

# Faculty of Commerce

## Member Units

School of Accounting & Finance  
 School of Economics & Information Systems  
 School of Management & Marketing  
 Graduate School of Business & Professional Development (including Sydney Business School)

## Courses Offered

Doctor of Philosophy  
 Graduate Certificate in Commerce

### Accountancy

Master of Accountancy - Research  
 Master of Accountancy  
 Master of Professional Accounting  
 Master of Forensic Accounting

### Finance

Master of Finance - Research  
 Master of Finance  
 Master of Applied Finance (Banking)

### Economics

Master of Economics - Research  
 Graduate Diploma in Commerce (Economics)  
 Graduate Certificate in Applied Economics

### Information Systems

Master of Information Systems - Research  
 Master of Information Systems (Advanced)  
 Master of Information Systems  
 Graduate Diploma in Information Systems  
 Graduate Certificate in Information Systems

### Management

Master of Management - Research  
 Master of Strategic Management and Marketing  
 Master of Strategic Management  
 Master of Strategic Human Resource Management  
 Graduate Diploma in Management

### Marketing

Master of Marketing - Research  
 Master of Strategic Management and Marketing (see Management)  
 Master of Strategic Marketing  
 Graduate Diploma in Marketing  
 Graduate Certificate in Marketing

### Business & Professional Development

Doctor of Business Administration  
 Master of Business Administration  
 Master of Business Administration (Advanced)  
 Master of International Business  
 Master of Management  
 Master of Science (Logistics)  
 Graduate Diploma in Business Administration  
 Graduate Certificate in Business Administration  
 Graduate Certificate in Business  
 Graduate Certificate in Commerce  
 Graduate Certificate in Logistics  
 Graduate Certificate in Management

For tuition fee information please see the following:

Domestic - [www.uow.edu.au/student/finances/studentcontributions.html](http://www.uow.edu.au/student/finances/studentcontributions.html)

International - [www.uow.edu.au/prospective/international/fees/](http://www.uow.edu.au/prospective/international/fees/)

This publication contains information which is current at December 2005. The University takes all due care to ensure the accuracy and currency of this information, but reserves the right to vary any information contained in this publication without notice. In particular, subject availability may change after the publication of the Handbook. For up-to-date subject information, students are advised to consult the online subject descriptions prior to enrolment, available at [www.uow.edu.au/handbook/](http://www.uow.edu.au/handbook/).

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## Doctor of Philosophy

Testamur Title of Degree:	Doctor of Philosophy
Abbreviation:	PhD
Home Faculty:	Commerce
Duration:	3 years or part-time equivalent
Total Credit Points:	48 per annum
Delivery Mode:	Supervised individual research
Location:	All
UOW Course Code	201
CRICOS Code:	028400J

### Overview

Candidates with demonstrated research potential, exhibited usually by a Bachelor Honours, Masters by Research degree or other Masters degree that includes a research project, can apply to take a Doctor of Philosophy in the Faculty. Full-time study of three years, or the part-time equivalent, is normally required. Candidates will be expected to work under supervision on research projects related to their thesis area and may be required to complete coursework classes in order to acquire theory and develop methodological skills necessary for their doctoral research. Candidates for this degree enrol in the subject THES924 (full time) or THES912 (part time).

The following areas of research are some of the topics available to candidates undertaking the Doctor of Philosophy degree:

### School of Accounting and Finance

#### Accountancy

Accounting and Information Systems  
Accounting and EDI  
Auditing  
Controllership  
Critical Accounting Theory  
External Financial Reporting and Standard Setting  
Government and Not for Profit Accounting  
History of Accounting Thought  
International Accounting and Finance  
Management Accounting  
Small Business Management  
Social and Environmental Accounting

#### Finance

Banking  
Behavioural Finance  
Corporate Finance  
Financial Markets  
Financial Planning/Superannuation  
International Finance  
Mathematical Finance  
Portfolio Analysis  
Risk Management  
Small Business Finance  
Venture Capital

### School of Economics & Information Systems

#### Economics

Labour and Human Resources  
International Trade and Investment  
Economic Growth and Development  
Small and Medium Enterprises  
Industrial and Business Economics  
Regional Development  
Macroeconomic Performance and Policies

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## **Information Systems**

Online banking  
Knowledge Management  
Information Systems and the sustainable competitive advantage  
Visualisation of Location Based Services  
Intelligent Knowledge Acquisition  
Assessing the Effectiveness of Corporate Web Sites  
Critical Success Factors of Executive Information Systems  
Activity Theory  
Management of IT Architectures and Infrastructures

## **School of Management & Marketing**

### **Management**

Regulatory Reform and Business  
Project Based Learning  
Organisational Change and Leadership  
Technological Change and Innovation  
Firm Performance  
Competitive Advantage  
Internationalisation of Firms  
OH&S Management  
Entrepreneurial Identity  
International & Comparative Human Resource Management  
Role of Human Resource Management in Organizational Change  
Inter-organisational Relations  
Strategic Management in SE Asian Firms  
Analysis of Disadvantaged Labour Market Groups  
Comparative and Australian Workplace IR  
Regional Employment Relations  
Business and Labour History  
Gender in Management & Employment Relations  
Work Councils  
Corporate Governance  
Employee Participation  
Critical Analysis of HRM Practices  
Cross-cultural Management  
International Organizations  
Corporate Decision-Making  
Business Ethics  
Logistics  
Supply Chain Management  
Workplace Effects of Domestic and Sexual Violence

### **Marketing**

Advertising  
Consumer Behaviour  
Customer Satisfaction  
Internet Marketing  
International Marketing  
Logistics  
Marketing Communication  
Marketing Research  
New Product Marketing and Product Innovation  
Professional Services Marketing  
Relationship Marketing  
Social Marketing  
Strategic Planning and Marketing  
Sales Management  
Services Marketing

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## **Graduate School of Business & Professional Development**

Logistics and Supply Chain Management  
Management systems  
Corporate Recovery and Turnaround Strategy  
Organisational Behaviour  
Financial Management of Enterprises  
Financial Restructuring  
Strategic Management  
Corporate Governance and Business Ethics  
International Business Strategy  
Labour Regulation in the Global Economy  
Public Policy and Public Administration

### **Other Information**

Additional information is available from [www.uow.edu.au/](http://www.uow.edu.au/) or email: [commerce@uow.edu.au](mailto:commerce@uow.edu.au) .

## **Graduate Certificate in Commerce**

Testamur Title of Degree:	Graduate Certificate in Commerce
Abbreviation:	GradCertCom
Home Faculty:	Commerce
Duration:	6 months full time or part time equivalent
Total Credit Points:	24 cps
Location:	Wollongong
Delivery Mode:	Face to Face
Starting Session(s):	Autumn, Spring
UOW Course Code:	1154, S1154
CRICOS Code:	055108M

### **Overview**

The Graduate Certificate in Commerce is an entry level postgraduate certificate. The Grad Cert is a pathway program for those students who do not have either:

- the English language level requirement for a coursework Master degree, Or
- do not have a degree in the relevant discipline required for entry into various Masters programs within the Faculty of Commerce.

This Certificate provides students with the base of knowledge and skills required then to complete the subsequent Master degree.

### **Entry Requirements**

Applicants should have a Bachelor degree or equivalent from a recognised tertiary institution. Those applicants with a combination of academic qualifications and/or substantial relevant professional work experience may also be considered. Applicants must also meet the University's English Language requirements for this certificate (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

### **Course Requirements**

Candidates are required to complete 24 credit points of 200-, 300- or 900- level subjects as approved by the relevant Master's Course Co-ordinator. The subject selection will depend on the Master degree the student plans to undertake.

Students who do not meet the English language entry level for a particular Master degree program, will be required to complete TBS985 Communication for International Business, along with 18 credit points of 200-, 300- or 900- level subjects that are relevant to the Masters degree in which the student intends to enrol.

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## School of Accounting & Finance

### Accountancy

#### Master of Accountancy - Research

Testamur Title of Degree:	Master of Accountancy – Research
Abbreviation:	MAccy-Res
Home Faculty:	Commerce
Duration:	1.5 years or part-time equivalent
Total Credit Points:	72
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1330
CRICOS Code:	042547F

#### Overview

The Master of Accountancy – Research degree comprises 24 credit points of coursework and a 48 credit point thesis. This degree is primarily a research degree for those who have completed a Bachelors Honours at a standard of Class II, Division 2 or higher in accountancy, economics, finance or management.

#### Entry Requirements / Assumed Knowledge

Applicants who have completed a coursework Masters degree at an appropriate standard may be admitted to the program.

#### Advanced Standing

Advanced Standing of up to 24 credit points may be awarded for the coursework component of this degree to students who have completed research related subjects at an appropriate standard as assessed by the Head of Accounting Discipline. A candidate may not undertake subjects for this degree that are similar in content to subjects included in their Honours or Masters course.

#### Course Program

Subjects		Session	Credit Points
ACCY903	Theoretical Foundations of Research	Autumn/Spring	6
ACCY907	Empirical Research Methods	Autumn	6

#### Elective Subjects

12 credit points from the 900- level subjects offered by the School of Accounting and Finance, provided those electives are appropriate to the course of research the student intends to pursue.

Subject selection to be approved by the Head of Accounting Discipline.

Other coursework subjects may be substituted with the permission of the Head of Accounting Discipline.

#### Thesis

Subjects		Session	Credit Points
THES 924	Thesis full time	Annual	48
THES 912	Thesis part time		24

#### Other Information

Further information is available from [www.uow.edu.au](http://www.uow.edu.au)  
or email: [accfin@uow.edu.au](mailto:accfin@uow.edu.au) .

## Master of Accountancy

Testamur Title of Degree:	Master of Accountancy
Abbreviation:	MAccy
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1530
CRICOS Code:	042526M

### Overview

The Master of Accountancy builds on the accounting knowledge and skills acquired at the undergraduate level. It develops in-depth understanding and capacities to critique the research and practice of accounting.

