



Domain 3.1.3- Constructive Alignment
UBSS MBA and Nested Qualifications

Introduction

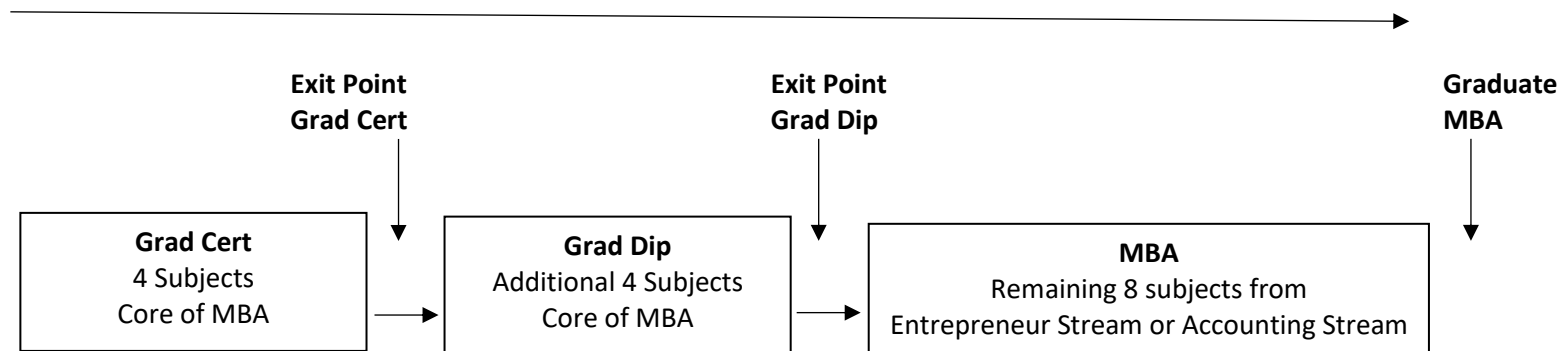
The Masters of Business Administration (MBA) course with its nested Graduate Certificate of Business Administration (Grad Cert) and Graduate Diploma of Business Administration (Grad Dip) subject (unit) outlines as presented in Domain 3.1.4 detail explicitly subject learning objectives (SLO) and their detailed assessment strategies with alignment to course learning outcomes (CLO). The rationale for scheduled assessments throughout the delivery of an MBA subject, systematically maps learner objectives and learning outcomes to their assessments. Our assessment strategy utilises a range of traditional assessment tools such as self and group project presentations and reports, simulation games, case studies, along with invigilated exams. Our central objective during the application of these tools when assessing our post graduate offerings, is for clear and concise alignment with requisites consistent with the Australian Qualifications Framework (AQF) at level 9 for the MBA, and AQF level 8 for the Grad Cert and Grad Dip nested qualifications.

Course Structure

Student Progression

Entry Requirements

At least Bachelor Degree OR 5 years Work experience



The course structure is designed to allow entry level students to progress through AQF level 8 subjects at the core level of MBA. This allows post graduate students to progress through stages of post graduate studies. After completion of the first 4 core subjects, students may elect to exit at this point with a post graduate qualification of Graduate Certificate in Business Administration. After a further 4 core subjects are completed at AQF 8 level, students may elect to exit at this point with a post graduate qualification of Graduate Diploma in Business Administration. Students at this point choose either the Accounting stream or the Entrepreneurship stream to progress to AQF level 9 for a further 8 subjects to complete their MBA.

Curriculum mapping of Subjects for Grad Cert and Grad Dip (AQF 8)

The following subjects make up the core of the MBA. They are also the subjects that constitute the Grad Cert (after 4 complete) and the Grad Dip (after a further 4 complete). These subjects are at AQF 8 and there are no pre-requisites for any of the subjects. The nested courses (Graduate Certificate in Business Administration and Graduate Diploma in Business Administration) form the core of the MBA course. Any 4 of the 8 core MBA subjects may be selected to comprise a Graduate Certificate. All 8 core subjects when completed, comprise the Graduate Diploma. Set out below is a recommended full-time load of study.

CODE	MBA Core, Grad Cert and Grad Dip	
	Year 1: Trimester 1	
MCR002	Organisational Behaviour	MBA Core
MCR004	Accounting Systems and Procedures	MBA Core
MCR009	Business Law	MBA Core
MCR003	Management Attributes and Skills	MBA Core
	Year 1: Trimester 2	
MCR001	Economics	MBA Core
MCR006	Financial Management	MBA Core
MCR007	Project Management	MBA Core
MCR008	Corporate Strategy	MBA Core

The AQF level 8 requirements against which the Grad Cert and Grad Dip CLOs are aligned are:

Graduates at this level will have advanced knowledge and skills for professional or highly skilled work and/or further learning.

Knowledge: Graduates at this level will have advanced theoretical and technical knowledge in one or more disciplines or areas of practice.

Skills: Graduates at this level will have advanced cognitive, technical and communication skills to select and apply methods and technologies to:

- analyse critically, evaluate and transform information to complete a range of activities
- analyse, generate and transmit solutions to complex problems
- transmit knowledge, skills and ideas to others

Application of knowledge and skills: Graduates at this level will apply knowledge and skills to demonstrate autonomy, well-developed judgement, adaptability and responsibility as a practitioner or learner.

Graduate Certificate and Graduate Diploma (AQF 8) Course Learning Outcomes

The Grad Cert and Grad Dip Course Learning Outcomes (CLO) are developed from the seven UBSS Graduate Attributes (GAs) for all graduates UBSS programs. The seven UBSS Graduate Attributes are:

Communication	The ability to clearly communicate clearly and effectively in a professional manner, both verbally and in writing ensuring that it is appropriate to the context, purpose and audience.
Teamwork	Being a reliable team member with the ability to communicate and listen to group members and to resolve issues respectfully, ensuring productivity and cohesiveness of the team.
Problem Solving	The ability to use critical thinking skills in finding solutions to problems organisations may face in their operations
Continuous Learning	The ability to continually develop and improve skills and knowledge to perform effectively in the work place and to respond positively to challenging situations.
Social Responsibility	The ability to appraise business situations from diverse socio-cultural perspectives and to develop businesses with a positive relationship to society.
Technology	The ability and knowledge to perform specific tasks using modern day technology that are relevant in driving business growth.
Professional Knowledge/Skills	The ability to develop confidence and competency in a professional manner in diverse situations utilising concepts and expertise that are characterised by flexibility and innovation.

