** continuous assessment and/or examination as approved by HoS

**Required Texts:** tba

**Offered in Courses:** [ C4C ]

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### BMA403 - Special Topics in Management

**Description:** Provides students with the opportunity to: formulate a testable research question; apply appropriate research techniques to a contemporary management issue; collect and analyse research data for the production of a dissertation and demonstrate sound analytical and written skills.

**Requisites:** PREREQ - entry to management honours program

**Staff:** Dr M Grimmer

**Teaching Pattern:** no regular classes

**Assessment:** dissertation of 12,000 to 15,000 words on a topic approved by HoS

**Required Texts:** No textbook required

**Offered in Courses:** [ C4C ]

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### BMA404 - Dissertation

**Description:** Students in this unit examine tourism theory and conceptualisation across a range of disciplines, focusing on precision in theory formulation and problems of objectivity.

**Requisites:** PREREQ - major in Tourism or equiv, plus GPA of 6.5

**Staff:** Dr M Grimmer

**Teaching Pattern:** 2 hrs weekly

**Assessment:** papers and reports to equivalent 4,000 words

**Offered in Courses:** [ C4C ]

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### BMA407 - Tourism theory

**Special Note:** unit has notional weight of 25%; weighting for HECS purposes is 0%

**Description:** Students in this unit examine the current state of tourism practice in Tasmania, Australia and overseas. Students are exposed to a range of contemporary tourism businesses, management, e-tourism, tourism activities (such as protected area management) and policy and planning for tourism in the workplace environment through regular field trips.

**Offered in Courses:** [ C4C ]

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### BMA408 - Tourism Practice (Unit not offered in 2006)

**Special Note:** unit has notional weight of 25%; weighting for HECS purposes is 0%

**Description:** The tourism industry is highly segmented and in this unit students examine the current state of tourism practice in Tasmania, Australia and overseas. Students are exposed to a range of contemporary tourism businesses, management, e-tourism, tourism activities (such as protected area management) and policy and planning for tourism in the workplace environment through regular field trips.
BMA409 - Thesis

Description: A thesis of 12,000 to 15,000 words in length based on the student's own research. It must have a strong theoretical foundation for the exposition of primary or secondary research endeavors. The thesis topic will be developed drawing upon BMA410 during first semester, and further refined during second semester.

Requisites: PREREQ - major in Tourism or equiv, plus GPA of 6.5

Staff: Dr M Grimmer

Teaching Pattern: students have scheduled contact with their supervisors on a weekly basis

Assessment: thesis of 12,000 to 15,000 words

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BMA410 - Theory & Practice of Tourism

Description: The objective of this unit is to explore current issues in the theory and practice of tourism, and to enable students to more fully engage with the tourism industry. It is a high level unit which builds on the knowledge and skills previously gained by students in the Bachelor of Tourism or the Tourism Major of the BBus.

Staff: Dr M Grimmer

Assessment: Continuous assessment 50%, Exam 50%

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ R4J ] [ C4C ]

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BMA411 - Tourism 4 (Honours) FT A

Special Note: full-time students enrol in BMA411 and BMA412 (50% each); part-time students in BMA413 and BMA414 (25% each)

Description: The honours program in tourism aims to train graduates in advanced tourism theory and practice, promote disciplinary depth and theoretical knowledge in Tourism Studies, and provide opportunities for vocationally related experience. Students in the honours program must complete BMA401 Research Methods in Management and BMA410 Theory & Practice of Tourism, and a research thesis (BMA409) of 12,000 to 15,000 words.

Requisites: PREREQ - major in Tourism or equiv, plus GPA of 6.5

Staff: Dr M Grimmer

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BMA412 - Tourism 4 (Honours) FT B

Special Note: full-time students enrol in BMA411 and BMA412 (50% each); part-time students in BMA413 and BMA414 (25% each)

Description: The honours program in tourism aims to train graduates in advanced tourism theory and practice, promote disciplinary depth and theoretical knowledge in Tourism Studies, and provide opportunities for vocationally related experience. Students in the honours program must complete BMA401 Research Methods in Management and BMA410 Theory & Practice of Tourism, and a research thesis (BMA409) of 12,000 to 15,000 words.

Requisites: PREREQ - major in Tourism or equiv, plus GPA of 6.5

Staff: Dr M Grimmer

Unit Delivery Information:

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BMA413 - Tourism 4 (Honours) PT A

Special Note: full-time students enrol in BMA411 and BMA412 (50% each); part-time students in BMA413 and BMA414 (25% each)

Description: The honours program in tourism aims to train graduates in advanced tourism theory and practice, promote disciplinary depth and theoretical knowledge in Tourism Studies, and provide opportunities for vocationally related experience. Students in the honours program must complete BMA401 Research Methods in Management and BMA410 Theory & Practice of Tourism, and a research thesis (BMA409) of 12,000 to 15,000 words.

Requisites: PREREQ - major in Tourism or equiv, plus GPA of 6.5

Staff: Dr M Grimmer
BMA414 - Tourism 4 (Honours) PT B

Special Note: full-time students enrol in BMA411 and BMA412 (50% each); part-time students in BMA413 and BMA414 (25% each)

Description: The honours program in tourism aims to train graduates in advanced tourism theory and practice, promote disciplinary depth and theoretical knowledge in Tourism Studies, and provide opportunities for vocationally related experience.

Students in the honours program must complete BMA401 Research Methods in Management and BMA410 Theory & Practice of Tourism, and a research thesis (BMA409) of 12,000 to 15,000 words.

Requisites: PREREQ - major in Tourism or equiv, plus GPA of 6.5

Staff: Dr M Grimmer

BMA415 - Dissertation

Description: Provides students with the opportunity to: formulate a testable research question; apply appropriate research techniques to a contemporary management issue; collect and analyse research data for the production of a dissertation and demonstrate sound analytical and written skills.

Requisites: PREREQ - entry to management honours program COREQ - BMA416

Staff: Dr M Grimmer

Teaching Pattern: no regular classes

Assessment: dissertation of 12,000 to 15,000 words on a topic approved by HoS

Required Texts: No textbook required

Offered in Courses: [ C4C ]

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BMA416 - Dissertation

Description: Provides students with the opportunity to: formulate a testable research question; apply appropriate research techniques to a contemporary management issue; collect and analyse research data for the production of a dissertation and demonstrate sound analytical and written skills.

Requisites: PREREQ - entry to management honours program COREQ - BMA416

Staff: Dr M Grimmer

Teaching Pattern: no regular classes

Assessment: dissertation of 12,000 to 15,000 words on a topic approved by HoS

Required Texts: No textbook required

Offered in Courses: [ C4C ]

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BMA417 - Data Analysis and Management

Special Note: Linked to BMA401 Research methods in Management

Description:

Requisites: PREREQ - entry to Management Honours Program

Staff: Dr M Grimmer

Teaching Pattern: Attendance at seminars through semester

Assessment: Continuous assessment and/or exam as approved by HOS

Required Texts: tba

Recommended Texts: tba

Offered in Courses: [ G4F ]

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BMA421 - Human Resource Theory and Practice (Unit not offered in 2006)

Description: Examines the theoretical and practical application of the five basic functions of Human Resource Management: (a) planning and forecasting human resource requirements; (b) recruiting and selecting, appraising, evaluating and motivating employees; (c) designing
and implementing employee training and development programs; (d) improving quality of life and productivity programs, and the physical work environment; and (e) managing effective working relationships. The relationships between these functions and strategic human resource management are addressed, and the way in which they relate to the international perspective and general business strategies is examined.

Requisites: PREREQ - entry to management honours program
Staff: tba
Teaching Pattern: flexible
Assessment: continuous assessment and/or exam as approved by HoS
Required Texts: tba
Offered in Courses: [ C4C ]

BMA451 - Marketing Theory and Research (Unit not offered in 2006)

Description: Examines conceptual issues and theoretical developments in marketing and their practical implications, eg the relevance of the marketing orientation, the move from a market-based transactions approach in marketing to strategic relationships in the value chain; and the appropriate role for marketing in the organisation. Methodological issues confronting systematic research of these developments are addressed, and a critical review and analysis of the developments in particular marketing contexts is also undertaken.