### Entry Requirements / Assumed Knowledge

Applicants must have a Bachelor of Accountancy or Commerce degree with a major in Accountancy from a recognised tertiary institution, with an average mark of at least 60%.

### Course Program

Students will undertake 48 credit points consisting of any eight subjects from the following list:

Subjects		Session	Credit Points
ACCY903	Theoretical Foundations of Research	Autumn/Spring	6
ACCY904	Financial Accounting	Autumn	6
ACCY905	International Accounting	Spring	6
ACCY907	Empirical Research Methods	Autumn	6
ACCY913	Management Accounting	Autumn	6
ACCY914	Management Planning and Control Systems	Autumn	6
ACCY936	Management and Information Systems	Autumn/Spring	6
ACCY968	Insolvencies	Spring	6
ACCY974	Accounting Regulation	Spring	6

With permission of the Head of Accounting Discipline, it is possible for students to substitute subjects listed above with ACCY985 Special Topic in Accounting A or ACCY986 Special Topic in Accounting B.

### Professional Recognition

Recognised by CPA Australia as a specialist Masters Degree.

### Other Information

Additional information is available from [www.uow.edu.au](http://www.uow.edu.au) or email: [accfin@uow.edu.au](mailto:accfin@uow.edu.au)

## Master of Professional Accounting

Testamur Title of Degree:	Master of Professional Accounting
Abbreviation:	MProfAcc
Home Faculty:	Commerce
Duration:	1.5 to 2 years or part-time equivalent
Total Credit Points:	72
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1515
CRICOS Code:	036454F

### Overview

The program is designed to build on the learning experience of the students and to extend that experience to an appreciation and understanding of matters relating to the practice of accounting. Students will have an appreciation of the theoretical issues under-pinning the practice of accounting, as well as the legal and practical issues surrounding that practice.

## Entry Requirements / Assumed Knowledge

Applicants must have a Bachelor degree from a recognised tertiary institution or equivalent.

## Course Requirements

The course is designed to be taken over three or four semesters on a full-time basis or a part-time equivalent basis. The program consists of twelve subjects totalling 72 credit points.

## Course Program

Subjects		Session	Credit Points
ACCY901	Accounting for Managers	Autumn/Spring	6
ACCY903	Theoretical Foundations of Research	Autumn/Spring	6
ACCY908	Applied Financial Accounting	Spring	6
ACCY918	Applied Management Accounting	Spring	6
FIN921	Managerial Finance	Autumn/Spring	6
ACCY936	Management and Information Systems	Autumn/Spring	6
ACCY961	Professional Practice - Accounting	Autumn	6
ACCY962	Professional Practice - Auditing, Risk Assurance & IS	Autumn	6
ACCY963	Professional Practice - Taxation	Autumn	6
ECON910	Economics for Accounting Professionals	Autumn	6
ECON940	Statistics for Decision Making	Spring	6
LAW960	Legal Studies for Professionals	Spring	6

## Professional Recognition

Recognised by CPA Australia and the Association of Chartered Certified Accountants (ACCA).

## Other Information

Additional information is available from [www.uow.edu.au](http://www.uow.edu.au) or email: [accfin@uow.edu.au](mailto:accfin@uow.edu.au)

## Master of Forensic Accounting

Testamur Title of Degree:	Master of Forensic Accounting
Abbreviation:	MForAcc
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Modular – compulsory 3 full days intensive program per subject (Fri, Sat & Sun)
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1541
CRICOS Code:	046874C

## Overview

The Master of Forensic Accounting emphasises a forensic rather than a control-based or risk management approach to the analysis of corporate governance and the possibility of fraud.

Students will be given a broad-based introduction to the nature and purpose of forensic accounting. The scope and content of all subjects extend well beyond a 'legal' focus and provide an opportunity to study and acquire skills in investigative techniques and the collection of data as well as the skills necessary to not only identify poor management but also unethical and fraudulent activities.

## Entry Requirements / Assumed Knowledge

Applicants must have an undergraduate degree with a major in accountancy from a recognised university. Other academic or professional qualifications plus a minimum of five years full-time work experience may be approved by the Program Coordinator, Forensic Studies.

## Advanced Standing

Advanced standing for ACCY950 and ACCY958 will be offered to applicants who have completed the CPA Australia or ICAA Program.

## Course Program

Subjects		Session	Credit Points
ACCY950**	Introductory Forensic Accounting	Autumn/Spring	6
ACCY951**	Forensic and Litigation Framework	Autumn/Spring	6
ACCY952**	Fraud and Failure	Autumn/Spring	6
ACCY953**	Investigative Processes	Autumn/Spring	6
ACCY954	Advanced Investigative Techniques	Autumn/Spring	6
ACCY957	Independent Accounting Expert Reports	Autumn/Spring	6
ACCY958	Research Project A	Autumn/Spring	6
ACCY959	Research Project B	Autumn/Spring	6

\*\* Exit option of Graduate Certificate of Forensic Accounting after the completion of these subjects.

## Professional Recognition

Recognised by CPA Australia.

## Other information

Further information is available from [www.uow.edu.au/](http://www.uow.edu.au/) or email: [accfin@uow.edu.au](mailto:accfin@uow.edu.au)

## Finance

### Master of Finance - Research

Testamur Title of Degree:	Master of Finance -Research
Abbreviation:	MFin-Res
Home Faculty:	Commerce
Duration:	1.5 years or part-time equivalent
Total Credit Points:	72
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1332
CRICOS Code:	042549D

## Overview

The Master of Finance - Research degree comprises 24 credit points of coursework and a 48 credit point thesis.

This degree is primarily a research degree for those who have completed a Bachelors honours at a standard of Class II, Division 2 or higher in accountancy, economics, finance or management.

## Entry Requirements / Assumed Knowledge

Applicants who have completed a coursework Masters degree at an appropriate standard may be admitted to the program.

## Advanced Standing

Advanced Standing of up to 24 credit points may be awarded for the coursework component of this degree to students who have completed research related subjects at an appropriate standard as assessed by the Head of Finance Discipline. A candidate may not undertake subjects for this degree that are similar in content to subjects included in their Honours or Masters course.

## Course Program

Core Subjects		Session	Credit Points
ACCY903	Theoretical Foundations of Research	Autumn/Spring	6
ACCY907	Empirical Research Methods	Autumn	6

## Electives

Any 2 900-level subjects offered by the School of Accounting and Finance as approved by the Head of Finance Discipline.



## Thesis

Subjects		Session	Credit Points
THES924	Thesis (full time)	Annual	48
THES912	Thesis (part time)		

## Other Information

Further information is available from [www.uow.edu.au/](http://www.uow.edu.au/) or email: [accfin@uow.edu.au](mailto:accfin@uow.edu.au).

## Master of Finance

Testamur Title of Degree:	Master of Finance
Abbreviation:	MFin
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1532
CRICOS Code:	042529G

## Overview

This program gives students the opportunity to upgrade their knowledge of finance, financial decisions, investment strategies and investment management, whether for personal information or for the guidance of firms.

Employment opportunities exist in corporations, small firms, investment brokerages, financial institutions, government and not-for-profit organisations. When combined with a relevant undergraduate degree, further opportunities are opened including positions within research organisations and consultancies.

## Entry Requirements / Assumed Knowledge

Applicants must have a Bachelor degree from a recognised tertiary institution.

## Course Requirements

Members of not less than five years standing of CPA Australia or the Institute of Chartered Accountants in Australia, with appropriate experience, are permitted to enrol for the degree even though they do not hold an undergraduate degree. Such candidates will be required to pass subjects aggregating 72 credit points.

## Course Program

Subjects		Session	Credit Points
ACCY901	Accounting for Managers	Autumn/Spring	6
FIN921	Managerial Finance	Autumn/Spring	6
FIN922	Advanced Investment Analysis	Autumn	6
FIN924	Advanced Financial Statement Analysis	Autumn	6
FIN925	Banking Theory and Practice	Autumn	6
FIN926	Advanced Corporate Finance	Autumn	6
FIN923	Advanced Portfolio Management	Spring	6
FIN927	Small Business Finance	Spring	6
FIN928	Multinational Financial Management	Spring	6
FIN929	Risk, Development and Venture Capital	Spring	6

With the permission of the Head of Finance Discipline, it is possible for students to substitute for the subjects listed above up to three of the subjects offered in the Master of Accountancy degree.

Note:

- ACCY901 and FIN921 must be taken in the first semester of commencement in degree.
- FIN921 is available only to students who have no previous finance studies. Students who are not permitted to enrol in FIN921 can select FIN987 Special Topic in Finance or ECON984 Financial Economics.
- Students who have completed a finance major in their undergraduate degree are recommended not to include FIN922 Investment Analysis in their program.

## Course Information

- For students requiring an exit option, the Graduate Certificate in Banking and Finance comprising 24 credit points in any of the above subjects is available.

## Other Information

Further information is available from [www.uow.edu.au/](http://www.uow.edu.au/) or email: [accfin@uow.edu.au](mailto:accfin@uow.edu.au) .

## Master of Applied Finance (Banking)

Testamur Title of Degree:	Master of Applied Finance (Banking)
Abbreviation:	MAppFin
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1537
CRICOS Code:	029141D

## Overview

This program is designed for graduates in finance or accountancy who wish to substantially develop their advanced, applied or comprehensive knowledge of banking and finance at the graduate level. The core part of the program provides students with an advanced understanding of financial decision-making with a focus on bank management and lending in the domestic and international context, investment analysis and portfolio management, and multinational finance.

## Entry Requirements / Assumed Knowledge

Applicants must have a Bachelor degree from a recognised tertiary institution. Students with appropriate combination of academic qualifications plus relevant work experience may also be considered.

## Course Program

Students will undertake eight subjects consisting of the following:

Subjects		Session	Credit Points
FIN922	Advanced Investment Analysis	Autumn	6
FIN925	Banking Theory and Practice	Autumn	6
FIN926	Advanced Corporate Finance	Autumn	6
LAW970	Banking and Financial Institutions Law	Autumn	6
FIN923	Advanced Portfolio Management	Spring	6
FIN928	Multinational Financial Management	Spring	6
FIN955	International Banking	Spring	6
FIN956	Bank Lending and Securities	Spring	6

Note: For students requiring an exit option, the Graduate Certificate in Banking and Finance comprising 24 credit points in any of the above subjects is available.