The CLOS for these programs are at the appropriate AQF level 8 of knowledge, skills and application.

CLO1 Communication: students will communicate effectively advanced theoretical and technical knowledge through a range of business appropriate media.

CLO2 Teamwork: students will display heightened levels of teamwork, through collaboration, project management and communication of advanced knowledge and skills.

CLO3 Problem Solving: students will analyse and evaluate complex problems, to formulate solutions of technical, cognitive and applied business problems.

CLO4 Continuous Learning: students will develop continuous learning skills to build their knowledge and skills, as well as evaluate and analyse tools and techniques.

CLO5 Social Responsibility: students will achieve advanced knowledge and skills of social responsibility in the business field, applying to a range of fields of study and business scenarios.

CLO 6 Technology: students will develop knowledge and skills to select and apply the appropriate technology and analytical tools to a range of business disciplines and activities.

CLO7 Professional Skills: students will develop and apply advanced professional skills and business acumen to a range of business scenarios and disciplines.

Rationale for how assessment tests the achievement of the different learning outcomes

These courses provide an understanding of business concepts, principles and systems within the institutional framework of contemporary Australian accounting and business. The courses commence with fundamental accounting and business concepts and before moving to more advanced cognitive, theoretical and technical concepts. Students are tested using a combination of assessment tools, including invigilated progressive class tests and an invigilated final exam. Predominantly these assessments are designed to assess students for the application and reflection requirements deemed essential to business theory and skills in the day-to-day role of the business manager. Students are also assessed using group presentation, in class presentation and group report writing, to develop the appropriate level of CLOs.

Subject title	MCR001 Economic Principles	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO 6 Technology CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Identify, explain and synthesise core and advanced economic concepts, including recent developments in the discipline. 2. Frame and critically analyse business problems by applying economic reasoning and analytical skills to make informed judgements and decisions 3. Ability to utilise economic data to address economic problems, apply appropriate empirical techniques and interpret results 4. Communicate complex ideas clearly and coherently, in written form and interactive oral form to expert and non-expert audiences 5. Reflect on and evaluate the nature and implications of assumptions and value judgements in economic analysis and policy 	<p><u>Assessment 1</u> 1st Mid Trimester Exam (10%) Essay Type Questions This is a closed book exam and it will cover all lecture materials studied during week 1 - 4.</p> <p><u>Assessment 2</u> 2nd Mid Trimester Exam (15%) Essay Type Questions This is a closed book exam and it will cover all lecture materials studied during week 5 – 8</p> <p><u>Assessment 3</u> Group Report (15%) and Group PPT Presentation (10%), This group task involves research and presentation of a research topic such as: 1) Analysis of the Federal Budget 2018, or 2) Impact of trade restrictions between USA and China on the Australian economy, Part II: In class presentation of the recommendations</p> <p><u>Assessment 4:</u> Final Examination (50%) A 2-hour closed book exam will take place during the final exam period. All material covered is examinable.</p>

Subject title	MCR002 Organisational Behavior	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Outline basic OB concepts and explain the importance of understanding OB in today's organisations; 2. Illustrate and analyse aspects of individual behaviour through personality, perception, attitudes and values to determine implications for the organisation and performance of work; 3. Appraise and compare theories of motivation to determine implications for management; 4. Describe and analyse team processes, communication processes and power and politics within groups and organisations; 5. Compare and critique different negotiation and leadership styles and discuss the nature and influence of leadership on decision processes and group performance 6. Describe different types of coordination; role and effects of different organisational elements on organisational structure; the relevance of external environment, organisational size, technology and strategy for designing an organisational structure; 7. Plan, develop and apply the strategies relevant to bringing about change in the work environment. 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (15%) Material in weeks 1-4</p> <p><u>Assessment 2:</u> 2nd Mid-Trimester Test (15%) Material in weeks 5 - 8</p> <p><u>Assessment 3:</u> Attendance, participation, presentation and active contribution in class activities and problem-solving exercises based on scenarios and/or cases studies (20%)</p> <p><u>Assessment 4:</u> Final Examination (50%) The Final Exam will be 2 hours in duration. The exam may include short answer questions, short essay questions and case-study analysis. Further information on the format will be provided during revision week.</p> <p>Students will be expected to demonstrate their understanding of key concepts and their ability to apply it to various situations.</p> <p>The exam will test all learning outcomes</p>

Subject title		MCR003 Management Attributes and Skills
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Capacity to discuss the role of Leadership skills and attributes in organisations. 2. Explore the professional challenges involved in being a manager in an organisation in the current business environment. 3. Critically examine the principles of ethical and politically sensitive communication and its application in organisations. 4. Effectively analyse, evaluate and presents ideas and arguments orally and in writing. 	<p><u>Assessment 1</u> 1st Mid Trimester Exam (15%) Essay Type Questions This is a closed book exam and it will cover all lecture materials studied during week 1 - 4.</p> <p><u>Assessment 2</u> 2nd Mid Trimester Exam (15%) Essay Type Questions This is a closed book exam and it will cover all lecture materials studied during week 5 - 8.</p> <p><u>Assessment 3</u> Group PPT Presentation (20%)</p> <p><u>Assessment 4</u> Final Exam (50%) Essay Type Questions from weeks 1-11. 2 hours plus 10 minutes reading time</p>