Requisites: PREREQ - entry to management honours program
Staff: tba
Teaching Pattern: flexible
Assessment: continuous assessment and/or exam as approved by HoS
Offered in Courses: [ C4C ]

BMA498 - Honours Management

Description: For details, please contact the Faculty of Commerce, School of Management
Requisites: PREREQ - Entry to Management Honours program
Staff: Dr M Grimmer
Teaching Pattern: Flexible
Assessment: Successful completion of units: BMA401, BMA402, BMA403 and BMA404.
Required Texts: N/A
Offered in Courses: [ C4C ]

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BMA499 - Honours Management

Description: For details, please contact the Faculty of Commerce, School of Management.
Requisites: PREREQ - Entry to Management Honours program
Staff: Dr M Grimmer
Teaching Pattern: Flexible
Assessment: Successful completion of units: BMA401, BMA402, BMA403 and BMA404.
Required Texts: N/A
Offered in Courses: [ C4C ]

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BMA581 - Organisational Behaviour

Special Note: Weekend mode; students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart.

Description: Management is ultimately about influencing the behaviour of others within an organisational context and in many ways the study of Organisational Behaviour is the reference point for all other areas of management education. The unit is structured around four key areas: the individual, the group, the organisation, contemporary issues in organisational behaviour. The unit seeks to establish a conceptual understanding of the dynamics of individual and group behaviour within organisations, and the ability of an organisation to change in response to external events and to create its own dynamics of change.

Staff: Dr A Martin
Teaching Pattern: Either Part-time (Weekend): Fortnightly three-hour face-to-face workshops and other online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses, or Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.
Assessment: continuous assessment (40%), exam (60%)
Recommended Texts: tba
Offered in Courses: [ C5T ] [ C6Q ] [ C7H ] [ C7I ]

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BMA583 - Human Resource Management

Special Note: Weekend mode; may be offered in Hobart and Launceston in either semester 1 or semester 2; students may enrol and sit the exams at the North-West Centre.

Description: This unit examines the role and function of human resource management. Topics include the identification, procurement, management, compensation, integration and maintenance of human resources. The unit aims to develop in students a range of abilities and skills necessary in dealing with change and diversity in the area of human resource management.

Staff: Dr M Grimmer, Dr G Tonks, Dr D Faifua

Teaching Pattern: Either Part-time (Weekend): Fortnightly three-hour face-to-face workshops and other online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses, or Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.

Assessment: continuous assessment (50%), and exam (50%)


Offered in Courses: [C5T] [C6Q] [C7H] [C7I] [C5G] [C7G] [C7K]

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BMA584 - Marketing Management

Special Note: weekend mode; students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart. This unit will also be available in New Zealand in Semester 2

Description: The Marketing Management unit introduces students to marketing as an integrative management function -- one which draws together the activities of every area of an organisation concerned with the planning, development, distribution and promotion of products and services. It does this within the context of an organisation's strategic objectives. The unit covers the significant areas within marketing - such as research, buyer behaviour, product planning, marketing planning, pricing and distribution - but its focus is on the management of these elements within an overall and integrated marketing strategy.

Staff: Dr R Hecker, Dr D Hanson, Ms H Francis and Mr S Crispin

Teaching Pattern: Flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses

Assessment: continuous assessment (40%), exam (60%)


Offered in Courses: [C5T] [C6Q] [C7H]

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BMA600 - Buyer Behaviour

Description: This unit investigates consumer decision-making processes and, more closely, the external and internal influences on that process. For most businesses, the key to success is to identify potential customers, appreciate their needs and wants, and then supply those needs whilst also meeting their own business objectives.

For marketers, understanding how buyers behave is an integral part of correctly identifying buyers' real needs, and also of understanding how the seller and buyer can link up effectively. Buyers of all types goes through complex decision-making processes at some time before they commit themselves to a purchase or make a decision to continue to buy a product or service. The marketing challenges and implications for selling - whether to final consumers, businesses or government - are discussed throughout from the perspective of the buyer's behaviour.

Staff: Dr A Martin

Teaching Pattern: Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.

Assessment: 2 assignments worth 20% each, 3-hour exam worth 60%


Offered in Courses: [C5F] [C7F] [C7J]

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BMA684 - Electronic Marketing (Unit not offered in 2006)

Special Note: weekend mode; may be offered in Hobart and Launceston in semester 1 or semester 2; students may enrol and sit exams at the North-West Centre. The workshops, however, are only held in Hobart and Launceston.

Description: Considers current approaches to marketing on the internet and how fundamental marketing theories may be challenged through...
this medium. The unit discusses current and potential impacts of the internet on key aspects of marketing (product, price, promotion and distribution) and equips students with skills useful to organising for and implementing a marketing plan which incorporates effective use of the internet. The unit gives an understanding of the cross-professional nature of electronic marketing, and the need to involve at least marketing, design, communications and information technology personnel. As a marketing unit, it focuses on the impact of contemporary information systems on marketing rather than the technical programming and design aspects associated with these.

Staff: tba

Teaching Pattern: Part-time (Saturdays): Fortnightly three-hour face-to-face workshops and other online support. Workshops will normally alternate between Hobart and Launceston campuses.

Assessment: continuous assessment (50%), exam (50%)

Required Texts: TBA

Offered in Courses: [C5T] [C6Q] [C7H] [C7I] [C7F]

BMA773 - Management Ethics

Special Note: weekend mode; may be offered in Hobart and Launceston in semester 1 or semester 2; students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart.

Description: The primary focus of this unit is ethics as it applies to business and management practice. The unit is interdisciplinary in character as questions of management practice, organisational theory and economic policy intertwine with issues of rights and responsibilities, duties and obligations, justice and law. The unit will begin by providing students with an understanding of the major ethical theories of utilitarianism, deontology, rights, and justice. It will then proceed, firstly, to discuss the implications these have for management, and secondly, to explore contemporary issues facing today's manager. Topics include: the nature and extent of corporate social responsibility; multinational and global ethics; bribery; affirmative action; employee rights; whistleblowing; product safety; ethical issues in marketing, advertising, and environmental protection. Students are given the opportunity to explore a wide range of contemporary case materials in which managers try to reconcile the demands of expediency and the demands of principle.

Staff: Dr M Wickham

Teaching Pattern: Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials

Assessment: continuous assessment (70%), exam (30%)


Offered in Courses: [C5T] [C6Q] [C7H] [C7I]

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BMA774 - International Business Management

Special Note: weekend mode; students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart. May be offered in New Zealand in Semester 1.

Description: This unit identifies the challenges and opportunities of managing an organisation with business activities in two or more countries. Although international business has many similarities with domestic business at the international level, a manager must accommodate a highly complex environment. Key variables in this environment include different currencies, different government policies concerning taxes, anti-trust rules and financial controls, as well as the variables which exist in any domestic context, such as competition, costs and customer characteristics. In addition, different cultures exist in different countries, and cultures within individual countries may also have important variations.

Staff: Dr J Kendall

Teaching Pattern: Flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses.

Assessment: continuous assessment (50%), exam (50%)


Offered in Courses: [C5T] [C6Q] [C7H]

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BMA775 - Managing e-Business

Special Note: Weekend mode: students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart.

Description: This unit examines the complex task of selecting, implementing and managing information systems. Although it does not assume a high level of technical knowledge it does cover the technologies associated with electronic business and the strategic alignment of information with business. The unit includes identification of information needs, uses and flows of information in business organisations; quality control for information assets; strategies for exploiting information resources; and relevant business processes and the transformational effects of information technologies on these business processes.

Staff: tba

Teaching Pattern: Part-time (Saturdays): Fortnightly three-hour face-to-face workshops and other online support. Workshops will normally alternate between Hobart and Launceston campuses.
alternate between Hobart and Launceston campuses.

**Assessment:** continuous assessment and exam tba

**Required Texts:** TBA

**Offered in Courses:** [ C5T ] [ C6Q ] [ C7H ]

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**BMA776 - Human Resource Development**

**Special Note:** weekend mode; may be offered in Hobart and Launceston in semester 1 or semester 2; students may enrol and sit the exams at the North-West Centre. The workshops, however, are only held in Launceston and Hobart.