## Professional Recognition

The Master of Applied Finance (Banking) is accredited by the Australian Institute of Banking and Finance (AIBF) and is recognised by CPA Australia as a specialist Masters Degree.

## School of Economics and Information Systems

### Economics

## Master of Economics - Research

Testamur Title of Degree:	Master of Economics - Research
Abbreviation:	MEcon - Res
Home Faculty:	Commerce
Duration:	1.5 years or part-time equivalent
Total Credit Points:	72
Delivery Mode:	Flexible

Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1331
CRICOS Code:	042548E

## Overview

This course aims to provide graduate students, who have completed an Economics major in an undergraduate degree, with the opportunity for advanced study in Economics including a major research thesis.

## Entry Requirements / Assumed Knowledge

Entry level will normally be by an Honours Bachelor of Commerce or Arts degree or equivalent at a standard of Class II, Division 2 or higher in Economics. Students who hold a Pass Masters degree in Economics or equivalent will be admitted, although additional coursework may be required at the direction of the Head of Discipline.

## Advanced Standing

Students who hold an Honours Class II, Division 1 or higher in Economics may be awarded up to 24 credit points advanced standing for the coursework component of the program.

## Course Requirements

Students normally undertake a 72 credit point program consisting of 24 credit points of coursework plus 48 credit points of research thesis.

## Course Program

Subjects		Session	Credit Points
ECON996	Advanced Macroeconomic Theory	Autumn	6
ECON997	Advanced Microeconomic Theory	Autumn	6
<b>Plus one of the following:</b>			
ECON921	Econometric Models	n/o 2006	6
<b>Or</b>			
ECON939	Quantitative Economic Analysis	Autumn	6
<b>Plus six credit points at 900- level as approved by the Head of Discipline.</b>			
<b>Plus</b>			
THES924	Thesis (full time) OR	Annual	48
THES912	Thesis (part time)		

## Graduate Diploma in Commerce (Economics)

Testamur Title of Degree:	Graduate Diploma in Commerce (Economics)
Abbreviation:	GDipCom
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	648
CRICOS Code:	028405D

## Overview

The purpose of the Graduate Diploma in Commerce (Economics) is to provide graduate students who have not completed an Economics major in their undergraduate degrees with the opportunity to gain the equivalent of a major in Economics. The program also provides graduate students who obtained an Economics major many years ago with a refresher course in the discipline. The Diploma involves one year of full-time study or it may be studied part-time. Those with good results will be eligible to study Economics at the Masters level.

## Entry Requirements / Assumed Knowledge

Applicants should have a Bachelor degree from a recognised tertiary institution. Applicants with an appropriate combination of academic qualifications and a minimum of three years relevant work experience will also be considered.

## Course Program

Subjects		Session	Credit Points
ECON205	Macroeconomic Theory and Policy	Autumn/Spring	6

Course Information

ECON215            Microeconomic Theory and Policy            Autumn/Spring            6  
Plus 36 credit points of approved 200-, 300- and 900- level subjects, one of which can be selected from subjects outside the Discipline of Economics, with approval of the Head of Discipline.

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## Graduate Certificate in Applied Economics

Testamur Title of Degree:	Graduate Certificate in Applied Economics
Abbreviation:	GCertApplEcon
Home Faculty:	Commerce
Duration:	6 months or part-time equivalent
Total Credit Points:	24
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1116
CRICOS Code:	020193J

### Overview

The purpose of the Graduate Certificate in Applied Economics is to provide graduate students who have studied little or no Economics in their undergraduate degrees, with the opportunity to undertake a short course of study in a field of Economics that interests them. The Certificate involves six months of full-time study or it may be studied part-time.

### Entry Requirements / Assumed Knowledge

Applicants should normally have a Bachelor degree from a recognised tertiary institution. Applicants with an appropriate combination of academic qualifications and a minimum of two years relevant work experience will also be considered.

### Course Requirements

Students must complete 24 credit points of approved 200- and 300- level subjects.

## Information Systems

### Master of Information Systems - Research

Testamur Title of Degree:	Master of Information Systems -Research
Abbreviation:	MIS-Res
Home Faculty:	Commerce
Duration:	1.5 years
Total Credit Points:	72
Delivery Mode:	Day/evening/On campus
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1334
CRICOS Code:	042551K

### Overview

The Master of Information Systems (Research) is a 72 credit point degree consisting of 24 credit points of coursework subjects and a 48 credit point thesis. The program may be studied full time over 1.5 years or part-time over three years.

### Entry Requirements / Assumed Knowledge

This degree is primarily a research degree for those who have completed an undergraduate degree in Information Systems, or equivalent, with Distinction, e.g. a BCom(Honours) in Business Information Systems at a standard of Class II Division 2 or higher.

### Advanced Standing

Advanced standing of up to 24 credit points may be awarded for the coursework component of this degree to students who have completed subjects relating to any specific research areas at an appropriate standard as assessed by the Course Coordinator.

### Course Program

Subjects		Session	Credit Points
BUSS929	Information Systems Research Methods	Autumn/Spring	6
<b>Plus</b>			
18 credit points of 900-level subjects offered in Information Systems to be approved by the Course Coordinator			
THES924	Thesis Full time	Annual	48
THES912	Thesis Part time		24

## Master of Information Systems (Advanced)

Testamur Title of Degree:	Master of Information Systems (Advanced)
Abbreviation:	MIS (Advanced)
Home Faculty:	Commerce
Duration:	2 years
Total Credit Points:	72 credit points
Delivery Mode:	Day/evening/On campus
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	-
CRICOS Code:	049638B

### Overview

The Master of Information Systems (Advanced) degree specialising in Information Systems provides graduates with the opportunity to study advanced topics in information systems and to undertake a research project in one of the areas of research interest in the IS Discipline. The program aims to both deepen and broaden the knowledge and skills of students in systems development methodologies, systems management, electronic commerce and a selected area of IS research.

### Entry Requirements / Assumed Knowledge

Applicants must have a Bachelor of Commerce degree from a recognised tertiary institution with a major in Information Systems or equivalent. Computer Science graduates and students with a major in Information Systems or Business Computing in another degree are also eligible to apply.

### Advanced Standing

Candidates who have successfully completed the Master of Information Systems (MIS) may apply to enrol in the MBA program. MIS candidates who progress to the MBA, will be required to successfully complete a further seven subjects.

### Course Program

Subject		Session	Credit Points
		Autumn/Spring/	
BUSS945	Information Systems Project	Annual	12
BUSS950	Systems Development Methodologies	Autumn	6
BUSS951	Critical Issues in Information Systems	Spring	6
BUSS952	Strategic Information Systems Management	Autumn	6
BUSS953	Management of Information Systems Development	Spring	6
<b>Plus 36 credit points from the following subjects</b>			
BUSS906	Strategic Information in Organisations	Autumn/Spring	6
BUSS907	Fundamentals of e-Business	Autumn/Spring	6
BUSS909	Office Automation and Intranets	n/o 2006	6
BUSS910	Qualitative Analysis of Systems	Spring	6
BUSS911	Intelligent Systems	Autumn	6
BUSS924	Systems Modelling and Simulation	Spring	6
BUSS926	Decision Support Systems	Spring	6
BUSS927	Human Computer Interaction	Autumn	6
BUSS929	Information Systems Research Methods	Autumn/Spring	6

## Master of Information Systems

Testamur Title of Degree:	Master of Information Systems
Abbreviation:	MInfoSys
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48 credit points
Delivery Mode:	Day/evening/on campus
Starting Session(s):	Autumn/Spring/Summer
Location:	Wollongong
UOW Course Code:	1534
CRICOS Code:	031281G

### Overview

The MIS degree specialising in Information Systems provides graduates with the opportunity to study advanced topics in information systems and to undertake a research project in one of the areas of research interest in the IS Discipline. The

program aims to both deepen and broaden the knowledge and skills of students in systems development methodologies, systems management, electronic commerce and a selected area of IS research.

### Entry Requirements / Assumed Knowledge

Applicants must have a Bachelor of Commerce degree from a recognised tertiary institution with a major in Information Systems or equivalent. Computer Science graduates and students with a major in Information Systems or Business Computing in another degree, or students who have completed the Graduate Diploma in Information Systems are also eligible to apply.

### Course Program

Subject		Session	Credit Points
		Autumn/Spring/	
BUSS945	Information Systems Project	Annual	12
BUSS950	Systems Development Methodologies	Autumn	6
BUSS951	Critical Issues in Information Systems	Spring	6
BUSS952	Strategic Information Systems Management	Autumn	6
BUSS953	Management of Information Systems Development	Spring	6
<b>Plus 12 credit points of elective 900-level BUSS subjects selected from the following</b>			
BUSS906	Strategic Information in Organisations	Autumn/Spring	6
BUSS907	Fundamentals of E-Business	Autumn/Spring	6
BUSS909	Office Automation and Intranets*	n/o 2006	6
BUSS910	Qualitative Analysis of Systems	Spring	6
BUSS911	Intelligent Systems	Autumn	6
BUSS924	Systems Modelling and Simulation	Spring	6
BUSS926	Decision Support Systems	Spring	6
BUSS927	Human Computer Interaction	Autumn	6
BUSS929	Information Systems Research Methods	Autumn/Spring	6

## Graduate Diploma in Information Systems

Testamur Title of Degree:	Graduate Diploma in Information Systems
Abbreviation:	GDipInfoSys
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/evening/on campus
Starting Session(s):	Autumn/Spring/Summer
Location:	Wollongong
UOW Course Code:	648B
CRICOS Code:	031280G

### Overview

This course aims to provide graduates with a coherent program of studies which will enable them to function as information systems professionals within a business organisation. The curriculum provides a balanced approach to the technical knowledge and skills, as well as an emphasis on human aspects of the information systems field. Students who do not have a strong background in either programming or databases may need to vary the schedule in consultation with the Course Coordinator.