Subject title	MCR004 Accounting Systems and Procedures	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO4 Continuous Learning CLO 6 Technology CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Applying the 'Conceptual Framework' and regulatory framework of accounting in Australia across different business structures. 2. Discussing the significance of accounting principles, cycles and practices to a business. 3. Preparing journal entries to business transactions, including double-entry bookkeeping, reversing, adjusting and closing entries for various business types. 4. Constructing financial statements such as the Income Statement, Statement of Changes in Equity and Balance Sheet. 5. Differentiating and accounting for current and non-current assets and liabilities in the practices of a business. 6. Prepare and analyse financial reports, statements and apply ratios to evaluate financial performance. 7. Analysing the implications and recording of GST in a business practice. 8. Practical use of Accounting Systems MYOB. 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (15%) The mid-term assessment is a closed book test. The duration is 1 hour including reading time. Test will comprise short answer and multiple choice questions.. The topics covered include teachings from week 1 to week 4</p> <p><u>Assessment 2</u> MYOB project Completion (20%) Computerised accounting) Assessment task: A typical set of transactions and reports for a business to be completed using MYOB on a self-paced basis This project provides the student with exposure to producing financial statements using a computerised accounting system.</p> <p><u>Assessment 3</u> Class Participation and Group Presentation (15)% Group presentations develop and assess students' presentation and collaboration skills.</p> <p><u>Assessment 4</u> Final Examination (50%). The final exam is a closed book assessment. The duration is 2 hours. It consists of a collection of theoretical and analytical problem-solving questions.</p>

Subject title		MCR006 Financial Management
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
<p>CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills</p>	<p>describe the sources of funding business activities and discuss their relative costs; execute basic financial calculations; link the objectives of businesses to fund raising options and decisions; explain how businesses determine the debt-equity ratio in their funding base; outline the effects of theoretical formulations such as the Modigliani-Miller theorem and the theory of efficient markets on corporate financial decisions.</p>	<p><u>Assessment 1</u> 1st Mid-Trimester Test (15%) The mid-term assessment is a closed book test. The duration is 1 hour including reading time. Test will comprise short answer and multiple choice questions.. The topics covered include teachings from week 1 to week 4</p> <p><u>Assessment 2</u> 2nd Mid-Trimester Test (15%) The mid-term assessment is a closed book test. The duration is 1 hour including reading time. Test will comprise multiple choices and short answer questions. The test will be conducted under the normal exam conditions in class. The topics covered include teachings from week 5 to week 8</p> <p><u>Assessment 3</u> Class Participation and Group Presentation (20)% Group presentations develop and assess students' presentation and collaboration skills.</p> <p><u>Assessment 4</u> Final Examination (50%). The final exam is a closed book assessment. The duration is 2 hours. It consists of a collection of theoretical and analytical problem-solving questions.</p>

Subject title		MCR007 Project Management
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Describe the nature of projects and project management. 2. Examine the relevancy of project management in a business environment. 3. Examine the feasibility of a project in terms of resource constraints. 4. Create a work breakdown structure, a project network and a schedule. 5. Summarise and assess the performance of a project. 6. Identify best practices in project management. 	<p><u>Assessment 1</u> 1st Mid Trimester Exam (15%) Essay Type Questions This is a closed book exam, cover all lecture materials studied during week 1 - 4.</p> <p><u>Assessment 2</u> 2nd Mid Trimester Exam (15%) Essay Type Questions This is a closed book exam and it will cover all lecture materials studied during week 5 - 8.</p> <p><u>Assessment 3</u> Final Examination (50%). The final exam is a closed book assessment. The duration is 2 hours. It consists of a collection of theoretical and analytical problem-solving questions.</p> <p><u>Assessment 4</u> Group presentation (20%) The assessment comprises a 20-minute group PPT presentation. Each group of 3 to 4 members is required to identify and critically evaluate the project management issues that lead to the failure of a business project. The group is also required to choose a failed project, provide a summary of it, identify the losses incurred by the project and analyse the reasons for its failure. Students are expected to illustrate project management theories throughout their presentation.</p>

Subject title		MCR008 Corporate Strategy
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1 Discuss the role of strategy in an organisation and the nature of the strategic decisions to be made. 2 Demonstrate what the key strategic decisions are for the leader/s to make in case studies. 3 Employ strategic analysis concepts and tools to generate data relevant to those decisions. 4 Distinguish between pertinent and unhelpful data to ensure the decision is appropriately informed. 5 Formulate options to address the strategic choices faced by the organisation in the case study. 6 Evaluate the options to select, and justify, a recommended course of action. 	<p><u>Assessment 1</u> 1st Mid Trimester Exam (15%) Essay Type Questions This is a closed book exam, cover all lecture materials studied during week 1 - 4.</p> <p><u>Assessment 2</u> 2nd Mid Trimester Exam (15%) Essay Type Questions This is a closed book exam and it will cover all lecture materials studied during week 5 - 8.</p> <p><u>Assessment 3</u> Group presentation (20%) News Critique Group PPT Presentation assess the extent to which individuals are able to work together as a team</p> <p><u>Assessment 4</u> Final Examination (50%). The final exam is a closed book assessment. The duration is 2 hours. It consists of a collection of theoretical and analytical problem-solving questions.</p>

Subject title		MCR009 Business Law
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
<p>CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO7 Professional Skills</p>	<ol style="list-style-type: none"> 1. Explain the formation of the legal system and how laws are developed in Australia. 2. Explain the key features and purpose of contract law including how to create a contract. 3. Explain how a contract can become invalid or legally unenforceable. 4. Describe the express and implied terms of a contract. 5. List the various rights and liabilities of the contracting parties and how the contract can be discharged. 6. Critically examine the different possible remedies if a contract has been breached. 7. Describe who can contractually bind their organisation. 8. Discuss the responsibilities and risks of doing business with regard to the Australian Consumer Law including misleading and deceptive conduct and consumer guarantees implied into contracts. 9. List other key Australian Consumer Law provisions including unconscionable conduct, recent unfair contract terms legislation, safety of consumer goods, liability of manufacturers and importers. 10. Explain the key features, and purpose of the law of negligence including defences and remedies. 11. Explain the characteristics of a corporation, classification, management, duties and liabilities of company directors, including the significance of the concept of separation of legal entity. 	<p><u>Assessment 1</u> Classroom participation and Individual case (20%) Active participation in group and class discussions with short case study in TW 12</p> <p><u>Assessment 2</u> 1st Mid Trimester Exam (15%) Students may have a combination of multiple-choice questions and short answers from the first four lectures</p> <p><u>Assessment 3</u> 2nd Mid Trimester Exam (15%) Students may have a combination of multiple-choice questions and short answers from lectures 5 – 8</p> <p><u>Assessment 4</u> Final Examination (50%). Individual examination on key aspects of the law in Australia that affects business. Exam is 2 hours. Exam is limited open book. It may consist of short answers, short essays, multiple choice and problem based questions</p>

As the various levels of AQF require, knowledge, skills and application of knowledge and skills, the following sets out these aspects against each of the subjects.