**Description:** In light of the evolving field of HRD, this unit gives a broad-based approach to the three primary areas of human resource development: career development, training and development and organisation development. The The strategic approach to Human Resource Development (HRD) sees HRD practitioners involved not only in designing, developing and implementing training programs but also in designing and managing organisational change and development programs.

**Staff:** Dr M Grimmer

**Teaching Pattern:** Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.

**Assessment:** continuous assessment (50%), exam (50%)

**Required Texts:** No textbook required

**Offered in Courses:** [ C5T ] [ C6Q ] [ C7H ]

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**BMA777 - International Human Resource Management**

**Description:** The aim of this unit is to provide an overview of the management of human resources transcending geographical and cultural boundaries. It examines variances in practices such as recruitment training, staffing and compensation applying in different countries and the resulting human resources complexities.

**Staff:** Dr G Tonks, Professor M Hess

**Teaching Pattern:** Either Part-time (Weekend): Fortnightly three-hour face-to-face workshops and other online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses, or Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.

**Assessment:** continuous assessment (40%), exam (60%)


**Offered in Courses:** [ C5T ] [ C6Q ] [ C7H ]

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**BMA785 - International Marketing**

**Special Note:** Weekend mode; students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart

**Description:** This unit extends the fundamental marketing concepts by focusing on the challenge, as well as opportunities, of marketing new and existing products to the global marketplace. The impact of different cultural, economic, technological, political and legal environments in each country, and the impact these factors will have on the marketing process, ranging from data collection to advertising campaigns is examined. The understanding of cross-cultural diversity is important in this respect. This unit has been structured to follow the marketing activities of a business from the original decision to internationalise through to the planning and implementation stages of marketing internationally.

**Staff:** Dr R Hecker

**Teaching Pattern:** Either Part-time (Weekend): Fortnightly three-hour face-to-face workshops and other online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses, or Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.

**Assessment:** continuous assessment (50%), exam 50%


**Offered in Courses:** [ C5T ] [ C6Q ] [ C7H ] [ C5G ] [ C5F ] [ C7I ] [ C7G ] [ C7K ] [ C7F ] [ C7J ]

**Unit Delivery Information:**

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BMA787 - Entrepreneurship (Unit not offered in 2006)

Special Note: Weekend mode; may be offered in Hobart and Launceston in Semester 1 or Semester 2; students may enrol and sit exams at the North-West Centre. The workshops, however, are only held in Hobart and Launceston.

Description: Develops an understanding of the role of the entrepreneur in creating value through innovation. Topics include the entrepreneurial perspective; identifying genuine business opportunities; conducting a feasibility analysis; skills needed to manage startup, survival and growth; formulating and evaluating a business plan; the driving forces behind creating and building value in a growing venture, and identifying sources of information and assistance.

Staff: Professor J West, Mr C Jones

Teaching Pattern: Either Part-time (Weekend): Fortnightly three-hour face-to-face workshops and other online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses, or Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.

Assessment: continuous assessment (50%), 3-hr exam (50%)

Required Texts:

Recommended Texts: TBA

Offered in Courses: [ C5T ] [ C6Q ] [ C7H ] [ C7I ]

BMA790 - Special Topics in Management (Unit not offered in 2006)

Special Note: Weekend mode; may be offered in Hobart and Launceston in semester 1 or semester 2; students may enrol and sit exams at the North-West Centre. The workshops, however, are only held in Launceston and Hobart.

Description: Selected topics may be available to candidates pursuing a particular specialisation. Topics depend on candidate interest and availability of visiting staff.

Staff: tba

Teaching Pattern: Flexible delivery which may include block teaching, workshops and online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses.

Assessment: tba

Recommended Texts: tba

Offered in Courses: [ C5T ] [ C6Q ] [ C7H ] [ C7I ] [ C7K ] [ C7J ]

BMA791 - Services Marketing

Description: This unit explores the specialisation of services marketing and considers such questions as: Why are services so difficult to manage? How important is it that service quality be controlled? What techniques and skills are required to deliver quality service? How can a service firm develop a long-term competitive advantage over its competitors? What is to be gained from building lasting relationships with its customers? The unit looks at the area of marketing and management activities peculiar to service organisations; examines what is critical to the successful formulation and implementation of a service product strategy; and analyses services marketing problems and investigates feasible solutions.

Staff: Dr Rob Hecker

Teaching Pattern: Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.

Assessment: Continuous assessment (100%)


Offered in Courses: [ C5F ] [ C7F ] [ C7J ]

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BMA798 - Research Project

Description: Aims at developing an appreciation of research methodology with particular reference to techniques and approaches of relevance to candidates. Completion of the unit will give candidates the opportunity to design and undertake a significant research study of substantial importance to their organisation (double weighted).

Staff: approved nominated staff member

Teaching Pattern: progressive reports to supervisor

Assessment: 15,000-word report

Offered in Courses: [ C7H ] [ C7I ] [ C7K ] [ C7J ]

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BMA799 - Strategic Management

Special Note: Weekend mode; students may enrol and sit the exams at the North-West Centre. The workshops, however, are held only in Launceston and Hobart.

Description: The aim of the unit is to develop an understanding of the key issues in strategic management particularly as they relate to managing the interface between an organisation and its internal resources and elements of its external environment. The unit seeks to provide an understanding of major strategic options available to an organisation and how to evaluate and choose between these options and to understand the principles and activities of strategic management. The concepts and skills gained through study of strategic management apply equally to the public and private sectors.

Staff: Professor J West, Mr P Dixon

Teaching Pattern: Either Part-time (Weekend): Fortnightly three-hour face-to-face workshops and other online support. Workshops will normally be held on Saturdays alternating between Hobart and Launceston campuses, or Full-time and part-time (Weekdays, Hobart campus only): Flexible delivery which may include block teaching, workshops and online support. Face-to-face teaching will generally consist of either weekly two-hour workshops or fortnightly three-hour workshops and one-hour tutorials.

Assessment: continuous assessment (50%), exam (50%)


Offered in Courses: [ C7H ] [ C7I ] [ C7G ] [ C7K ] [ C7F ] [ C7J ]

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BSA050/60/70/80 - Overseas Study - Information Systems

BSA101 - Business Information Systems

Special Note: offered offshore at Jakarta and Shanghai

Description: Introduces the concepts of information systems in a business environment. The unit examines what is meant by an information system and why it is being used in business. It explores how information systems are being used and the issues involved in developing, managing and controlling business information systems. Lecture topics include: business issues -- functions, competitive advantage, e-business; technology and people -- ICT, careers, ethics; development and management of information resources. Tutorials are designed to develop proficiency in business software applications such as spreadsheets. Business reports and projects, case study analysis, personal software, financial modelling and productivity are also covered.

Requisites: MEXCL - BFA121, KCA173, KCA180, KXA101

Staff: Mr P Campton, Mr W Morgan, Mr R Cox

Teaching Pattern: 2 hrs lectures, 1-hr practical weekly

Assessment: continuous assessment (100%)


Offered in Courses: [ C3C ] [ C3E ] [ C3L ] [ R3M ] [ C3S ] [ C3U ] [ C3X ] [ F3R ] [ C3Z ] [ R3K ] [ G3B ] [ G3C ] [ L3K ]

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BSA102 - Information Modelling and Infrastructures

Description: Information Modelling & Infrastructures introduces students to a practical and systematic approach to designing relational databases, from the conceptual information model and finally through to implementation using a relational database management system.

Requisites: PREREQ - BSA101

Staff: Prof Chris Keen

Teaching Pattern: 2 hrs lectures, 1-hr tutorial/workshop weekly

Assessment: assignments (60%), 2 hr exam (40%)


Offered in Courses: [ C3C ] [ C3E ] [ C3L ] [ C3S ] [ R3M ] [ C3X ] [ N3H ] [ S3G ] [ F3R ] [ C3Z ] [ R3K ] [ G3B ] [ G3C ] [ S3Z ]
BSA104 - Business Programming

Description: This unit is an introduction to a modern programming language, Java; the development of program specifications in English, and the implementation of these computer programs; the elements of disciplined programming using well-structured algorithms; program documentation; the design of data structures: simple variables, arrays and objects. The program exercises used will be oriented towards business applications.