### Entry Requirements / Assumed Knowledge

Applicants must have a Bachelor degree from a recognised tertiary institution with a major in an area other than Information Systems, IT or Computing. Applicants with an appropriate combination of academic or professional qualifications and relevant work experience of at least three years may also be considered.

### Course Program

Subject		Session	Credit Points
BUSS211	Requirements Determination and Systems Analysis	Autumn	6
BUSS212	Database Management Systems	Spring	6
BUSS218	Systems Design and Architecture	Spring	6
BUSS312	Distributed Information Systems	Autumn	6
BUSS315	Knowledge-Based Information Systems	Autumn	6
BUSS318	Information Systems Project	Spring	6
<b>And one of the following:</b>			
BUSS201	User-Centred Business Programming	Autumn	6
BUSS214	Business Programming II	Autumn	6
BUSS316	Information Systems Prototyping	Autumn	6

## Course Information

### And one of the following:

BUSS308	Computer Systems Management	Spring	6
BUSS313	Information Retrieval Systems	Spring	6
BUSS317	Business Programming IV	Spring	6

## Graduate Certificate in Information Systems

Testamur Title of Degree:	Graduate Certificate in Information Systems
Abbreviation:	GCertInfoSys
Home Faculty:	Commerce
Duration:	1yr part-time
Total Credit Points:	24 credit points
Delivery Mode:	Day/evening/On campus
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	697B
CRICOS Code:	050003E

### Overview

This course is designed for graduates seeking an introductory course in the field of Information Systems. The course is specifically designed for, and restricted to, those students who hold University qualifications in areas not related to the field of Information Systems. Students performing at a satisfactory level in the Graduate Certificate may be permitted to continue with the Graduate Diploma in Information Systems with up to 24 credit points of specified credit. These students will not be entitled to receive the Graduate Certificate in Information Systems.

### Entry Requirements / Assumed Knowledge

Applicants should normally have a Bachelor degree from a recognised tertiary institution with a major in an area other than Information Systems, IT or Computing. Applicants with an appropriate combination of academic qualifications and relevant work experience of at least two years may also be considered.

### Course Requirements

Students will take:

One BUSS 300-level subject	6 cp
Three BUSS subjects at 200- or 300- level	18 cp

### Credit Towards Other Courses

Students performing at a satisfactory level in the Graduate Certificate may be permitted to continue with the Graduate Diploma in Information Systems with up to 24 credit points of specified credit. These students *will not* be entitled to receive the Graduate Certificate in Information Systems

## School of Management & Marketing

### Management

### Master of Management - Research

Testamur Title of Degree:	Master of Management -Research
Abbreviation:	MMgmt-Res
Home Faculty:	Commerce
Duration:	1.5 years or part-time equivalent
Total Credit Points:	72
Delivery Mode:	Flexible
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1335
CRICOS Code:	042545G



## Overview

The Master of Management (Research) provides graduates with the opportunity for further study of advanced topics in management.

## Entry Requirements / Assumed Knowledge

Applicants must have completed the requirements for the award of Bachelor of Commerce (Honours) or equivalent at a standard of Class II, Division 2 or higher, or an equivalent degree. Candidates who have completed a Masters degree may be admitted to the program. Candidates may be awarded advanced standing of up to 24 credit points for the coursework component of this degree on the basis of previous research-related subjects. Candidates who hold a Bachelor of Commerce degree at credit level or above may be admitted to the program after an appropriate program of preliminary study prescribed by the Head of School.

## Course Program

Subjects	Session	Credit Points
COMM980 Business Research Methods Or another 6-credit point research-oriented subject approved by the Course Coordinator Plus three 6-credit point subjects as approved by the Course Coordinator	Autumn	6
THES924 Thesis full time THES912 Thesis part time	Autumn/Spring	48

## Master of Strategic Management & Marketing

Testamur Title of Degree:	Master of Strategic Management & Marketing
Abbreviation:	MSMM
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/evening classes
Starting Session(s):	Autumn/Spring
Location:	Wollongong and other locations (subject to demand)
UOW Course Code:	TBA
CRICOS Code:	053935C

## Overview

This is a cross-discipline degree designed to give students the professional knowledge in both areas.

## Entry Requirements / Assumed Knowledge

Applicants will be eligible for entry to this degree if they have completed a Commerce or Business undergraduate degree, or equivalent, with an average mark of 60% or above, from a recognised tertiary institution. Applicants with an average between 50-59% may be considered with two years relevant work experience.

The English language entry criteria will be as indicated on the UOW website.

## Course Requirements

Students will undertake eight (8) subjects (48 credit points) and are required to formalise an intended program with the Postgraduate Coordinator.

## Course Program

There are six (6) core subjects as follows:

Subjects	Session	Credit Points
MARK922 Marketing Management	Autumn	6
MARK935 Marketing Strategy	Spring	6
MARK936 Consumer Behaviour	Autumn	6
MGMT910 Strategic Management	Spring	6
MGMT920 Organisational Analysis	Autumn	6
MGMT930 Strategic Human Resource Management	Autumn	6

Two (2) subjects can be selected from:

Subjects	Session	Credit Points
MARK901 Marketing on the Internet	Spring	6
MARK917 Business to Business Marketing	Autumn	6
MARK920 Social Marketing	Spring	6

## Course Information

MARK938	Managing Services and Relationship Marketing	Spring	6
MARK940	Marketing Communications	Autumn	6
MARK956	Creating and Marketing New Products	Autumn	6
MARK957	International Marketing Strategy	Autumn	6
MARK970	Contemporary Issues in Marketing	Spring	6
MARK977	Research for Marketing Decisions	Autumn	6
MARK995	Tourism Marketing	n/o 2006	6
MGMT908	Human Resources Development	Autumn	6
MGMT915	Management of Change	Spring	6
MGMT911	Organisational Behaviour	Spring	6
MGMT940	Innovation and Entrepreneurship	Spring	6
MGMT941	Small Business Management 1	Autumn	6
MGMT946	Personal Learning: The Reflective Manager	n/o 2006	6
MGMT949	Performance Management	n/o 2006	6
MGMT963	Management of Occupational Health & Safety	Spring	6
MGMT969	Job Analysis, Recruitment & Selection	Autumn	6
MGMT975	Negotiation, Advocacy and Bargaining	n/o 2006	6
MGMT978	Cross Cultural Management	Autumn	6
MGMT983	Leading Organisations: Politics, Power & Change	n/o 2006	6
MGMT985	Management Consulting	n/o 2006	6

## Master of Strategic Management

Testamur Title of Degree:	Master of Strategic Management
Abbreviation:	MSMgmt
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/evening classes
Starting Session(s):	Autumn/Spring
Location:	Wollongong and other locations (subject to demand)
UOW Course Code:	
CRICOS Code:	053936B

### Overview

The Master of Strategic Management provides an opportunity for career advancement for managers. This rigorous and intellectually challenging program will assist in the development of key personal and technical skills.

### Entry Requirements / Assumed Knowledge

Applicants will be eligible for entry to this degree if they have completed a Commerce or Business undergraduate degree, or equivalent from a recognised tertiary institution, with a grade average of 60%. Applicants with an average between 50-59% may be considered with two years relevant supervisory or managerial work experience.

The English language entry criteria will be as indicated on the UOW website.

### Course Requirements

Students will undertake eight (8) subjects (48 credit points) and are required to formalise an intended program with the Postgraduate Coordinator.

### Course Program

There are three (3) core subjects as follows:

Subjects	Session	Credit Points	
MARK922	Marketing Management	Autumn	6
MGMT910	Strategic Management	Spring	6
MGMT930	Strategic Human Resource Management	Autumn	6

Five (5) subjects can be selected from:

Subjects	Session	Credit Points	
MARK957	International Marketing Strategy	Autumn	6
MGMT915	Management of Change	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT940	Innovation and Entrepreneurship	Spring	6
MGMT941	Small Business Management 1	Autumn	6
MGMT949	Performance Management	N/A in 2006	6
MGMT978	Cross Cultural Management	Autumn	6
MGMT983	Leading Organisations: Politics, Power & Change	N/A in 2006	6

MGMT985	Management Consulting	N/A in 2006	6
MGMT987	Management Special Topic	Autumn/Spring	12

## Master of Strategic Human Resource Management

Testamur Title of Degree:	Master of Strategic Human Resource Management
Abbreviation:	MSHRM
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/Evening
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1517
CRICOS Code:	037087E

### Overview

Human resource managers are now focused on the achievement of effective learning organisations in a world of rapid local and global change. The emphasis on these aspects, with more traditional areas of concern, will equip the successful graduate with advanced human resource management skills for organisations in the 21st Century.

This program presents powerful tools for analysing strategic alignment, managing employment relationships and identifying leadership and team dynamics skills essential to orchestrate organisational change. It provides critical perspectives on the roles and functions of HR executives as change agents.

### Entry Requirements / Assumed Knowledge

Applicants will be eligible for entry to this degree if they have completed a Commerce or Business undergraduate degree, or equivalent, with a grade average of 60% or above, from a recognized tertiary institution. Applicants with a grade average of 50-59% will be considered if they have completed two years relevant work experience in a supervisory or managerial role in a human resource context.

The English language entry criteria will be as indicated on the UOW website.

### Course Requirements

Students will undertake eight (8) subjects (48 credit points) and are required to formalise an intended program with the Postgraduate Coordinator.

### Professional Recognition

The HRM major is accredited by the Australian Human Resources Institute. Students are eligible for membership of the Institute.