Grad Cert and Grad Dip				
8 CORE SUBJECTS		Knowledge	Skills	Application of knowledge and skills
MCR 001 Economics	Economics	Continuous Learning Problem Solving Technology	Identifying the major economic forces that impact on businesses	Professional Skills and Knowledge Independent Research Communicate findings
MCR 002 Organisational Behavior	Theories of motivation of groups and leadership on performance	Professional Knowledge and Skills Critical thinking Communication skills	Analysing human behaviour to determine implications for the organisation	Problem solving Teamwork
MCR 003 Management Attributes and Skills	Management essentials and developing self-awareness of management style	Analytical and creative problem solving Motivating others	Identifying key personal strength and skill gaps and developing and enhancing skills and attributes	Presentation skills Conflict management Change management
MCR 004 Financial Accounting and Reporting	Accounting Reporting Standards	Technical skills to identify and solve Accounting Standards related issues.	Ethical issues in Accounting	Independent research Teamwork
MCR 006 Financial Management	Corporate Financial Management	Identify and solve problems Communication skills	Stakeholder values Ethical issues Scholarly enquiry for emerging trends	Independent research

		Knowledge	Skills	Application of knowledge and skills
MCR 007 Project Management	Managing Projects	Professional Knowledge and Skills Critical Thinking	Understanding the relevancy and feasibility of projects Identifying best practice when undertaking projects	Understanding and relating projects to organisational strategy Optimising project contribution to organisational performance
MCR 008 Corporate Strategy	Analysing and developing strategy to achieve corporate objectives	Strategic Analysis skills Problem solving Formulating corporate strategy	Judgement in diverse situations Formulating strategic options Evaluating and selecting strategic options	Leadership Decision making Data analysis Problem solving
MCR 009 Business Law	Australian legal systems and law including law of contract	Research legal issues Problem solving Identify legal implications for business	Research, analyse and Critically evaluate legal implications	Discipline knowledge and skills Teamwork Communication

MBA

The MBA is a post graduate study at the AQF level of 9. As such it meets the following requirements.

Summary

Graduates at this level will have specialised knowledge and skills for research, and/or professional practice and/or further learning.

Knowledge

Graduates at this level will have advanced and integrated understanding of a complex body of knowledge in one or more disciplines or areas of practice.

Skills

Graduates at this level will have expert, specialised cognitive and technical skills in a body of knowledge or practice to independently:

- analyse critically, reflect on and synthesise complex information, problems, concepts and theories
- research and apply established theories to a body of knowledge or practice
- interpret and transmit knowledge, skills and ideas to specialist and non-specialist audiences

Application of knowledge and skills

Graduates at this level will apply knowledge and skills to demonstrate autonomy, expert judgement, adaptability and responsibility as a practitioner or learner.

MBA (AQF 9) Course Learning Outcomes

MBA Course Learning Outcomes (CLO) are developed from the seven UBSS Graduate Attributes (GAs) for all graduates UBSS programs. The seven UBSS Graduate Attributes are:

Communication	The ability to clearly communicate clearly and effectively in a professional manner, both verbally and in writing ensuring that it is appropriate to the context, purpose and audience.
Teamwork	Being a reliable team member with the ability to communicate and listen to group members and to resolve issues respectfully, ensuring productivity and cohesiveness of the team.
Problem Solving	The ability to use critical thinking skills in finding solutions to problems organisations may face in their operations
Continuous Learning	The ability to continually develop and improve skills and knowledge to perform effectively in the work place and to respond positively to challenging situations.
Social Responsibility	The ability to appraise business situations from diverse socio-cultural perspectives and to develop businesses with a positive relationship to society.
Technology	The ability and knowledge to perform specific tasks using modern day technology that are relevant in driving business growth.
Professional Knowledge/Skills	The ability to develop confidence and competency in a professional manner in diverse situations utilising concepts and expertise that are characterised by flexibility and innovation.

The CLOS for these programs are at the appropriate AQF level 9 of knowledge, skills and application.

CLO1 Communication: students will communicate effectively an integrated understanding of a complex body of knowledge through a range of business appropriate media.

CLO2 Teamwork: students will display heightened levels of teamwork, through collaboration, project management and communication of integrated understanding of a complex body of knowledge for professional practice.

CLO3 Problem Solving: students will analyse and evaluate complex problems, to formulate solutions of technical, cognitive and applied business problems, based on specialised knowledge based on professional practice.

CLO4 Continuous Learning: students will develop continuous learning skills to build their knowledge and skills, as well as evaluate and analyse tools and techniques. This will be achieved through, reflect practice and synthesise complex information, problems, concepts and theories

CLO5 Social Responsibility: students will achieve advanced knowledge and skills of social responsibility in the business field, applying to a range of fields of study and business scenarios.

CLO 6 Technology: students will develop knowledge and skills to select and apply the appropriate technology and analytical tools to a range of business disciplines and activities.

CLO7 Professional Skills: students will develop and apply advanced professional skills and expert judgement to a range of business scenarios and disciplines.

Curriculum mapping of subjects for MBA (AQF 9)

There are two streams at the MBA AQF 9 level. These are the Accounting stream and the Entrepreneur stream. The Accounting stream has professional accreditation with the Certified Practising Accountants of Australia, the Chartered Accountants of Australia and New Zealand, and the Institute of Public Accountants for the maximum accreditation period of five (5) years to 2024. These professional accreditations provide a recognised structure to the Accounting stream which ensures students who complete this stream are eligible to continue to CPA, CA or IPA membership and professional years to proceed to follow a career in accounting. The CLOs, SLOs and topics covered in the Accounting stream are guided by the requirements of professional accreditation with these accounting bodies. These have been approved by all three organisations, with the recommended progression and pre-requisites provided to progress through the MBA Accounting Stream.