Requisites: MEXCL - KXA151, BSA208
Teaching Pattern: 2 hrs lectures, 1-hr tutorial weekly
Assessment: continuous assessment (60%), 2-hr exam (40%)
Offered in Courses: [ C3C ]

BSA201 - Systems Analysis and Design

Description: (a) Systems -- determining systems requirements; modelling systems; types of information systems in organisations; analysing and designing systems; problem solving; systems management; roles of systems analysts.
(b) Professional development -- Use of electronic information resources; analytical note taking and observation; systems modelling.

Requisites: PREREQ - BSA101
Staff: Ms Ying Chen, Mr W Morgan
Teaching Pattern: 2 hrs lectures, 1 professional development tutorial in odd weeks; 1-hr lecture, 2-hr workshop in even weeks.
Assessment: assignments (60%), 2-hr exam (40%)
Offered in Courses: [ C3C ] [ C3S ] [ C3L ] [ R3M ] [ C3X ] [ L3K ] [ F3R ] [ C6P ] [ C3Z ] [ G3B ] [ G3C ] [ C3S ] [ R3K ]

BSA202 - Systems Development Methodologies

Description: Introduction to systems development methodologies; use of methodologies and their role in development failure; approaches to systems development methodologies; traditional systems development life cycle; analysis tools/techniques for business modelling; soft systems methodology; rapid application development; introduction to a range of methodologies for system development, philosophy and purpose of methodologies; methodology evaluations.

Requisites: PREREQ - BSA201
Staff: Dr G Ridley, Mr W Morgan
Teaching Pattern: 2 hrs workshop weekly, supported by online activities; no lectures
Assessment: assignments (60%), final exam (40%)
Offered in Courses: [ C3C ] [ C3S ] [ C3L ] [ R3M ] [ C3X ] [ L3K ] [ C6P ] [ S3G ]

BSA203 - Information Management

Description: Theories of information; information resource management; ensuring data quality; roles of information managers and data administrators; electronic document management systems; data warehousing; archiving and legal issues; information management in intranets and extranets; introduction to knowledge management.

Requisites: PREREQ - BSA102
Staff: Ms M Joyce, Ms Y Chen & Mr M Bertoni
Teaching Pattern: 2 hrs lectures, 1-hr tutorial (odd weeks), 1-hr lecture, 2 hrs workshop (even weeks)
Assessment: assignments (60%), final exam (40%)
Required Texts: tba
Recommended Texts: tba
Offered in Courses: [ C3C ] [ C3S ] [ C3L ] [ R3M ] [ C3X ] [ L3K ] [ F3R ] [ N3H ] [ C6P ] [ C3Z ] [ G3B ] [ G3C ] [ R3K ]

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BSA204 - Business Logistics

Description: (a) Systems -- models of systems and processes for business applications; development of simulation models of business processes; (b) Logistics -- the strategic role of information systems in business transformations; introduction to IT-based logistics management; case studies from business and industry.

Requisites: PREREQ - BSA101

Staff: Prof C Keen,

Teaching Pattern: 2 hrs lectures, 1-hr tutorial weekly

Assessment: assignments (60%), 2-hr exam (40%)


Offered in Courses: [ C3C ] [ C3L ] [ R3M ] [ C3X ] [ L3K ] [ C6P ] [ C5S ] [ C6R ] [ G3B ] [ G3C ] [ R3K ]

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BSA206 - Database Management Systems

Description: The technical aspects of database management systems are investigated, including advanced SQL querying, database application development, 4GL interface development, the maintenance of data dictionaries, the specification and enforcement of integrity and security constraints, transaction integrity and concurrency control, and tasks and responsibilities in the administration of database management systems. Object data stores and document databases are introduced.

Requisites: PREREQ - BSA102

Teaching Pattern: 2 hrs lectures, 1-hr tutorial/workshop weekly

Assessment: continuous assessment


Offered in Courses: [ C3C ] [ R3M ] [ C3S ] [ C3X ] [ L3K ] [ C6P ] [ R3K ] [ C3Z ] [ C5S ] [ C6R ] [ C3L ] [ S3Z ]

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BSA207 - Web Management

Description: This unit provides an introductory unit for study of web related issues within the Bachelor of Information Systems. It is designed to prepare students for the completion of the Electronic Business stream within the degree and for any students who wish to obtain knowledge with relation to the effective management of web resources in a modern organization. This unit introduces the concepts of web management in a modern business or organization including planning and managing a website, security and authentication, human-computer interface design, introduction to mark-up language, design and maintenance and website evaluation.

Requisites: PREREQ - BSA102

Staff: Mr M Bertoni

Teaching Pattern: 1 x 1-hr lectures, 1 x 2-hr tutorial each week

Assessment: continuous assessment (100%)


Offered in Courses: [ C3C ] [ R3M ] [ C3S ] [ C3X ] [ L3K ] [ F3R ] [ C6P ] [ C3L ] [ C3Z ] [ G3B ] [ G3C ] [ C5S ] [ C6R ] [ R3K ]

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BSA208 - Business Programming

Description: This unit is an introduction to a modern programming language, Java; the development of program specifications in English, and the implementation of these computer programs; the elements of disciplined programming using well-structured algorithms; program documentation; the design of data structures: simple variables, arrays and objects. The program exercise used will be oriented towards business applications.

Requisites: MEXCL - KXA151, BSA104

Teaching Pattern: 2 hrs lectures and 1-hr tutorial/workshop weekly

Assessment: continuous assessment (60%), 2-hr exam (40%)


Offered in Courses: [ C3C ]

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BSA301 - IS Project Management

Description: (a) Project management -- life cycle; project planning and administration; cost estimation; resource control and financial management; quality monitoring and assurance; risk analysis and risk management; project management software applications; dynamics of project teams.

(b) Professional development -- assertiveness; negotiation and conflict resolution; presentation skills; team building and leadership.

Requisites: PREREQ - BSA201

Staff: Mr M Bertoni

Teaching Pattern: 1 hr lecture, 2 hrs workshop weekly

Assessment: continuous assessment (60%), final exam (40%)

Schwalbe K, Information Technology Project Management, 4th edn, Course Technology, 2006

Offered in Courses: [ C3C ] [ C3S ] [ C3L ] [ R3M ] [ C3X ] [ S3G ] [ F3R ] [ C6P ] [ C3Z ] [ G3B ] [ G3C ] [ R3K ] [ C6R ] [ C5S ]

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BSA302 - IS Project

Description: (a) Project -- Provides practical skills in the management, design and implementation of a substantial project, working in a team of people, each with different specialisations; application of systems development methodologies, and real systems development, testing and documentation experience. (b) Professional development -- teamwork; contract negotiation and management; risk minimisation; group dynamics; presentation skills.

Requisites: PREREQ - BSA301

Staff:Miss L Ellis

Teaching Pattern: flexible, workshop based

Assessment: continuous assessment (100%)

Offered in Courses: [ C3C ] [ C3S ] [ C3L ] [ R3M ] [ C3X ] [ C6P ] [ F3R ] [ G3B ] [ G3C ] [ L3K ] [ C5S ]

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BSA303 - IS Strategic Planning & Management

Description: (a) Project -- the IS function; roles for IS managers; development of IS policies. (b) Strategic issues -- information infrastructures for strategic advantage; convergent technologies; alignment with business; inter-organisational systems. (c) Change Issues -- IT induced change; managing technological innovation; organisational transformation and process redesign. Business case development. Relevant case studies.

Requisites: PREREQ - BSA203

Staff: Ms L Ellis

Teaching Pattern: one lecture week 1, 2-hr workshop weekly, flexible learning objects

Assessment: continuous assessment (100%)

Offered in Courses: [ C3C ] [ C3L ] [ C3S ] [ C3X ] [ F3R ] [ G3B ] [ G3C ] [ L3K ] [ R3M ] [ C5S ] [ C6P ] [ C6R ]

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BSA304 - Decision Support Systems

Description: Models of decision making; introduction to the range of technological tools for decision making; a framework for development of decision support systems; knowledge-based systems to support decision making; roles of expert systems; support for group decision making; applications in accounting, auditing and finance.