### Course Program

There are three (3) core subjects as follows:

Subjects		Session	Credit Points
MARK922	Marketing Management	Autumn	6
MGMT910	Strategic Management	Spring	6
MGMT930	Strategic Human Resource Management	Autumn	6

Five (5) subjects to be selected from:

Subjects		Session	Credit Points
MGMT908	Human Resource Development	Autumn	6
MGMT911	Organisational Behaviour	Spring	6
MGMT915	Management of Change	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT946	Personal Learning: the Reflective Manager	n/o 2006	6
MGMT949	Performance Management	n/o 2006	6
MGMT963	Management of Occupational Health & Safety	Spring	6
MGMT969	Job Analysis, Recruitment and Selection	Autumn	6
MGMT975	Negotiation, Advocacy and Bargaining	n/o 2006	6
MGMT987	Management Special Topic	Autumn/Spring	12

## Graduate Diploma in Management

Testamur Title of Degree:	Graduate Diploma in Management
Abbreviation:	GradDipMgmt
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/evening classes
Starting Session(s):	Autumn/Spring
Location:	Wollongong and other locations (subject to demand)
UOW Course Code:	630
CRICOS Code:	052462F

### Overview

Provides a gateway to the Masters Program and provides a higher degree qualification and career advancement for managers.

### Entry Requirements/Assumed Knowledge

Applicants will be eligible for entry to this Diploma on the basis of a Bachelors degree (or equivalent), received from a recognised tertiary institution. Applicants without a degree will be considered with other professional or academic qualifications (minimum duration two years) from a recognised tertiary institution plus relevant supervisory or managerial work experience of at least 3 years full-time equivalent.

The English language entry criteria will be as indicated on the UOW website.

### Credit Towards Other Courses

On completion of the Graduate Diploma in Management, students who achieve a mark of at least 55% will be eligible to articulate into the Master of Strategic Management, the Master of Strategic Management and Marketing, or the Master of Strategic Human Resource Management which can be completed with a further four (4) 900-level subjects in their discipline.

Graduate Diploma candidates who enrol in a Masters program may not enrol in subjects they have already completed in the Graduate Diploma course.

### Course Program

The course consists of eight (8) 6 credit point subjects as follows:

Two (2) core subjects:

<u>Subjects</u>		<u>Session</u>	<u>Credit Points</u>
MGMT930	Strategic Human Resource Management	Autumn	6
MARK922	Marketing Management	Autumn	6

The six (6) other subjects for the Diploma can be selected from:

<u>Subjects</u>		<u>Session</u>	<u>Credit Points</u>
MGMT910	Strategic Management	Spring	6
MGMT920	Organisational Analysis	Autumn	6
MGMT908	Human Resources Development	Autumn	6
MGMT911	Organisational Behaviour	Spring	6
MGMT915	Management of Change	Spring	6
MGMT940	Innovation and Entrepreneurship	Spring	6
MGMT941	Small Business Management 1	Autumn	6
MGMT946	Personal Learning: The Reflective Manager	n/o 2006	6
MGMT949	Performance Management	n/o 2006	6
MGMT963	Management of OH&S	Spring	6
MGMT969	Job Analysis, Recruitment & Selection	Autumn	6
MGMT975	Negotiation, Advocacy and Bargaining	n/o 2006	6
MGMT978	Cross Cultural Management	Autumn	6
MGMT985	Management Consulting	n/o 2006	6

## Marketing

### Master of Marketing - Research

Testamur Title of Degree:	Master of Marketing - Research
Abbreviation:	MMark-Res
Home Faculty:	Commerce
Duration:	1.5 years or part-time equivalent
Total Credit Points:	72
Delivery Mode:	Flexible
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1335
CRICOS Code:	042552J

#### Overview

The Master of Marketing (Research) provides graduates with the opportunity to undertake further in-depth study in marketing, in preparation for a professional career as a marketing expert.

#### Entry Requirements / Assumed Knowledge

This program is primarily a research program for those who have completed an Honours Bachelor degree in the Faculty of Commerce at a standard of Class II, Division 2 or higher, or an equivalent degree. Candidates who have completed a Masters program may be admitted. Honours and Masters candidates may be awarded advanced standing of up to 24 credit points for the coursework component of the program on the basis of previous research-related subjects. Candidates who hold a Bachelor of Commerce degree at credit level or above may be admitted to the program after an appropriate program of preliminary study prescribed by the Head of School.

#### Course Requirements

The Master of Marketing (Research) is a 72-credit point program, comprising 24-credit points of coursework and a 48-credit point thesis. Candidates will be expected to undertake the following subjects.

#### Course Program

Subjects	Session	Credit Points
MARK977      Research for Marketing Decisions	Autumn	6
<b>OR</b> another 6-credit point research-oriented subject approved by the Head of School		
<b>PLUS</b> three 900-level 6-credit point subjects as approved by the Course Coordinator		
<b>PLUS</b>		
THES924      Thesis full time	Autumn/Spring	48
THES912      Thesis part time		

### Master of Strategic Management & Marketing

Testamur Title of Degree:	Master of Strategic Management & Marketing
Abbreviation:	MSMM
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/evening classes
Starting Session(s):	Autumn/Spring
Location:	Wollongong and other locations (subject to demand)
UOW Course Code:	TBA
CRICOS Code:	053935C

## Overview

The Master of Strategic Management & Marketing is a cross-discipline degree designed to give students professional knowledge in both areas. **For details see Management section.**

## Master of Strategic Marketing

Testamur Title of Degree:	Master of Strategic Marketing
Abbreviation:	MSM
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent
Total Credit Points:	48
Delivery Mode:	Day/evening classes
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1538
CRICOS Code:	042627F

## Overview

The program is designed to enhance graduates' career opportunities in the marketing field. Students will have the opportunity to study in-depth a wide range of advanced topics in marketing and gain both generalist and specialist marketing skills that are professionally-oriented.

## Entry Requirements / Assumed Knowledge

Applicants must have a Bachelor degree in Commerce or Business with a grade average of 60%. Applicants with a mark of 50-59% will be considered with two years supervisory or managerial work experience in a marketing related context.

## Course Requirements

Students are required to formalise an intended program with the Postgraduate Coordinator. Programs are tailored for individual students, based on their previous study and areas of interest. Subjects will generally be selected from the following list. Subject availability may vary each session and year, depending on demand.

## Course Program

Candidates are to take three (3) compulsory subjects as follows:

Subjects	Session	Credit Points
MARK922 Marketing Management	Autumn	6
MARK935 Marketing Strategy	Spring	6
MGMT930 Strategic Human Resource Management	Autumn	6

Candidates to select five (5) subjects from the following schedule, subject to availability and demand:

Subjects	Session	Credit Points
MARK901 Marketing on the Internet	Spring	6
MARK917 Business to Business Marketing	Autumn	6
MARK920 Social Marketing	Spring	6
MARK936 Consumer Behaviour	Autumn	6
MARK938 Managing Services and Relationship Marketing	Spring	6
MARK940 Marketing Communications	Autumn	6
MARK956 Creating and Marketing New Products	Autumn	6
MARK957 International Marketing Strategy	n/o 2006	6
MARK970 Contemporary Issues in Marketing	Spring	6
MARK977 Research for Marketing Decisions	Autumn	6
MARK995 Tourism Marketing	n/o 2006	6
MARK997 Retail Marketing Management	n/o 2006	6
MARK989 Marketing Special Topic	Autumn/Spring	12

## Graduate Diploma in Marketing

Testamur Title of Degree:	Graduate Diploma in Marketing
Abbreviation:	GDipMark
Home Faculty:	Commerce
Duration:	1 year or part-time equivalent

Total Credit Points:	48
Delivery Mode:	Day/evening classes
Starting Session(s):	Autumn/Spring
Location:	Wollongong
UOW Course Code:	1502
CRICOS Code:	028405D

## Overview

This program is designed for students from disciplines other than Commerce to enable them to gain a qualification in marketing.

## Entry Requirements / Assumed Knowledge

Applicants will be eligible for entry to this Diploma on the basis of a Bachelors degree (or equivalent), received from a recognised tertiary institution. Applicants without a degree will be considered with other professional or academic qualifications (minimum duration two years) from a recognised tertiary institution plus relevant supervisory or managerial work experience of at least 3 years full-time in a marketing role.

The English language entry criteria will be as per the UOW website.

## Credit Towards Other Courses

On completion of the Graduate Diploma in Marketing, students who achieve an average mark of at least 55% will be eligible to articulate into the Master of Strategic Marketing, or the Master of Strategic Management and Marketing which can be completed with a further four (4) 900-level subjects. Graduate Diploma candidates who enrol into a Masters program may not enrol in subjects they have already completed in the Graduate Diploma course.

## Course Requirements

The Diploma will consist of eight (8) 900-level subjects, to be taken from a prescribed schedule. Two of these will be core subjects, and the others will be electives.

## Course Program

Candidates will be required to take two (2) compulsory subjects as follows:

Subjects		Session	Credit Points
MARK922	Marketing Management	Autumn	6
MGMT930	Strategic Human Resource Management	Autumn	6

Plus candidates can select six further subjects from the following schedule, subject to availability and demand, and subject to the approval of the Head of Discipline.

Subjects		Session	Credit Points
MARK901	Marketing on the Internet	Spring	6
MARK917	Business to Business Marketing	Autumn	6
MARK920	Social Marketing	Spring	6
MARK936	Consumer Behaviour	Autumn	6
MARK938	Managing Services and Relationship Marketing	Spring	6
MARK940	Marketing Communications	Autumn	6
MARK956	Creating and Marketing New Products	Autumn	6
MARK957	International Marketing Strategy	n/o 2006	6
MARK970	Contemporary Issues in Marketing	Spring	6
MARK977	Research for Marketing Decisions	Spring	6
MARK995	Tourism Marketing	n/o 2006	6
MARK997	Retail Marketing Decisions	n/o 2006	6
MARK989	Marketing Special Topic	Autumn/Spring	12

## Graduate Certificate in Marketing

Testamur Title of Degree:	Graduate Certificate in Marketing
Abbreviation:	GCertMark
Home Faculty:	Commerce
Duration:	6 months or part-time equivalent
Total Credit Points:	24
Delivery Mode:	Day/evening classes
Starting Session(s):	Autumn/Spring
Location:	Wollongong

## Course Information

UOW Course Code:	1117
CRICOS Code:	027471B

## Overview

The Graduate Certificate in Marketing is designed to enhance the knowledge and skills of marketing practitioners who do not possess formal tertiary qualifications in marketing. Students are able to choose from a large variety of both undergraduate and postgraduate subjects to suit their particular marketing needs.