	MBA: Accounting Stream	Prerequisite 1	Prerequisite 2
MAC004	Quantitative Methods		
MAC001	Financial Accounting and Reporting		
MAC008	Taxation Law	MCR009: Business Law	
MAC003	Management Accounting		
MAC006	Advanced Financial Accounting and Reporting	MCR004: Financial Accounting and Reporting	
MAC005	Auditing and Assurance	MCR004: Financial Accounting and Reporting	MAC008: Taxation Law
MAC007	Strategic Management Accounting	MAC003: Management Accounting	
MAC002	Account Information Systems		

Subject title	MAC001 Financial Accounting and Reporting	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility	<ol style="list-style-type: none"> 1. Theories of financial accounting and financial accounting regulation 2. Overview and analysis of definition, recognition and measurement issues in financial accounting 3. Overview of key financial reports and related accounting regulations 4. Interpretation, application and evaluation of selected Australian financial reporting accounting regulations, including accounting standards governing topics such as leasing, foreign currency translation, employee benefits, financial instruments, segment reporting, statements of value added and other financial reporting issues 5. Accounting for corporate social responsibilities and ethics in accounting. 6. Be aware of contentious issues relating to corporate financial reporting 7. Appreciate the role of theory in the development of financial reporting practice 8. Develop professional judgement in financial reporting and appreciate the importance of ethical integrity 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (15%) Material in weeks 1-4</p> <p><u>Assessment 2:</u> 2nd Mid-Trimester Test (15%) Material in weeks 5 - 8</p> <p><u>Assessment 3:</u> Class Participation and Group Presentation. Class Participation W1 to W12 i.e. 10% Group Presentation 10%: Week 10 & Week 11 in Class</p> <p><u>Assessment 4:</u> Final Examination (50%) All material</p>

Subject title	MAC 002 Accounting Information Systems	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO 6 Technology CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Describe the role of information systems in today's competitive business environment with particular focus on accounting information systems. 2. To help better understand how technology can facilitate: <ol style="list-style-type: none"> i) effective and efficient management of an organisation; ii) business processes within an organisation in a digital economy. 3. Examine the part played by various information systems in the decision-making process at the different levels of an organisation. As an expert, be able to help your organisation to conduct business successfully using Internet technology. 4. Display clearly the awareness of possible ethical, social and professional issues surrounding information systems in an organisation. 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (15%) Material in weeks 1-4</p> <p><u>Assessment 2:</u> 2nd Mid-Trimester Test (15%) Material in weeks 5 - 8</p> <p><u>Assessment 3:</u> Database Models: This group task involves constructing a data flow diagram to show the operation of a business process, describing control weaknesses in that process, and suggesting to management your recommendations. (10%) Part II: In class presentation of the recommendations (10%)</p> <p><u>Assessment 4:</u> Final Examination (50%) All material</p>

Subject title	MAC003 Management Accounting	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Distinguish different categories of cost and demonstrate the ability to account for costs, especially, various techniques introduced to account for overhead costs, including using activity based costing. 2. Demonstrate an understanding of budgeting process and standard costing techniques, and the associated behavioral issues. 3. Demonstrate the ability to use accounting and costing information for decision making purpose. 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (20%) Material in weeks 1-4</p> <p><u>Assessment 2:</u> 2nd Mid-Trimester Test (20%) Material in weeks 5-8</p> <p><u>Assessment 3:</u> Final Examination (60%) All material</p>

Subject title		MAC004 Quantitative Methods
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Discriminate between statistical analysis techniques to solve a given business problem and decision making 2. Exhibit interpret and critique business and economic data by graphical and numerical statistical methods 3. Identify and apply commonly used techniques for data collection and analysis, to apply sampling theory in statistical inference: estimation and hypothesis testing 4. Model and test business and economic relationships using linear regression 5. Interpret results of data analysis to critically assess alternative statistical techniques for identifying methods appropriate for the purpose and condition of an analysis 6. Conduct business forecasting using time series data and evaluate forecasting performance 7. Optimise statistical analysis using a statistical tool 	<p><u>Assessment 1</u> Attendance, participation and active contribution in class activities and problem solving exercises (20%)</p> <p><u>Assessment 2</u> 1st Mid-Trimester Test (15%) Material in weeks 1-4</p> <p><u>Assessment 2</u> 2nd Mid-Trimester Test (15%) Material in weeks 5-8</p> <p><u>Assessment 4</u> Final Examination (50%) All material</p>

Subject title	MAC005 Audit and Assurance	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Develop an appreciation of the nature and purpose for the existence of a societal demand for audit and assurance services, and an understanding of the current environment in which auditors operate, including legal, ethical and professional aspects; 2. Demonstrate an understanding of the key auditing principles, regulations, professional requirements, concepts and practices used by auditors to gather evidence and make judgments in order to form an audit opinion on the fair presentation of financial reports; and 3. Develop an insight into the audit of specific transactions, account balances, and be aware of the auditor's responsibility in completing an audit, within auditing standards. 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (20%) Topics covered will be all topics that have been covered in lectures during the previous weeks</p> <p><u>Assessment 2:</u> Audit Report (20%) The assignment requires you to address the issues set out in the assignment. The task is to be done individually. Your assignment must not exceed 3000 words in length</p> <p><u>Assessment 3:</u> Final Examination (60%) A 3-hour closed book exam will take place during the final exam period. The exam questions are short answer and analytical questions. Students will be assessed on the materials covered from lectures in Week 1 to 12.</p>

Subject title		MAC006 Advanced Financial Accounting and Reporting
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Deconstruct business problems by interrogating a range of data including analysing and interpreting quantitative economic and financial and business data; 2. Justify the most suitable accounting model for a given organisation/context; 3. Formulate models to solve complex business problems in a consolidated context; 4. Interpret findings through quantitative analysis; and 5. Advocate the findings effectively to business and to broader audiences 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (20%) Material in weeks 1-4</p> <p><u>Assessment 2:</u> 2nd Mid-Trimester Test (20%) Material in weeks 5-8</p> <p><u>Assessment 3:</u> Final Examination (60%) All material The final exam will be a closed book exam with duration of 3 hours plus 10 minutes reading time. The questions will consist of short answer, calculative and analytical questions</p>