Requisites: PREREQ - BSA201

Staff: Mr W Morgan

Teaching Pattern: Flexible

Assessment: assignments (100%)

Offered in Courses: [ C3C ] [ C3L ] [ C3S ] [ C3X ] [ G3B ] [ G3C ] [ F3R ] [ L3K ] [ R3K ] [ R3M ] [ C5S ] [ C6P ] [ C6R ]

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BSA306 - Electronic Commerce

Description: Covers the technologies associated with electronic commerce; relevant standards; modes of conducting electronic commerce; commercial issues in the adoption of electronic commerce; relevant business processes and the transformational effects of electronic commerce.
commerce on these business processes; social implications and future directions.

**Requisites:** PREREQ - BSA207

**Staff:** Dr K de Salas

**Teaching Pattern:** 1-hr lecture, 2-hr workshop weekly. Flexible - online delivery

**Assessment:** continuous assessment (60%), 2-hr exam (40%)

**Required Texts:** tba

_BSA306 - Electronic Commerce Project_

**Description:** Consists of a collection of practical projects related to electronic commerce. Each student is required to complete related projects of increasing difficulty, typically with an emphasis on one particular organisation. The unit has a strong problem-base learning emphasis in that students are expected to identify and resolve practical problems, using a range of research, business and technical resources. Projects are normally to be completed and assessed on an individual student basis.

**Requisites:** PREREQ - BSA306

**Staff:** Dr K de Salas, Mr W Morgan

**Teaching Pattern:** 2 hrs practical/workshop weekly

**Assessment:** continuous assessment (100%)

**Required Texts:** tba

_BSA307 - Advanced Systems Development_

**Description:** Advanced techniques and methodologies in the analysis and design of information systems; enterprise application integration; business to business integration, ERP systems.

**Requisites:** PREREQ - BSA202

**Staff:** Ms Ying Chen

**Teaching Pattern:** 1-hr lecture, 2-hr workshop

**Assessment:** continuous assessment (60%), 2-hr exam (40%)

**Required Texts:** To be announced

**Recommended Texts:** To be announced

_BSA308 - Multimedia Professional Placement_

**Special Note:** The nature of the professional placement may vary according to industry availability

**Description:** Introduces students to a range of professional issues associated with the multimedia industry through: professional placement for a period of 180 hours; and attendance at a series of professional development seminars dealing with ethical, legal and professional issues associated with employment in the multimedia industry. Students are expected to gain an understanding of the relevant professional issues and attitudes. The unit assesses the depth of understanding that students have gained of the profession through the preparation of relevant policy and planning reports and an analytic essay.

**Requisites:** PREREQ - BSA207

**Staff:** Prof C Keen

**Teaching Pattern:** professional placement and seminars

**Assessment:** 100% continuous assessment

**Required Texts:** No required text

_BSA410 - Professional Skills_

**Special Note:** Commences 16th February 2005

**Description:** Covers professional issues relevant to the development and management of information systems and personnel working in associated areas; Legal and ethical issues relating to information technology and communication networks; Group formation and leadership; Issues related to IT induced change and the extent to which that change can be managed.
BSA410 - Strategic Information Systems

Description: Covers strategic planning concepts and limitations; strategic alignment; establishing an IS strategic planning process; marketing IS strategic planning internally; assessing current situation and future requirements; achieving future requirements; analysis techniques and tools; the applications portfolio; organisational and resource issues; managing technology investments; IT control frameworks.

Requisites: PREREQ - BSA301

Staff: Ms L Ellis

Teaching Pattern: 2-hr workshop weekly

Assessment: continuous assessment (100%)

Offered in Courses: [ C4S ]

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BSA411 - Information Systems Research Methods

Special Note: Finishes 3rd June 2005

Description: Covers conceptual frameworks; refining a research question; ethics; dimensions of research; research philosophy; critical analysis; literature review; research plan; quantitative and qualitative research design; validity and reliability; interviewing; qualitative coding; questionnaire design; statistical analysis; critical comparison of methods.

Staff: Dr G Ridley

Teaching Pattern: 9x 3-hr lecture-workshops

Assessment: continuous assessment (100%)

Required Texts: tba

Offered in Courses: [ C4S ]

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BSA413 - Information Systems Research Methods

Special Note: available to students enrolled in BIS(Hons) or GradDiplIM

Description: An overview of knowledge management; strategic use of knowledge management; knowledge generation, transfer and codification; tacit vs explicit knowledge; technology for knowledge management; document management; knowledge capital; economics of knowledge management; current research issues.

Staff: Dr P Turner (coordinator)

Assessment: continuous assessment (100%)

Offered in Courses: [ C4S ]

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BSA416 - IS-based Knowledge Management

Special Note: available to students enrolled in BIS(Hons) or GradDiplIM

Description: An overview of knowledge management; strategic use of knowledge management; knowledge generation, transfer and codification; tacit vs explicit knowledge; technology for knowledge management; document management; knowledge capital; economics of knowledge management; current research issues.

Requisites: PREREQ - BSA303

Staff: Dr P Thomson

Teaching Pattern: 27 contact hrs; flexible

Assessment: continuous assessment (100%)


Offered in Courses: [ C4S ]

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BSA421 - Dissertation A

Description: Students will be expected to define a research question and apply the skills and knowledge acquired in the unit Information Systems Research Methods to resolving that question. The project will typically take the form of a large case study, survey or action research. The formulation and evaluation of IS related policy or an IT strategic plan are also considered appropriate.

Requisites: COREQ - BSA413 COREQ - BSA422

Staff: Ms L Ellis (Coordinator)

Teaching Pattern: flexible

Assessment: 18,000-word (approx) dissertation (100%)

Offered in Courses: [ C4S ]

Unit Delivery Information:
## BSA422 - Dissertation B

**Description:** Students will be expected to define a research question and apply the skills and knowledge acquired in the unit *Information Systems Research Methods* to resolving that question. The project will typically take the form of a large case study, survey or action research. The formulation and evaluation of IS related policy or an IT strategic plan are also considered appropriate.

**Requisites:** COREQ - BSA413 COREQ - BSA421

**Staff:** Ms L Ellis (Coordinator)

**Teaching Pattern:** flexible

**Assessment:** 18,000-word (approx) dissertation (100%)

**Offered in Courses:** [C4S]

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## BSA498/499 - Bachelor of Information Systems with Honours

**Special Note:** *part-time* students enrol in *BSA498; full-time* students in *BSA499 Comences 8th February 2005, finishes 18th November 2005*

**Description:** Bachelor of Information Systems with Honours units of 12.5% weighting. Additionally, there is the dissertation with a weighting of 50%. The units, which are detailed below, are

* BSA410 *Professional Skills*
* BSA411 *Strategic Information Systems*
* BSA413 *Information Systems Research Methods*
* BSA416 *IS-based Knowledge Management*
* BSA420 *Dissertation*

**Teaching Pattern:** mixed

**Offered in Courses:** [C4S]

### Unit Delivery Information:

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## BSA521 - Systems Analysis and Design

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

**Description:** This is a core unit in the information systems degree program. It aims to provide students with the basic concepts related to information systems particularly in the systems analysis and design phases. It teaches students the skills and techniques employed by a professional system analyst in systems analysis and design through various workshops using information systems modelling and design tools. It extends beyond the related unit offered at undergraduate level.

**Requisites:** PREREQ - BSA101

**Staff:** Ms Ying Chen, Mr W Morgan

**Teaching Pattern:** 1X1 - hr weekly lecture (13 weeks), 1x2 - 2 - hr weekly workshops (12 weeks)

**Assessment:** Continuous assessment (60%), 2-hour exam (40%)


**Offered in Courses:** [C5S] [C6P]

### Unit Delivery Information:

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## BSA522 - Methodologies for Information Systems Development

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

**Description:** This unit provides an introduction to systems development methodologies, and extends beyond the related unit offered at undergraduate level. The unit considers use of methodologies and their role in development failure, approaches to systems development methodologies, the traditional systems development life cycle, analysis tools/techniques for business modelling; soft systems methodology, rapid application development, introduction to a range of methodologies for system development, philosophy and purpose of methodologies and methodology evaluations.