## Entry Requirements / Assumed Knowledge

Applicants will be eligible for entry on the basis of a Bachelors degree (or equivalent), received from a recognised tertiary institution. Applicants without a degree will be considered with other professional or academic qualifications (minimum duration two years) from a recognised tertiary institution plus relevant supervisory or managerial work experience of at least 2 years full-time in a marketing role.

## Course Requirements

The course will consist of four (4) six credit point 900-level subjects, two (2) of which will be core subjects and the other two electives.

## Credit Towards Other Courses

On completion of the Graduate Certificate in Marketing, students who achieve an average grade of 55% or better will be eligible to articulate into the Master of Strategic Marketing or the Master of Strategic Management and Marketing.

## Course Program

Candidates will be required to take two (2) compulsory subjects as follows:

Subjects		Session	Credit Points
MARK922	Marketing Management	Autumn	6
MGMT930	Strategic Human Resource Management	Autumn	6

Plus candidates can select two further subjects from the following schedule, subject to availability and demand, and subject to the approval of the Head of Discipline.

Subjects		Session	Credit Points
MARK901	Marketing on the Internet	Spring	6
MARK917	Business to Business Marketing	Autumn	6
MARK920	Social Marketing	Spring	6
MARK936	Consumer Behaviour	Autumn	6
MARK938	Managing Services and Relationship Marketing	Spring	6
MARK940	Marketing Communications	Autumn	6
MARK956	Creating and Marketing New Products	Autumn	6
MARK957	International Marketing Strategy	Autumn	6
MARK970	Contemporary Issues in Marketing	Spring	6
MARK977	Research for Marketing Decisions	Spring	6
MARK995	Tourism Marketing	n/o 2006	6
MARK997	Retail Marketing Decisions	n/o 2006	6

## The Graduate School of Business and Professional Development

For contact details and further information regarding courses offered at the Graduate School of Business and Professional Development, visit the website at [www.uow.edu.au/bized](http://www.uow.edu.au/bized)

## Doctor of Business Administration

Testamur Title of Degree:	Doctor of Business Administration
Abbreviation:	DBA
Home Faculty:	Commerce
Duration:	4-6 years part time study
Total Credit Points:	48 cps of coursework in addition to thesis subject



Starting Session(s):	Autumn/Spring
Delivery Mode:	Face to Face
Location:	Wollongong
UOW Course Code:	207
CRICOS Code:	047174A

## Overview

The Doctor of Business Administration (DBA) is an advanced postgraduate research degree that focuses on professional business practice, providing practicing managers with research skills that can be applied to issues of organisational leadership. The course is designed to provide a framework that will enable participants to expand their knowledge in one or more business areas, drawing on the disciplinary expertise of faculties across campus. The program provides students with the opportunity to undertake an independent research project by completing a thesis. The course is designed to build on the existing strengths of the participants and provide a formal educational opportunity for them to demonstrate managerial capacities and gain a competitive advantage in business.

## Entry Requirements

Bachelor degree with a minimum of Class II (Division 2) honours or a coursework Masters with average of 65 per cent plus minimum of three years relevant experience at professional/ managerial level and the ability to access appropriate industry sectors in order to meet research requirements. Part of the assessment process will include an interview to discuss the applicant's intended research topic.

For further details, visit the website at [www.uow.edu.au/bized/DBACourse.html](http://www.uow.edu.au/bized/DBACourse.html). English language entry requirements are in line with UOW Doctor of Philosophy PhD.

## Course Requirements

The coursework component consists of four (4) subjects (48cps) according to the study sequence listed below. Candidates must successfully complete the coursework component of the degree with no less than 65% average, and with no less than 65% in TBS998 Proposal and Defence, to proceed with the research component of the degree.

## Coursework Component

Subject		Credit Points
TBS995	Business Research: Principles and Processes	12
TBS996	Research Methodology: Qualitative and Quantitative	12
TBS997	Literature Review and Annotated Bibliography	12
TBS998	Proposal and Defence	12

To complete the thesis component that accounts for two thirds of the degree, candidates are to enrol in the thesis subjects listed below.

THES912	Thesis part-time	24
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Candidates who fail to achieve the required standard in the coursework subjects and do not qualify to proceed with the thesis component of the degree, may be eligible to exit the DBA program and be awarded the Master of Business Research (MBR). To qualify for the Master of Business Research degree candidates must successfully complete four (4) subjects (48 cps) according to the list below.

## Course Program

Subject		Credit Points
TBS995	Business Research: Principles and Processes	12
TBS996	Research Methodology: Qualitative and Quantitative	12
TBS997	Literature Review and Annotated Bibliography	12
TBS998	Proposal and Defence	12

## Master of Business Administration

Testamur Title of Degree:	Master of Business Administration
Abbreviation:	MBA
Home Faculty:	Commerce
Duration:	18 months full time or part time equivalent
Total Credit Points:	72
Starting Session(s):	Intake A, B, C, D
Delivery Mode:	Face to Face

## Course Information

Location:	Wollongong	Sydney Business School	Dubai
UOW Course Code:	547, FP547	SC547	DB547
CRICOS Code:	013031G		

## Overview

The Master of Business Administration is designed to provide the knowledge, competencies and managerial skills necessary to operate in a challenging and changing global environment. The compulsory subjects of the program have a strategic focus that tackle practical issues and concepts and develop the skills required by a modern manager. At the completion of the MBA program, graduates should be able to analyse any problem they encounter within an organisation by identifying the key factors, generating a range of solutions and making strong managerial decisions. The compulsory subjects offer an introduction to key managerial concepts and the skills required by managers, providing a foundation for the elective subjects that follow.

## Entry Requirements

Applicants must have a Bachelor degree or equivalent from a recognised tertiary institution with an average mark of at least 60%, along with a minimum of two years full time relevant professional work experience. Applicants must also meet the University's English Language requirements (Refer to the University's website for details).

[www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/)

## Advanced Standing

Candidates who have completed either the Master of International Business, Master of Management or Master of Science (Logistics) degree, and meet the MBA entry requirements, may apply to enrol in the MBA Program. To complete the MBA, candidates will be required to complete a further seven specified subjects as determined by the MBA Course Co-ordinator.

Candidates who have completed either the Graduate Certificate in Business Administration or the Graduate Diploma in Business Administration, may apply to progress to the MBA Program with credit for previous subjects completed within the discipline.

Candidates who have successfully completed a selected range of eight subject Masters programs from the Faculties of Commerce, Health and Behavioural Sciences, Informatics, Engineering, and Education, and who satisfy entry requirements for the MBA, may apply to enrol in the MBA program with advanced standing.

Candidates should consult the MBA Course Co-ordinator for further information.

## Course Requirements

Candidates are required to complete twelve 12 subjects (72cps) according to the list below. There are eight compulsory subjects along with four elective subjects selected from other 900 level Graduate School of Business and Professional Development or Faculty of Commerce subjects, or any other 900 level subjects as approved by the MBA Course Co-ordinator.

## Course Program

<b>Compulsory Subjects</b>	<b>Credit Points</b>
TBS901 Accounting for Managers	6
TBS903 Managing People in Organisations	6
TBS904 Marketing Management	6
TBS905 Economic Analysis of Business	6
TBS906 Information Systems for Managers	6
TBS907# Financial Strategy	6
TBS920* International Business Strategy	6
TBS921* Strategic Decision Making	6

# TBS901 is a pre-requisite for TBS907.

\* These capstone subjects should ideally be undertaken only after all compulsory subjects have been completed.

## Electives

Two elective subjects that are strongly recommended to students because they provide vital management skills are:

TBS902	Statistics for Decision Making (required for those students who have not previously studied statistics, as this subject develops necessary skills to complete other core MBA subjects); and
TBS908	Supply Chain Management

Note: Students undertaking the program through the Sydney Business School will have a restricted number of elective subjects available.

## Credit Towards Other Courses

Upon completion of the MBA, candidates may apply to progress to the Master of Business Administration (Advanced) with credit for previous subjects completed within the MBA.

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MBA graduates may apply to enrol in one of the Graduate School's eight subject Masters programs such as MIB, MoM or MSc (Logistics). Those candidates may apply for advanced standing for subjects completed under the MBA and will be required to complete a further six specified subjects as determined by the Course Co-ordinator.

Applicants should consult the relevant Course Co-ordinator for further information.

### Other Information

Our membership with the Australian National Business School (ANBS) enables our MBA students to be able to transfer to other ANBS member Universities and have the flexibility to work temporarily interstate without disrupting their studies. Our MBA students also have the opportunity to participate in South East Asian and European summer schools.

## Master of Business Administration (Advanced)

Testamur Title of Degree:	Master of Business Administration (Advanced)
Abbreviation:	MBA (Adv.)
Home Faculty:	Commerce
Duration:	2 years full time or part time equivalent
Total Credit Points:	96 cps
Starting Session(s):	Intake A, B, C, D
Location:	Wollongong, Sydney Business School
Delivery Mode:	Face to Face
UOW Course Code:	1547, F1547, S1547
CRICOS Code:	048696M

### Overview

The Master of Business Administration (Advanced) program offers students an extended MBA degree. The MBA Advanced program has a strategic focus designed for those students who require the knowledge, competencies and managerial skills necessary to operate in a challenging and changing global environment. The MBA (Advanced) program offers students the opportunity to further specialise in their area of interest by completing additional elective subjects.

### Entry Requirements

Upon successful completion of the Master of Business Administration program, students may apply to progress to the MBA Advanced degree.