Subject title		MAC007 Strategic Management Accounting
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
<p>CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills</p>	<ol style="list-style-type: none"> 1. Develop skills as a professional accountant in order to create, manage and enhance value within organisations through the use of various strategic management accounting tools & techniques; 2. Examine and apply the strategic management process in an organisation and industry understand value drivers and value chain 3. Analyse crucially the strategic management cycle and the leadership role of the professional accountant in strategic management; 4. Analyse the characteristics of effective strategic and corporate social responsibility related performance measurement and controls systems; and 5. Describe and apply strategic management accounting techniques to the selection, planning, implementation, control and monitoring of projects. 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (10%) Material in weeks 1-3</p> <p><u>Assessment 2</u> 2nd Mid-Trimester Test (15%) Material in weeks 4-7</p> <p><u>Assessment 3</u> Group corporation analysis (20%) Students are required to form into self-select groups (minimum 3 members in the group). Groups will be given a corporation for the group's analysis. Your choice of group membership must be finalised before or in the Week 4 class. Your topics will be finalised in Week 6 class. Each group is required to submit a professionally prepared 3000 words full report at the end of Week 11. All group members are required to participate in all aspects of the Group Task.</p> <p><u>Assessment 3:</u> Final Examination (50%) Two (2) hours long, closed book exam consisting of short answer questions, calculation problems and extended responses.</p>

Subject title	MAC008 Taxation Law	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through both legislation and common law; 2. Apply taxation law for both individuals and business entities in Australia including income tax, consumption tax and taxes on capital; 3. Analyse some of the theoretical issues applying to taxation law, both in Australia and in other jurisdictions; 4. Apply taxation principles in calculating the taxable income and tax payable for individuals and entities as required by a practitioner in taxation practice; 5. Analyse, generate and transmit solutions to complex problems in relation to taxation matters; 6. Describe the various agencies and administrative bodies who can give further information on taxation issues as required; and 7. Exemplify accountability for self-management of independent learning in a continuously changing 21st century professional world. 	<p><u>Assessment 1</u> 2 x MCQ tests 5% each in class weeks 4 and 11 (10%). Students will be required to respond to multiple-choice questions. The duration for each test will be up to 10 minutes. Open Book Test</p> <p><u>Assessment 2</u> 2 x Mid-Trimester Test in weeks 5 and 9 20% each (40%) These tests will be conducted in an invigilated (supervised) environment where students will be required to respond to problem style questions. Open Book Test. The questions will be focused on the prescribed materials from the previous teaching weeks.[60 minutes writing time plus 5 minutes noting and reading time].</p> <p><u>Assessment 3</u> Final Exam (50%) The final exam is an open book exam with duration of 2 hours (plus 10 minutes noting and reading time). It can include multiple-choice, short answer, calculations and analytical questions.</p>

As the various levels of AQF require, knowledge, skills and application of knowledge and skills, the following sets out these aspects against each of the subjects.

ACCOUNTING STREAM- 8 Subjects		Knowledge	Skills	Application of knowledge and skills
MAC 001 Accounting Systems and Processes	Accounting concepts, principles and systems	Applying the 'Conceptual Framework' and regulatory framework of accounting in Australia across different business structures.	Understanding accounting principles, cycles and practices in a business Constructing Financial Statements	Preparation and analyse of financial reports, statements and evaluating financial performance Teamwork Problem solving Professional Knowledge and Skills
MAC 002 Accounting Information System	Further knowledge in computer-based accounting systems and procedures	Critical thinking and judgement. IT audit processes including the statutory requirements.	Apply judgement Evaluate and implement solutions	Teamwork Collaborative research
MAC 003 Management Accounting	Management Accounting	Financial analysis Creative thinking to identify and quantify value. Wider knowledge of accounting practice.	Ethical issues Professional value analysis	Collaborative research Communication Teamwork
MAC 004 Quantitative Methods	Management/Statistics	Analysis Problem identification Statistical Skills	Apply judgement	Independent study and Research
MAC 005 Audit and Assurance	Auditing	Technical skills Critical thinking Synthesis knowledge Communicate complex ideas coherently	Apply judgement Ethical conduct	Independent study and research Teamwork
MAC 006 Advanced Financial Accounting and Reporting	Further advanced knowledge in Financial Accounting	Cognitive Skills to identify, critically review, analyse, and solve complex Financial Accounting problems. Creative thinking Synthesise knowledge	Ethical conduct and professionalism. Apply judgement in diverse contexts.	Independent research

ACCOUNTING STREAM- 8 Subjects		<i>Knowledge</i>	<i>Skills</i>	<i>Application of knowledge and skills</i>
MAC 007 Strategic Management Accounting	Management Accounting	Financial analysis Creative thinking to identify and quantify value. Wider knowledge of accounting practice.	Ethical issues Professional value analysis.	Collaborative research Communication Team work
MAC 008 Taxation Law	Tax Legislation and its application	Technical Skills Creative thinking Synthesise knowledge	Ethical conduct and professionalism. Apply judgement in diverse contexts.	Independent study and research Clear and coherent communication

Curriculum mapping of subjects for MBA (AQF 9) Entrepreneur Stream

The second MBA stream is the Entrepreneur stream. This provides a generalist business post graduate qualification, with a focus on entrepreneurship. This stream is currently under review for professional accreditation with the international body Chartered Managers Institute, based in the United Kingdom.