**Requisites:** PREREQ - BSA521

**Staff:** Dr G Ridley, Mr W Morgan

**Teaching Pattern:** 1X2-hr weekly workshops (13 weeks), online activities

**Assessment:** continuous assessment (60%), 2-hr exam (40%)

BSA523 - Business Information Management

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level), Graduate Diploma of Information Systems and Graduate Diploma of Information Management students (at 600 level)

**Description:** This unit provides a foundation to the varied practices and technologies associated with the effective management of information as a corporate asset in modern organisations. It extends beyond the related unit offered at undergraduate level.

**Requisites:** PREREQ - BSA102

**Staff:** Ms M Joyce, Ms Y Chen & Mr M Bertoni

**Teaching Pattern:** 1X1 - hr weekly lecture (13 weeks), 1x2 - 2 - hr weekly workshops (12 weeks)

**Assessment:** Continuous assessment (60%), 2-hour exam (40%)

**Recommended Texts:** tba

**Offered in Courses:** [ C5S ] [ C6S ]

**Unit Delivery Information:**

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BSA524 - Logistics for Business

**Description:** This unit provides an introduction to current logistics theory and concepts, the roles that electronic business plays in logistics management, the strategic roles that information systems can play in the transformation of logistics processes and management. It extends upon the related unit offered at undergraduate level. Case studies from business, industry and the public sector are included.

**Requisites:** PREREQ - BSA101

**Staff:** Prof C Keen,

**Teaching Pattern:** 1x2 - hrs lectures per week (13 weeks), 1x1 - hr tutorial per week (12 weeks)

**Assessment:** 60% continuous assessment; 40% examination


**Offered in Courses:** [ C5S ] [ C6P ]

**Unit Delivery Information:**

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BSA526 - Managing Database Systems

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems and Graduate Diploma of Information Management students (at 600 level)

**Description:** This unit extends beyond the related unit offered at undergraduate level. The technical aspects of database management systems are investigated, including advanced SQL querying, database application development, 4GL interface development, the maintenance of data dictionaries, the specification and enforcement of integrity and security constraints, transaction integrity and concurrency control, and tasks and responsibilities in the administration of database management systems. Object data stores and document databases are also introduced.

**Requisites:** PREREQ - BSA102

**Staff:** D Steer (Coordinator), R Godfrey

**Teaching Pattern:** 2x1 - hr lectures (13 weeks), 1x1 - hr tutorial/workshop weekly (12 weeks)

**Assessment:** Continuous assessment (100%)

**Required Texts:** Morris-Murphy, LL (2003) *Oracle 9i: SQL with an Introduction to PL/SQL*, Thompson course Technology, Boston, Mass


**Offered in Courses:** [ C5S ] [ C6P ]

**Unit Delivery Information:**

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BSA527 - Managing Websites

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level), Graduate Diploma of Information Systems and Graduate Diploma of Information Management students (at 600 level)
Description: This unit provides an introduction to study of web related issues, and extends beyond the related unit offered at undergraduate level. It is designed for students who wish to obtain knowledge with relation to the effective management of web resources in a modern organisation. This unit introduces the concepts of web management in a modern business or organisation including planning, managing and designing a website, human-computer interface design, introduction to mark-up language, multimedia and website evaluation. Relevant issues such as search services infrastructure management, network management, distributed databases, ethics and accessibility, security and authentication and maintenance are also covered.

Requisites: PREREQ - BSA102
Staff: Mr M Bertoni
Teaching Pattern: 1x2 - hr workshops (13 weeks)
Assessment: continuous assessment (100%)
Offered in Courses: [ C5S ] [ C6P ]

Unit Delivery Information:

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BSA529 - Administering Database Systems

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

Description: This database administration unit aims to develop database skills beyond systems development into systems management and administration. It extends beyond the related unit offered at undergraduate level. Topics include: Oracle server architecture and storage structures; installing Oracle software components; creating a database and managing Oracle instances; managing tablespaces and data files; constructing and managing Oracle's data dictionary views; maintaining the control file and redo log files; managing rollback segments; managing tables and indexes; loading and reorganising data; maintaining data integrity; managing privileges, users, roles, profiles and passwords; using National Language Support.

Requisites: PREREQ - BSA526
Staff: R Godfrey (Co-ordinator), D Steer
Teaching Pattern: 30 contact hrs, flexible
Assessment: continuous assessment (100%)
Offered in Courses: [ C5S ] [ C6P ]

Unit Delivery Information:

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BSA531 - Managing IT Projects

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

Description: This unit introduces the concepts of Project Management for Information Systems in a business environment, and extends beyond the related unit offered at undergraduate level. It considers IS Project Management theory and the development of IS Project Management methodologies.

Requisites: PREREQ - BSA521
Staff: Mr M Bertoni
Teaching Pattern: 1x1 hr lecture, 1x2 - hr weekly workshops (13 weeks)
Assessment: continuous assessment (60%), final exam (40%)
Other material as indicated by the lecturer.
Offered in Courses: [ C5S ] [ C6P ]

Unit Delivery Information:

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BSA532 - Systems Development Project

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level), and Graduate Diploma of Information Systems students (at 600 level)

Description: This unit extends beyond the related unit offered at undergraduate level. (a) Project - Provides practical skills in the management, design and implementation of a substantial project, working in a team of people, each with different specialisations; application of systems development methodologies, and real systems development, testing and documentation experience. (b) Professional development - teamwork; contract negotiation and management; risk minimisation; group dynamics; presentation skills.

Requisites: PREREQ - BSA521
Staff: Ms L Ellis
BSA533 - Strategic Planning & Management for IS

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level), Graduate Diploma of Information Systems and Graduate Diploma of Information Management students (at 600 level)

Description: (a) Project -- the IS function; roles for IS managers; development of IS policies.

(b) Strategic issues -- information infrastructures for strategic advantage; convergent technologies; alignment with business; inter-organisational systems.

(c) Change Issues -- IT induced change; managing technological innovation; organisational transformation and process redesign. Business case development. Relevant case studies.

Requisites: PREREQ - BSA523

Staff: Ms L Ellis

Teaching Pattern: 1x1 - hr lecture week 1, 1x2 - hr workshop weekly (12 weeks), flexible learning objects

Assessment: continuous assessment (100%)

Offered in Courses: [ C5S ] [ C6P ]

Unit Delivery Information:

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BSA534 - Information Systems for Decision Support

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

Description: This unit provides an introduction to decision support systems, and extends beyond the related unit offered at undergraduate level. The unit considers models of decision making, provides an introduction to the range of technological tools for decision making, considers a framework for development of decision support systems, and covers knowledge-based systems to support decision making, roles of expert systems, support for group decision making and applications in accounting, auditing and finance.

Requisites: PREREQ - BSA521

Staff: Mr W Morgan

Teaching Pattern: Fully flexible on-line learning

Assessment: Continuous Assessment (100%)


Offered in Courses: [ C5S ] [ C6P ]

Unit Delivery Information:

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BSA536 - Electronic Commerce

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and the Graduate Diploma of Information Systems students (at 600 level)

Description: This unit covers the technologies associated with electronic commerce; relevant standards; modes of conducting electronic commerce; commercial issues in the adoption of electronic commerce; relevant business processes and the transformational effects of electronic commerce on these business processes; social implications and future directions.

Requisites: PREREQ - BSA527

Staff: Dr K de Salas

Teaching Pattern: A variety of online & face-to-face lectures with face-to-face workshops (weeks 1-13)

Assessment: continuous assessment (60%), 2-hr exam (40%)

Required Texts: tba

Offered in Courses: [ C5S ] [ C6P ]

Unit Delivery Information:

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BSA537 - Electronic Business Project

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and the Graduate Diploma of Information Systems students (at 600 level)

Description: This unit consists of a collection of practical projects related to electronic commerce, and extends upon the related unit offered at undergraduate level. Each student is required to complete related projects of increasing difficulty, typically with an emphasis on one
particular organisation. The unit has a strong problem-base learning emphasis in that students are expected to identify and resolve practical problems, using a range of research, business and technical resources. Projects are normally to be completed and assessed on an individual student basis.