### Course Requirements

Candidates are required to complete a total of 16 subjects (96 cps) including all MBA compulsory subjects (48 cps), along with eight (8) elective subjects (48 cps) selected from other 900- level Graduate School of Business and Professional Development or Faculty of Commerce subjects, or any other 900 level subjects as approved by the MBA Course Co-ordinator.

## Master of International Business

Testamur Title of Degree:	Master of International Business
Abbreviation:	MIB
Home Faculty:	Commerce
Duration:	12 months full time or part time equivalent
Total Credit Points:	48 cps
Starting Session(s):	Intake A, B, C, D
Delivery Mode:	Face to Face
Location:	Wollongong    Sydney Business School    Dubai
UOW Course Code:	597, FP597    SC597    DB597
CRICOS Code:	026342G

### Overview

The Master of International Business has an international business strategy focus and is designed for those who wish to enhance their knowledge and expertise in global business and management issues. The program is primarily designed for new graduates about to embark on their first line managerial position. It is also suitable for experienced managers who wish to enhance their knowledge and expertise in global management issues.

## Entry Requirements

Applicants must have a business related Bachelor degree or equivalent from a recognised tertiary institution. Applicants must also meet the University's English Language requirements. Refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/)

Those applicants who meet the MIB degree entry requirements listed above, but do not achieve the English Language entry level by a nominal amount, may be admitted into the MIB. These candidates will be required to complete an additional subject, TBS985 Communication for International Business, totalling 54 credit points for the degree.

Those applicants who do not meet the MIB entry requirements listed above, but have a combination of academic qualifications and/or relevant professional work experience, may be admitted into the pathway degree – Graduate Certificate in Commerce (GCC). Upon successful completion of the Graduate Certificate in Commerce (GCC) with an average mark of at least 60%, candidates will be eligible for admission to the MIB.

## Advanced Standing

Upon completion of the Graduate Certificate in International Business, students may apply to progress to the Master of International Business and apply for credit for subjects completed under the Graduate Certificate.

Students are not eligible for credit towards the MIB degree for subjects completed under the Graduate Certificate in Commerce.

## Course Requirements

Candidates are required to complete a total of eight (8) subjects (48 cps) according to the list below.

## Course Program

<b>Core Subjects</b>	<b>Credit Points</b>
TBS980 International Financial Management	6
TBS981 Employment Relations in an International Context	6
TBS982 Advertising and Marketing in a Global Economy	6
TBS983 International Economic Environment of Business	6
TBS984* International Business	6

\* This capstone subject is to be undertaken after a minimum of three (3) core subjects have been successfully completed.

Students will be required to complete three (3) electives chosen from the following:

BUSS907 Electronic Commerce	6
ECON924 International Economic Relations	6
ECON983 Trade and Industry in East Asia	6
FIN955 International Banking	6
MARK937 Relationship Marketing	6
MARK957# International Marketing Strategy	6
MGMT911 Organisational Behaviour	6
MGMT941 Small Business Management 1	6
MGMT978 Cross Cultural Management	6
TBS902 Statistics for Decision Making	6
TBS925 Inventory Management	6
TBS930 Operations Management	6
TBS950 Quality Management	6
TBS933 Procurement Management	6

# Students are advised to enrol in MARK957 after successful completion of TBS982 - Advertising and Marketing in a Global Economy.

TBS930 is a prerequisite of TBS925

Candidates who did not meet the English language entry requirements for the degree, may be required to complete the following additional subject totalling 54 credit points for the degree:

TBS985 Communication for International Business (6 cps)

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## Master of Management

Testamur Title of Degree:	Master of Management
Abbreviation:	MMgmt
Home Faculty:	Commerce
Duration:	2 years part-time study
Total Credit Points:	48
Delivery Mode:	Evening classes
Starting Session(s):	Intakes A, B, C, D
Location:	LOFTUS
UOW Course Code:	L0553
CRICOS Code:	048588D

### Overview

The Master of Management provides an opportunity for managers or aspiring managers to enhance their career opportunities. The program aims to improve management and business performance through the development of key professional and personal skills. This program is designed to equip the modern manager with skills and strategies for addressing the complexities of 21st Century business performance.

### Entry Requirements

Applicants must have a Bachelor degree in a relevant discipline from a recognised institution with an average mark of at least 60%. Applicants must also meet the University's English Language requirements (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

### Course Requirements

Candidates are to complete 48 credit points of 900- level TBS or MGMT subjects as approved by the Course Co-ordinator.

### Advanced Standing

Upon completion of the Graduate Certificate in Management students may apply to progress to the Master of Management and apply for credit for subjects completed under the Graduate Certificate.

### Credit Towards Other Courses

Upon successful completion of the MoM, students must apply to enrol in another of the School's Masters programs and apply for credit for previous postgraduate studies. Those graduates who meet the MBA entry requirements may apply to enrol in the MBA program, and will be required to complete a further seven specified subjects as determined by the MBA Course Coordinator.

## Master of Science (Logistics) \* *This course structure is currently under review. For current details, please visit the website [www.uow.edu.au/bized/MSCcourse.html](http://www.uow.edu.au/bized/MSCcourse.html)*

Testamur Title of Degree:	Master of Science (Logistics)		
Abbreviation:	MSc (Logistics)		
Home Faculty:	Commerce		
Duration:	12 months full time or part time equivalent		
Total Credit Points:	48 cps		
Location:	Wollongong	Sydney Business School	Hong Kong
Delivery Mode:	Face to Face		
Starting Session(s):	Intake A, B, C, D		
UOW Course Code:	574, FP574	SC574	HK574
CRICOS Code:	042635F		

### Overview

This course is designed to provide managers with knowledge and expertise in logistics operations management theory and practice, particularly managers within the manufacturing, transport, service and retailing industries.

This course will provide managers with the tools to effectively implement supply chain management, enhancing the competitive success and profitability of their organisation. Professionals and managers working within the logistics and operations management area will acquire the skills required to manage the flow of materials and information within and between organisations.

The Master of Science (Logistics) is accredited by the Chartered Institute of Logistics and Transport.

### Entry Requirements / Assumed Knowledge

Applicants must have a relevant Bachelor degree, typically in the areas of Commerce, Engineering, Mathematics or Information Technology, with an average mark of at least 60% from a recognised institution. Applicants who have a Bachelor degree average mark between 50% and 59% may also be admitted, provided they have completed two years relevant work experience post graduation. Those candidates who do not meet the entry requirements should contact the course co-ordinator to discuss options for alternative entry. Applicants must also meet the University's English Language requirements (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

Those applicants who meet the MSc degree entry requirements listed above, but do not achieve the English language entry level by a nominal amount, may be admitted into the MSc. These candidates will be required to complete an additional subject - TBS985 Communication for International Business, totalling 54 credit points for the degree.

Those applicants who do not meet the MSc entry requirements listed above, but have a combination of academic qualifications and/or relevant professional work experience, may be admitted into the pathway degree – Graduate Certificate in Commerce (GCC) with an average mark of at least 60%, candidates will be eligible for admission to the MSc.

### Advanced Standing

Upon completion of the Graduate Certificate in Logistics, students may apply to progress to the Master of Science (Logistics) and apply for credit for subjects completed under the Graduate Certificate.

Students are not eligible for credit towards the MSc degree for subjects completed under the Graduate Certificate in Commerce.

### Course Requirements

Candidates are required to complete a total of eight (8) subjects (48 cps) according to the sequence of study listed below. There are six compulsory subjects to be completed along with two (2) elective subjects that are to be selected from the list below.

### Course Program

Core Subjects		Credit Points
TBS901	Accounting for Managers	6
TBS908	Supply Chain Management	6
TBS912	Quantitative Methods for Decision Making	6
TBS918#	Strategic Supply Chain Management	6
TBS928	Transport Logistics Management	6
TBS930	Operations Management	6
# TBS908 is a pre-requisite for TBS918.		
<b>Electives</b>		
MARK917	Business to Business Marketing	6
TBS925#	Inventory Management	6
TBS926	Manufacturing Management	6
TBS932	Service Operations Management	6
TBS933	Procurement Management	6
TBS950	Quality in Management	6
# TBS930 is a pre-requisite for TBS925.		

Candidates who did not meet the English language entry requirements for the degree, may be required to complete the following additional subject, totalling 54 credit points for the degree.

TBS985      Communication for International Business (6 cps)

### Credit Towards Other Courses

Upon successful completion of the MSc, students may apply to enrol in another of the School's Masters programs and apply for credit for previous postgraduate studies. Those graduates who meet the MBA entry requirements may apply to enrol in the MBA program, and will be required to complete a further seven specified subjects as determined by the MBA Course Coordinator.

## Graduate Diploma in Business Administration

Testamur Title of Degree:	Graduate Diploma in Business Administration
Abbreviation:	GDipBA
Home Faculty:	Commerce
Duration:	1 year full time or part time equivalent
Total Credit Points:	48
Location:	Wollongong, Sydney Business School
Starting Session(s):	Intake A, B, C, D
Delivery Mode:	Face to Face
UOW Course Code:	1503, F1503, S1503
CRICOS Code:	029140E

### Overview

The Graduate Diploma in Business Administration is available for students who wish to undertake a business administration program of shorter duration. The Graduate Diploma program is aimed at providing practising managers with core management competencies and skills. With a strategic focus, the course equips modern managers with conceptual tools and analytical and evaluation techniques.

### Entry Requirements

Applicants must have a Bachelor degree or equivalent from a recognised tertiary institution with an average mark of at least 60%, along with a minimum of two years full time relevant professional work experience.

Applicants must also meet the University's English Language requirements (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

### Advanced Standing

Upon completion of the Graduate Certificate in Business Administration students may apply to progress to the Graduate Diploma in Business Administration and apply for credit for subjects completed under the Graduate Certificate.

### Course Requirements

Candidates are required to complete eight (8) subjects (48 cps) according to the list below.

### Course Program

Subjects	Credit Points
TBS901 Accounting for Managers	6
TBS903 Managing People in Organisations	6
TBS904 Marketing Management	6
TBS905 Economic Analysis of Business	6
TBS906 Information Systems for Managers	6
TBS907# Financial Strategy	6
TBS920* International Business Strategy	6
TBS921* Strategic Decision Making	6

# TBS901 is a pre-requisite for TBS907.

\* These capstone subjects are to be undertaken after all other subjects have been completed.