	MBA Entrepreneur Stream: 8 subjects at AQF 9	
MCR005	Clients and Markets	
MCR010	Innovation and Commercialisation	
MHR001	Managing Workplace Relations	
MKT001	Brand Development	
MCR011	Strategic Business Simulation	Capstone Subject, to be completed in last trimester
MCR012	Entrepreneurship Research Project	
MHR002	Leading Innovation and Change	
MKT002	Marketing New Products	

Subject title		MCR005 Clients and Markets	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment	
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Identifying the key theories and concepts of the marketing function. 2. Identifying the role that managers play in the marketing function. 3. Discussing the importance of customers or clients to organizational success and the concept of creating customer value. 4. Discussing how an organization's marketing resources and activities can be tracked and reviewed to make strategic marketing decisions 5. Applying marketing concepts in the context of "real" world examples 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (20%) Material in weeks 1-4</p> <p><u>Assessment 2</u> 2nd Mid-Trimester Test (20%) Material in weeks 5-7</p> <p><u>Assessment 3</u> Group presentation (10%)</p> <p><u>Assessment 4</u> Final Exam (50%) The Final Exam will be 2 hours in duration. The exam may include, short essay questions and case-study analysis</p>	

Subject title		MCR010 Innovation and Commercialisation
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Gain an understanding of economic, technological, societal, and global dimensions of entrepreneurship. 2. Understand the relationships between personal goals, competencies, and experience to assess what they bring to all types of venture creation through entrepreneurship. 3. Understand the audiences, purposes, components and the processes of developing and evaluating business plans for new ventures. 4. Understand and appreciate the leadership skills necessary to successfully plan and launch a new venture in an established organization. 5. Consider how to monitor venture performance, manage growth, and sustain organisations. 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (20%) Material in weeks 1-4</p> <p><u>Assessment 2</u> 2nd Mid-Trimester Test (20%) Material in weeks 5-8</p> <p><u>Assessment 3</u> In class test (30%)</p> <p><u>Assessment 4</u> Final Exam (30%) The Final Exam will be 2 hours in duration. The exam will cover material from the whole course.</p>

Subject title		MCR011 Strategic Business Simulation
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO2 Teamwork CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO 6 Technology CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Understand the key elements of a business strategy and prepare a complete strategy document 2. Understand the complexities and interrelationships of strategy implementation in an organisation 3. Critically assess the strategies required to increase shareholder value. Develop a strategic plan for the organisation under their management. 4. Develop and prepare management reports for presentation to stakeholders 5. Develop verbal and presentation communication skills in a high level business context. 	<p><u>Assessment 1</u> Business Strategy Plan (25%) Implementation Plan for year 15-16-17 (opens from BSG after year 14). Develop a 3 years business strategy plan to apply for BSG and an implementation strategy for year 15-16</p> <p><u>Assessment 2</u> Mid Term Exam Week 5 (5%) Multiple Choice and short answer in class exam on strategic theory from weeks 1-4 and the operation of the BSG. 1 hour duration</p> <p><u>Assessment 3</u> Executive Meeting (10%) Organise and run an Executive Operational Meeting – See Moodle for details. One of you chair the meeting</p> <p><u>Assessment 4</u> Final BSG Score (25)% Final score in the “Business Simulation Game”</p> <p><u>Assessment 5</u> Group Presentation (20%) The final group presentation will be a presentation by all group members to the “Board of Directors” on the performance of the simulation company over the previous 3 years, recommended strategy for the next 3 years.</p> <p><u>Assessment 6</u> Final Report (15%) The business report will consist of an outline of the 3 year strategic plan and an analysis of performance against the strategy, with recommendations for the future implementation of strategy based on previous performance and the current competitive environment. 2,500 words submitted via Turnitin</p>

Subject title	MCR012: Entrepreneurship Research Report	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO 6 Technology CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Establish knowledge of the research process 2. Explicate and understand to relate aims and research objectives for specific research project 3. Critical analysis on researches done by other researchers 4. Able to write and understand literature review 5. Demonstrate appropriate knowledge of basic qualitative and quantitative methods and analysis 6. Understand and prepare a detailed and well-justified research proposal 	<p><u>Assessment 1</u> Classroom Participation (10%) You will be assessed on general participation in lectures, tutorials and in case studies as well as in formal classroom presentations.</p> <p><u>Assessment 2</u> Assignment – Business Research Proposal and Presentation (20%) In week 5 to be submitted through Turnitin. 10-minute presentation in the class</p> <p><u>Assessment 3</u> Literature Review, Methodology and Presentation (20%) In week 9 to be submitted through Turnitin. 15-minute classroom presentation.</p> <p><u>Assessment 4</u> Final Business Research Plan (50%) To be submitted through Turnitin</p>

Subject title		MHR001 Managing Workplace Relations
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Outline the historical and philosophical context of workplace relations and distinguish between different theoretical approaches to workplace relations; 2. Identify the key stakeholder groups in the Australian industrial relations landscape and discuss their stakes and contributions to the management of the workplace relations; 3. Analyse critically the complex causes of conflict in an organisation; 4. Explain the role of the International Labour Organization (ILO) and elaborate the ILO core labour standards and the link between international trade and labour rights; 5. Interpret and critique the major elements of the Fair Work Act (2009) as they apply to the management of the workplace relations; 6. Outline and appraise the impact of contemporary (Diversity, OHS , Surveillance etc.) issues on the management of the relationship between managers and employees 	<p><u>Assessment 1</u> 1st Mid-Trimester Test (15%) Material in weeks 1-4</p> <p><u>Assessment 2:</u> 2nd Mid-Trimester Test (15%) Material in weeks 5 - 8</p> <p><u>Assessment 3:</u> Attendance, participation, presentation and active contribution in class activities and problem-solving exercises based on scenarios and/or cases studies (20%)</p> <p><u>Assessment 4:</u> Final Examination (50%) The Final Exam will be 2 hours in duration. The exam may include short answer questions, short essay questions and case-study analysis. Further information on the format will be provided during revision week. Students will be expected to demonstrate their understanding of key concepts and their ability to apply it to various situations.</p>

Subject title	MHR002 Leading Innovation and Change	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO5 Social Responsibility CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Identify the major dynamics of organisational change and creating the entrepreneurial organisation. 2. Explain the concept of leadership and the relationship for successful Intrapreneurship and innovation in organisations 3. Understand the nature of innovation and the ways in which organisations can innovate 4. Explain the steps in the innovation process and mechanisms for directing/controlling the process. 5. Understand and describe the organisational change and the challenges facing leaders of innovation change. 6. Understand how you can become a more effective in assessing corporate entrepreneurial performance and managing and sustaining entrepreneurial activity. 	<p><u>Assessment 1</u> Class Participation (5%) Participation completion of quizzes in class and weekly case study</p> <p><u>Assessment 2</u> 1st Mid-Trimester Test (15%) Material in weeks 1-4, 1 hour duration</p> <p><u>Assessment 3</u> 2nd Mid-Trimester Test (15%) Material in weeks 5 – 8, 1 hour duration</p> <p><u>Assessment 4</u> Case Study and presentation and 2,000-word document (15%) Week 10</p> <p><u>Assessment 5</u> Final Exam (50%) The Final Exam will be 2 hours in duration. The exam may include short answer questions, short essay questions.</p>