**Requisites:** PREREQ - BSA536  
**Staff:** Mr W Morgan  
**Teaching Pattern:** 1X2 - hr workshop per week (13 weeks)  
**Assessment:** continuous assessment (100%)  
**Required Texts:**  
**Offered in Courses:** [ C5S ] [ C6P ]

### Unit Delivery Information:

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#### BSA538 - Enterprise Systems

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)  
**Description:** This unit introduces the concepts of enterprise systems such as ERP systems and enterprise application integration using middleware technology. It extends beyond the related unit offered at undergraduate level.  
**Requisites:** PREREQ - BSA522  
**Staff:** Ms Y Chen (Co-ordinator)  
**Teaching Pattern:** 1X1 - hr weekly lecture (13 weeks), 1x2 - 2 - hr weekly workshops (12 weeks)  
**Assessment:** continuous assessment (60%), 2-hr exam (40%)  
**Offered in Courses:** [ C5S ] [ C6P ]

### Unit Delivery Information:

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#### BSA621 - Systems Analysis and Design

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)  
**Description:** This is a core unit in the information systems degree program. It aims to provide students with the basic concepts related to information systems particularly in the systems analysis and design phases. It teaches students the skills and techniques employed by a professional system analyst in systems analysis and design through various workshops using information systems modelling and design tools. It extends beyond the related unit offered at undergraduate level.  
**Requisites:** PREREQ - BSA101  
**Staff:** Ms Ying Chen, Mr W Morgan  
**Teaching Pattern:** 1X1 - hr weekly lecture (13 weeks), 1x2 - 2 - hr weekly workshops (12 weeks)  
**Assessment:** Continuous assessment (60%), 2-hour exam (40%)  
**Offered in Courses:** [ C5S ] [ C6P ]

### Unit Delivery Information:

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#### BSA622 - Methodologies for Information Systems Development

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)  
**Description:** This unit provides an introduction to systems development methodologies, and extends beyond the related unit offered at undergraduate level. The unit considers use of methodologies and their role in development failure, approaches to systems development methodologies, the traditional systems development life cycle, analysis tools/techniques for business modelling; soft systems methodology, rapid application development, introduction to a range of methodologies for system development, philosophy and purpose of methodologies and methodology evaluations.  
**Requisites:** PREREQ - BSA521  
**Staff:** Dr G Ridley, Mr W Morgan  
**Teaching Pattern:** 1X2-hr weekly workshops (13 weeks), online activities  
**Assessment:** continuous assessment (60%), 2-hr exam (40%)  
**Offered in Courses:** [ C5S ] [ C6S ]

### Unit Delivery Information:

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### BSA623 - Business Information Management

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level), Graduate Diploma of Information Systems and Graduate Diploma of Information Management students (at 600 level)

**Description:** This unit provides a foundation to the varied practices and technologies associated with the effective management of information as a corporate asset in modern organisations. It extends beyond the related unit offered at undergraduate level.

**Requisites:** PREREQ - BSA102  
Staff: Ms M Joyce, Ms Y Chen & Mr M Bertoni  
Teaching Pattern: 1X1 - hr weekly lecture (13 weeks), 1x2 - 2 - hr weekly workshops (12 weeks)  
Assessment: Continuous assessment (60%), 2-hour exam (40%)

**Required Texts:** tba  
**Recommended Texts:** tba  
**Offered in Courses:** C5S, C6P

### Unit Delivery Information:

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### BSA624 - Logistics for Business

**Description:** This unit provides an introduction to current logistics theory and concepts, the roles that electronic business plays in logistics management, the strategic roles that information systems can play in the transformation of logistics processes and management. It extends upon the related unit offered at undergraduate level. Case studies from business, industry and the public sector are included.

**Requisites:** PREREQ - BSA101  
Staff: Prof C Keen,  
Teaching Pattern: 1x2 - hrs lectures per week (13 weeks), 1x1 - hr tutorial per week (12 weeks)  
Assessment: 60% continuous assessment; 40% examination


**Offered in Courses:** C5S, C6P

### Unit Delivery Information:

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### BSA626 - Managing Database Systems

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems and Graduate Diploma of Information Management students (at 600 level)

**Description:** This unit extends beyond the related unit offered at undergraduate level. The technical aspects of database management systems are investigated, including advanced SQL querying, database application development, 4GL interface development, the maintenance of data dictionaries, the specification and enforcement of integrity and security constraints, transaction integrity and concurrency control, and tasks and responsibilities in the administration of database management systems. Object data stores and document databases are also introduced.

**Requisites:** PREREQ - BSA102  
Staff: D Steer (Coordinator), R Godfrey  
Teaching Pattern: 2x1 - hr lectures (13 weeks), 1x1 - hr tutorial/workshop weekly (12 weeks)  
Assessment: Continuous assessment (100%)

**Required Texts:** Morris-Murphy, LL (2003) *Oracle 9i: SQL with an Introduction to PL/SQL*, Thompson course Technology, Boston, Mass  

**Offered in Courses:** C5S, C6P

### Unit Delivery Information:

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### BSA627 - Managing Websites

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level), Graduate Diploma of Information Systems and Graduate Diploma of Information Management students (at 600 level)

**Description:** This unit provides an introduction to study of web related issues, and extends beyond the related unit offered at undergraduate level. It is designed for students who wish to obtain knowledge with relation to the effective management of web resources in a modern organisation. This unit introduces the concepts of web management in a modern business or organisation including planning, managing and designing a website, human-computer interface design, introduction to mark-up language, multimedia and website evaluation. Relevant
issues such as search services infrastructure management, network management, distributed databases, ethics and accessibility, security and authentication and maintenance are also covered.

**Requisites:** PREREQ - BSA102

**Staff:** Mr M Bertoni

**Teaching Pattern:** 1x2 - hr workshops (13 weeks)

**Assessment:** continuous assessment (100%)


**Offered in Courses:** [ C5S ] [ C6P ]

**Unit Delivery Information:**

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**BSA629 - Administering Database Systems**

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

**Description:** This database administration unit aims to develop database skills beyond systems development into systems management and administration. It extends beyond the related unit offered at undergraduate level. Topics include: Oracle server architecture and storage structures; installing Oracle software components; creating a database and managing Oracle instances; managing tablespaces and data files; constructing and managing Oracle’s data dictionary views; maintaining the control file and redo log files; managing rollback segments; managing tables and indexes; loading and reorganising data; maintaining data integrity; managing privileges, users, roles, profiles and passwords; using National Language Support.

**Requisites:** PREREQ - BSA626

**Staff:** R Godfrey (Co-ordinator), D Steer

**Teaching Pattern:** 30 contact hrs, flexible

**Assessment:** continuous assessment (100%)

**Required Texts:** McCollough-Dieter, C (2003) Oracle 9i: Database Administrator: Implementation and Administration, Thompson Course Technology

**Offered in Courses:** [ C5S ] [ C6P ]

**Unit Delivery Information:**

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**BSA631 - Managing IT Projects**

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level) an Graduate Diploma of Information Systems students (at 600 level)

**Description:** This unit introduces the concepts of Project Management for Information Systems in a business environment, and extends beyond the related unit offered at undergraduate level. It considers IS Project Management theory and the development of IS Project Management methodologies.

**Requisites:** PREREQ - BSA621

**Staff:** Mr M Bertoni

**Teaching Pattern:** 1x1 hr lecture, 1x2 - hr weekly workshops (13 weeks)

**Assessment:** continuous assessment (60%), final exam (40%)

**Required Texts:** Schwalbe, K Information Technology Project Management 4th Ed, Thomson Course Technology, Boston, MA, 2006


Other material as indicated by the lecturer.

**Offered in Courses:** [ C5S ] [ C6P ]

**Unit Delivery Information:**

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**BSA632 - Systems Development Project**

**Special Note:** Restricted to Graduate Certificate of Information Systems students (at 500 level), and Graduate Diploma of Information Systems students (at 600 level)

**Description:** This unit extends beyond the related unit offered at undergraduate level. (a) Project - Provides practical skills in the management, design and implementation of a substantial project, working in a team of people, each with different specialisations; application of systems development methodologies, and real systems development, testing and documentation experience. (b) Professional development - teamwork; contract negotiation and management; risk minimisation; group dynamics; presentation skills.