### Credit Towards Other Courses

Upon completion of the Graduate Diploma in Business Administration, students may apply to progress to the Master of Business Administration (MBA) with credit for previous subjects completed within the discipline.

Applicants should consult the MBA Course Co-ordinator for further information.

## Graduate Certificate in Business Administration

Testamur Title of Degree:	Graduate Certificate in Business Administration
Abbreviation:	GCertBA
Home Faculty:	Commerce
Duration:	6 months full time or part time equivalent
Total Credit Points:	24 cps
Location:	Wollongong, Sydney Business School
Delivery Mode:	Face to Face
Starting Session(s):	Intake A, B, C, D
UOW Course Code:	1126, S1126, F1126,
CRICOS Code:	027471B

### Overview

The Graduate Certificate in Business Administration is available for students who wish to complete an introductory study of the concepts of management. This program is aimed at providing practising managers with key management competencies and skills, including analytical and evaluation techniques.

### Entry Requirements

Applicants must have a Bachelor degree or equivalent from a recognised tertiary institution with an average mark of at least 60%, along with a minimum of two years full time relevant professional work experience.

Applicants must also meet the University's English Language requirements (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

### Course Requirements

Candidates are required to complete four (4) subjects (24 cps) according to the list below.

### Course Program

Subjects		Credit Points
TBS901	Accounting for Managers	6
TBS903	Managing People in Organisations	6
TBS904	Marketing Management	6
TBS905	Economic Analysis of Business	6

### Credit Towards Other Courses

Upon completion of the Graduate Diploma in Business Administration, students may apply to progress to the Master of Business Administration (MBA) with credit for previous subjects completed within the discipline.

Applicants should consult the MBA Course Co-ordinator for further information.

## Graduate Certificate in Business

Testamur Title of Degree:	Graduate Certificate in Business
Abbreviation:	GCertBus
Home Faculty:	Commerce
Duration:	12 months part time study
Total Credit Points:	24 cps
Location:	Wollongong
Delivery Mode:	Face to Face
Starting Session(s):	Intake A, B, C, D
UOW Course Code:	1138
CRICOS Code:	



## Overview

The Graduate Certificate in Business is specifically designed for University of Wollongong PhD students. In today's environment of intense competition, the aim of this program is to provide students with an introduction to business, management and professional skills and knowledge that will give PhD graduates a competitive edge.

## Entry Requirements

Candidates must be currently enrolled in a Doctor of Philosophy at the University of Wollongong.

## Course Requirements

Candidates are required to complete four (4) subjects (24 cps) according to the list below. Two compulsory subjects are to be completed, along with two elective subjects that are to be selected in consultation with the Course Co-ordinator from the list below.

## Course Program

Core Subjects		Credit Points
TBS901	Accounting for Managers	6
TBS903	Managing People in Organisations	6
<b>Electives</b>		
<b>Engineering</b>		
CAPS904	Social Program Evaluation and Planning	6
ENGG951	Engineering Project Management	6
<b>Information Technology Systems</b>		
TBS906	Information Systems for Managers	6
BUSS907	Fundamentals of E-Business	6
<b>Law</b>		
LAW960	Legal Studies for Professionals	6
<b>Ethics</b>		
PHIL935	Applied Ethics	6
<b>Tertiary Teaching</b>		
EDGA997	Introduction to Tertiary Teaching	6
<b>Innovation and Entrepreneurship</b>		
ENGG950	Innovation and Design	6
MGMT933	Management of Process Innovation	6
MGMT940	Innovation and Entrepreneurship	6
MGMT941	Small Business Management	6
CAPS907	Managing the Production and Diffusion of Knowledge	6
ECON915	Electronic Commerce and the Economics of Information	6
<b>Marketing</b>		
TBS904	Marketing Management	6
<b>Statistics</b>		
STAT903	Survey Design and Analysis	6

## Graduate Certificate in Commerce

Testamur Title of Degree:	Graduate Certificate in Commerce
Abbreviation:	GradCertCom
Home Faculty:	Commerce
Duration:	6 months full time or part time equivalent
Total Credit Points:	24 cps
Location:	Wollongong, Sydney Business School
Delivery Mode:	Face to Face
Starting Session(s):	Intake A, B, C, D
UOW Course Code:	1154, S1154
CRICOS Code:	055108M

## Overview

The Graduate Certificate in Commerce is a pathway program which progresses into various Masters degrees within the GSB&PD and Faculty of Commerce. This program is completed by those applicants who do not have either:

## Course Information

- the English language level for the coursework Masters degree, however reach the English level required for this Graduate Certificate or,
- do not have a degree in the relevant discipline required for entry into the Masters program.

This Graduate Certificate will provide students with the knowledge and skills required to then complete the subsequent Masters degree.

### Entry Requirements

Applicants should have a Bachelor degree or equivalent from a recognised tertiary institution. Those applicants with a combination of academic qualifications and/or relevant professional work experience may also be considered.

Applicants must also meet the University's English Language requirements for this degree (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

### Course Requirements

Candidates are required to complete 24 credit points of 200-, 300- or 900- level subjects as approved by the relevant Masters Course Co-ordinator. The subject selection will depend on the Masters degree the student plans to undertake.

Students who do not meet the English language entry levels for the Masters degree they intend to enrol, will be required to complete TBS985 Communication for International Business, along with 18 credit points of 200-, 300- or 900- level subjects that are relevant to the subsequent Masters degree.

## Graduate Certificate in International Business

Testamur Title of Degree:	Graduate Certificate in International Business	
Abbreviation:	GCertIB	
Home Faculty:	Commerce	
Duration:	6 months full time or part time equivalent	
Total Credit Points:	24 cps	
Location:	Wollongong	Sydney Business School
Delivery Mode:	Face to Face	
Starting Session(s):	Intake A, B, C, D	
UOW Course Code:	1141, F1141	S1141
CRICOS Code:	0470056	

### Overview

The Graduate Certificate in International Business provides candidates with the opportunity to complete an introductory study of global business and management issues. This course has an international business strategy focus.

### Entry Requirements

Applicants must have a business related Bachelor degree or equivalent from a recognised tertiary institution. Applicants must also meet the University's English Language requirements (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

### Course Requirements

Candidates are required to complete four (4) subjects (24 cps) selected from the Master of International Business course structure as approved by the MIB Course Coordinator.

### Credit Towards Other Courses

Upon completion of the Graduate Certificate in International Business, students may apply to progress to the MIB degree with credit for previous subjects completed within the discipline.

Candidates should consult the MIB Course Co-ordinator for further information.

## Graduate Certificate in Logistics

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Testamur Title of Degree:	Graduate Certificate in Logistics
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Abbreviation:	GCertLog	
Home Faculty:	Commerce	
Duration:	6 months full time or part time equivalent	
Minimum Total Credit Points:	24 cps	
Location:	Wollongong	Sydney Business School
Delivery Mode:	Face to Face	
Starting Session(s):	Intake A, B, C, D	
UOW Course Code:	1142, F1142	S1142
CRICOS Code:	042560J	

## Overview

The Graduate Certificate in Logistics provides candidates the opportunity to complete an introductory study of the concepts of logistics and operations management. This course is designed for professionals and managers working within the logistics and operations management area, providing students with a foundation of skills required to manage the flow of materials and information within and between organisations.

The Graduate Certificate in Logistics is accredited by the Chartered Institute of Logistics and Transport.

## Entry Requirements

Applicants must have a relevant Bachelor degree, typically in the areas of Commerce, Engineering, Mathematics or Information Technology, an average mark of at least 60 % from a recognised institution. Applicants who have a Bachelor degree average mark between 50 % and 59 % may be admitted, providing they have completed two years relevant work experience, post graduation.

Applicants must also meet the University's English Language requirements (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

## Course Requirements

Candidates are required to complete four (4) of the six (6) core subjects (24 cps) selected from the list below:

## Course Program

Subjects	Credit Points
TBS901 Accounting for Managers	6
TBS908 Supply Chain Management	6
TBS912 Quantitative Methods for Decision Making	6
TBS918* Strategic Supply Chain Management	6
TBS928 Transport Logistics Management	6
TBS930 Operations Management	6

\* TBS908 is a pre-requisite for TBS918.

## Credit Towards Other Courses

Upon completion of the Graduate Certificate in Logistics, students may apply to progress to the MSc (Logistics) degree with credit for previous subjects completed within the discipline. Candidates should consult the Logistics Course Co-ordinator for further information.

## Graduate Certificate in Management

Testamur Title of Degree:	Graduate Certificate in Management	
Abbreviation:	GCertMgmt	
Home Faculty:	Commerce	
Duration:	12 months part time study	
Total Credit Points:	24 cps	
Location:	Loftus	
Delivery Mode:	Face to Face	
Starting Session(s):	Intake A, B, C, D **	
UOW Course Code:	LO692	
CRICOS Code:	027471B	

## **Overview**

The Graduate Certificate in Management is designed to provide a meaningful introductory study to the concepts of management and management practice. This management development program can be tailored to a particular industry and typically the contents and program structure is agreed in consultation with the employer.

## **Entry Requirements**

Applicants must have a relevant professional qualification (minimum 2 years full time study) along with at least two years relevant professional work experience. Applicants must meet the University's English Language requirements (refer to the University's website at [www.uow.edu.au/discover/international/](http://www.uow.edu.au/discover/international/) for details).

## **Course Requirements**

Candidates are required to complete 24 credit points of 200, 300 or 900 level subjects selected from the Faculty of Commerce as approved by the Course Co-ordinator.

## **Credit Towards Other Courses**

Upon completion of the Graduate Certificate in Management, students may apply to progress to the Master of Management (MoM) degree with credit for previous subjects completed within the discipline.

Candidates should consult the MoM Course Co-ordinator for further information.

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