Subject title		MKT001: Brand Development
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Interpret the role of marketers, researchers and executives in developing, creating brand management, brand equity and the ways in which they prompt others in the organization to lead to the process. 2. Distinguish and comprehend measuring system in the Brand Development process and strategies 3. Apply theoretical models to appraise product innovation and develop options, recommendations for brand management in regards to New Product Development 4. Critically analyze evidences about the market environment to make brand development, management decisions 5. Formulate a comprehensive new product marketing plan considering the proposed marketing mix 6. Investigate and appraise the strengths and weaknesses of the brand development process in an organizational context for effectiveness and efficiency. 7. Utilize instruments to nurture creative concept for brand launching strategies 8. Understand various research methodologies for examining the viability of managing brand equity. 9. Evaluate business strategies, return on investments and ability to execute. 	<p><u>Assessment 1</u> Class Participation (10%) This consists of participation in the classroom and will be directly supervised by the lecturer. You will be assessed on general participation in lectures, tutorials and in case studies as well as in formal classroom presentations.</p> <p><u>Assessment 2</u> Report and presentation (10%) Compare two brands of your choice and prepare a report based on SWOT, PESTLE analysis 1500 words. Students need to present a 10 minutes' presentation</p> <p><u>Assessment 3</u> Brand Management Plan Presentation (30%) Create a brand of a product or service of your choice (needs to be new Products or service) and design the whole brand management plan You will be presenting a 10-minute presentation</p> <p><u>Assessment 4</u> Final Exam (50%) A 2-hour, closed-book exam requiring answers to 10 multiple-choice questions (carrying a total of 10 marks), four exercises (20 marks) and two essay questions (20 marks).</p>

Subject title	MKT002: Entrepreneurship Marketing New Products	
Course learning outcomes that are addressed in this subject :	Subject learning outcomes On completion of this subject the student should be able to:	Assessment
CLO1 Communication CLO3 Problem Solving CLO4 Continuous Learning CLO7 Professional Skills	<ol style="list-style-type: none"> 1. Interpret the role of marketers in developing new products and the ways in which they prompt others in the organization to lead to the process 2. Distinguish and comprehend measures in the New Product Development process 3. Distinguish and comprehend measures in the New Product Development process 4. Critically analyze evidences about the market environment to make product development decisions 5. Formulate a comprehensive new product marketing plan in light of the proposed marketing mix 6. Investigate and appraise the strengths and weaknesses of the new product development process in an organizational context for effectiveness and efficiency 7. Identify the link between marketing strategy choices and new product development decisions and practice on new product choices. 8. Understand various research methodologies for examining the viability of new products in the market place 9. Evaluate business strategies, return on investments and ability to execute 	<p><u>Assessment 1</u> Class Participation (20%) This consists of participation in the classroom and will be directly supervised by the lecturer. You will be assessed on general participation in lectures, tutorials and in case studies as well as in formal classroom presentations.</p> <p><u>Assessment 2</u> 1st Mid-Trimester Test (15%) Material in weeks 1-4, 1 hour duration Five short questions based on lectures and tutorials in the first four weeks.</p> <p><u>Assessment 3</u> 2nd Mid-Trimester Test (15%) Material in weeks 5 – 8, 1 hour duration Five short questions based on lectures and tutorials in TW-5-8.</p> <p><u>Assessment 4</u> Final Exam (50%) A 2-hour, closed-book exam requiring answers to 10 multiple-choice questions (carrying a total of 10 marks), four exercises (20 marks) and two essay questions (20 marks).</p>

As the various levels of AQF require, knowledge, skills and application of knowledge and skills, the following sets out these aspects against each of the subjects.

ENTREPRENEUR STREAM- 8 Subjects		Knowledge	Skills	Application of knowledge and skills
MCR 010 Innovation and Commercialisation	Managing Businesses from an entrepreneurial perspective	Understanding economic, technological, societal and global dimensions of entrepreneurship	Understanding audiences and evaluating plans for new ventures	Collaborative research Leadership skills Developing and evaluating business plans for new ventures
MCR 011 Strategic Business Simulation	Developing key Business elements	Development of Strategic Plans for an organisation	Assessing strategies to increase shareholder values Developing and preparing Management reports	Communication skills Presentation skills Teamwork
MCR 012 Entrepreneurship Research Report	Developing Business plans	Understanding and implementing techniques to move from a vision to a plan	Preparing business plans and evaluation of goals Explaining objectives and mapping out how these goals may be achieved	Techniques needed to explain why the business vision is a valuable opportunity Report on the resources required Outlining how goals will be achieved
MHR 001 Managing Workplace Relations	Human Resource management	Understanding of workplace relations	Interpreting the Fairwork Act Understanding the role of the ILO	Evaluating the impact of contemporary issues on relationships between managers and employees
MHR 002 Leading Innovation and Change	Managing organisations to innovate and change	Identifying the major dynamics of organisational change	Assessing corporate entrepreneurial performance Managing and sustaining entrepreneurial activity	Leadership Teamwork communication

ENTREPRENEUR STREAM- 8 Subjects		Knowledge	Skills	Application of knowledge and skills
MKT 001 Brand Development	Marketing	Analysis of the marketing environment Creating brand equity and ensuring sustainability	Develop an understanding of Branding and its role in the consumers mind.	Research and analysis Presentation skills Self-reflection
MCR 005 Clients and Markets	Strategic Marketing	Creating value for customers and clients in consumer and business markets	Understanding the importance of clients to organisational success Tracking of resources to make strategic decisions	Understanding the role Managers play in the value creation for clients
MKT 002 Marketing New Products	New Product Development	Research methodologies for new product Formulating a new product plan for continued growth	Investigating and focusing on the analysis of data Developing new products successfully	Analysis of the market environment Evaluating business strategies

END OF REPORT