**Requisites:** PREREQ - BSA621

**Staff:** Ms L Ellis

**Teaching Pattern:** 1x1 - hr lecture week 1, 1x2 - hr workshop weekly, flexible learning objects

**Assessment:** continuous assessment (100%)

**Offered in Courses:** [ C5S ] [ C6P ]

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University of Tasmania, Unit Guide 2006   www.utas.edu.au/units/
BSA633 - Strategic Planning & Management for IS

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level), Graduate Diploma of Information Systems and Graduate Diploma of Information Management students (at 600 level)

Description: (a) Project -- the IS function; roles for IS managers; development of IS policies.
(b) Strategic issues -- information infrastructures for strategic advantage; convergent technologies; alignment with business; inter-organisational systems.
(c) Change Issues -- IT induced change; managing technological innovation; organisational transformation and process redesign. Business case development. Relevant case studies.

Requisites: PREREQ - BSA623

Staff: Ms L Ellis

Teaching Pattern: 1x1 - hr lecture week 1, 1x2 - hr workshop weekly (12 weeks), flexible learning objects

Assessment: continuous assessment (100%)

Offered in Courses: [ C5S ] [ C6P ]

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BSA634 - Information Systems for Decision Support

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

Description: This unit provides an introduction to decision support systems, and extends beyond the related unit offered at undergraduate level. The unit considers models of decision making, provides an introduction to the range of technological tools for decision making, considers a framework for development of decision support systems, and covers knowledge-based systems to support decision making, roles of expert systems, support for group decision making and applications in accounting, auditing and finance.

Requisites: PREREQ - BSA621

Staff: Mr W Morgan

Teaching Pattern: Fully flexible on-line learning

Assessment: Continuous Assessment (100%)


Offered in Courses: [ C5S ] [ C6P ]

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BSA636 - Electronic Commerce

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and the Graduate Diploma of Information Systems students (at 600 level)

Description: This unit covers the technologies associated with electronic commerce; relevant standards; modes of conducting electronic commerce; commercial issues in the adoption of electronic commerce; relevant business processes and the transformational effects of electronic commerce on these business processes; social implications and future directions.

Requisites: PREREQ - BSA627

Staff: Dr K de Salas

Teaching Pattern: A variety of online & face-to-face lectures with face-to-face workshops (weeks 1-13)

Assessment: continuous assessment (60%), 2-hr exam (40%)

Required Texts: tba

Offered in Courses: [ C5S ] [ C6P ]

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BSA637 - Electronic Business Project

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

Description: This unit consists of a collection of practical projects related to electronic commerce, and extends upon the related unit offered at undergraduate level. Each student is required to complete related projects of increasing difficulty, typically with an emphasis on one particular organisation. The unit has a strong problem-base learning emphasis in that students are expected to identify and resolve practical problems, using a range of research, business and technical resources. Projects are normally to be completed and assessed on an individual student basis.

Requisites: PREREQ - BSA636
BSA637 - Enterprise Systems

Special Note: Restricted to Graduate Certificate of Information Systems students (at 500 level) and Graduate Diploma of Information Systems students (at 600 level)

Description: This unit introduces the concepts of enterprise systems such as ERP systems and enterprise application integration using middleware technology. It extends beyond the related unit offered at undergraduate level.

Requisites: PREREQ - BSA622

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BSA751 - Management of Information Systems

Description: Covers critical issues in information systems; management of technology; sourcing strategies and contract negotiation; roles of IS managers; measurement of the IS function; stages in IS planning information infrastructures; strategic alignment of IT with business; IS security and control and globalisation of I and IT control frameworks.

Staff: To be announced

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BSA752 - Information Management

Description: Includes identification of information needs, uses and flows in organisations; resource and process aspects of information management; quality control for information assets; document management; data warehousing; safeguarding information assets; strategies for exploiting information resources; investment analysis of information assets; information-based marketing; knowledge management; and development of information policies.

Staff: TBA

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BSA753 - Information Systems Strategy Formulation

Description: Covers strategic planning concepts and limitations; strategic alignment; establishing an IS strategic planning process; marketing IS strategic planning internally; assessing current situation and future requirements; achieving future requirements; analysis techniques and tools; the applications portfolio; organisational and resource issues; managing technology investments; IT control frameworks.

Staff: Dr G Ridley

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BSA753 - Information Systems Research Methods

Description: Covers historical development of the information systems field; key issues in research; quantitative and qualitative research design and methods; choosing a topic; relative strengths of different approaches in information systems research; key problems faced by IS researchers; writing and presenting research reports.

Staff: Assoc Prof C Pollard

Teaching Pattern: 27 contact hrs; flexible

Assessment: continuous assessment (100%)

Required Texts: Cavana R Delahaye B and Sekaran U (2001) Applied Business Research: Qualitative and Quantitative Methods

Offered in Courses: [C7A]

BSA757 - Decision Support and Executive Information Systems

Description: Introduces a range of decision support systems; strengths and limitations of executive information systems; group decision support systems: models, categories, environments and operation; practical experience in participation and operation of a group decision support facility; and group decision support for a variety of meeting applications, including policy formulation, planning and evaluation.

Staff: TBA

Teaching Pattern: flexible

Assessment: continuous assessment (60%), exam (40%)

Offered in Courses: [C7A]

BSA759 - MIS Project

Description: The student is expected to choose a research project and apply the skills and knowledge acquired in the unit BSA757 Information Systems Research Methods. The project typically will take the form of a survey or a small case study.

Requisites: PREREQ - BSA757

Staff: Dr K de Salas

Teaching Pattern: 9 contact hours in workshops, flexible

Assessment: 10,000 to 15,000-word written report (100%)

Required Texts: None

Recommended Texts: None

Offered in Courses: [C7A]

BSA760 - Electronic Commerce

Description: Covers the technologies associated with electronic commerce; relevant standards; modes of conducting electronic commerce; commercial issues in the adoption of electronic commerce; relevant business processes and the transformational effects of electronic commerce on these business processes; social implications and future directions.

Requisites: PREREQ - BSA207 or equivalent

Staff: Dr K de Salas

Teaching Pattern: 1-hr lecture, 2-hr workshop weekly. Flexible - on-line delivery

Assessment: continuous assessment (60%), 9 hr exam (40%)

Required Texts: tba

Offered in Courses: [C7A]

BSA761 - Advanced Electronic Commerce

Description: Consists of a collection of practical projects related to electronic commerce. Each student is required to complete related projects of increasing difficulty, typically with an emphasis on one particular organization. The unit has a strong problem-base learning
emphasis in that students are expected to identify and resolve practical problems, using a range of research, business and technical resources. Projects are normally to be completed and assessed on an individual student basis.

Requisites: PREREQ - BSA306 or BSA760

Staff: Dr K de Salas

Teaching Pattern: 2 hrs practical/workshop weekly

Assessment: continuous assessment (100%)

Offered in Courses: [ C7A ]

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BSA762 - IS Project Management

Description: (a) Project management -- life cycle; project planning and administration; cost estimation; resource control and financial management; quality monitoring and assurance; risk analysis and risk management; project management software applications; dynamics of project teams. (b) Professional development -- assertiveness, negotiation and conflict resolution, presentation skills; team building and leadership.

Staff: TBA

Teaching Pattern: 27 contact hours, flexible

Assessment: continuous assessment (100%)


Offered in Courses: [ C7A ]

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BSA764 - IS-based Knowledge Management

Description: Provides an overview of knowledge management; strategic use of knowledge management; knowledge generation; transfer and codification; tacit vs explicit knowledge; technology for knowledge management; document management; knowledge capital; economics of knowledge management; current research issues.

Requisites: PREREQ - BSA751

Staff: Dr P Thompson

Teaching Pattern: 27 contact hrs, flexible

Assessment: continuous assessment (100%)


Offered in Courses: [ C7A ]

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BSA769 - Special Topics in IS

Special Note: Student must have written permission of HoS to enroll

Description: Reflects the research interest and activities of the School staff or visiting scholars. This allows students to investigate in detail specialised topics that would normally not be offered as part of the School’s program.

Staff: TBA

Teaching Pattern: 27 contact hrs, flexible

Assessment: continuous assessment (100%)

Required Texts: none

Recommended Texts: none

Offered in Courses: [ C7A ]

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