



## **ICMS Undergraduate Subject Descriptions**

### **INTERNATIONAL BUSINESS**

#### **CPTS112 Computer Software Applications**

Service industries now rely on employees being competent with the use and manipulation of computers. The rapid development of computing and telecommunications, coupled with a quantum leap in the performance of personal computers (PC) and attractive price ratios, has elevated the role of information systems to that of a strategic resource. It has been argued that service organisations would not have grown to the size they are today were it not for the global impact of information technology (IT).

#### **MGMT112 Service Management**

The introductory theoretical base and meaningful practical applications to scenarios that address the service encounters combine to make this unit a realistic and useful learning experience. Good service underpins excellent quality customer outcomes. This generic unit has been designed for all those who are, or will be, working in the diverse environment of service management. The customer is the foundation of the business and consequently this unit takes a service management approach to establishing an excellent business relationship with the customer. The assumptions, concepts and principles upon which excellent services are given are examined from both a scholarly viewpoint and a practical application approach. In this way, students will be confident and well informed about quality service management.

#### **BBA122 Business Organisational Principles**

Organisations bring people together and it is through this lens that vision and values are examined. Unlike finance, marketing or operations, studying the vision, values and goals of an entity is a relatively new concept in the world of business. It is often perceived as irrelevant, unfeasible or unmanageable, however, if well understood it can make a successful business. This unit aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. An historical perspective of management of organisations is developed. Operations and human resource management are examined from an intercultural perspective to ensure participants are aware of the impact that national culture has on how people behave in the organisation. This is extended with a contemporary perspective, discussing ethics, labour relations and change as significant issues facing organisations.

#### **ACCG121 Accounting Fundamentals**

The introductory theoretical base and meaningful practical applications to business scenarios combine to make this unit a realistic and useful learning experience. The unit has been designed for those who are or will be working in the current complex and diverse business environment. This unit allows students to examine and understand the basic framework of the accounting information system so that they can interpret and use it to enhance the decision-making process. The unit uses a practical approach and examines the way financial statements are formed from source data giving students every opportunity to be familiar with the accounting processes and the assumptions, concepts and principles upon which the final financial statements are based.

### **ENG124 Business Communications**

This unit covers the knowledge, skills and attitudes to communicate effectively in the workplace. Areas emphasised include interpersonal skills within a business setting and client interaction. It also develops proficiency in composing basic business correspondence. It also encourages the development of communication skills for the telephone, face-to-face client interaction and public speaking in a socially diverse work environment. Students will be taught to write for a key purpose and consider the needs of the reader. Emphasis will be placed on creating cohesive structures, imagery, research, analysis, sentence variety and vocabulary building.

### **ENG224 Academic Writing and Research Skills**

In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or project. This unit focuses on writing essays, reports, research essays and advanced business correspondence. Students will be taught to write for a key purpose and consider the needs of the reader. These skills will assist in producing graduates with keen analytical, writing and interpretive attributes able to take their place in any management team.

### **MGMT236 Organisational Behaviour, Human Resources**

The unit is designed to help students explore the way an organisation manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound leadership, that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have to apply knowledge and skills; just as it requires managers who can motivate and lead. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes.

### **ACCG232 Managerial Accounting**

The theoretical base and meaningful practical application to industry scenarios combine to make this unit an exciting, realistic and memorable learning experience. The unit has been designed for managers working in the current complex and diverse business environment. This unit allows the students to examine and understand the basic managerial skills necessary to interpret and report on accounting information systems. These reports can then be used to enhance the decision-making process. The unit examines the use of financial statements within several contexts, giving the students every opportunity to be familiar with the basic tools of managerial accounting concepts and the assumptions upon which they are based.

### **ECON231 Macroeconomics**

Economics is a cornerstone subject in any financial, commerce or business related studies. All businesses operate within an economic environment and an economic, social, legal and political framework. Understanding the business environment and the framework is fundamental to sound strategic business decision-making. The teaching of economics is designed to assist students to relate their theory studied to real world commercial events. They will use economists' eyes to see the world at work. While students need to be equipped with the practical and personal skills necessary to work successfully in a highly competitive global environment, they also must be motivated by a demonstration of the relevance of economic principles to every day life. This unit introduces the core concepts and frameworks of an economy that must be understood before students can undertake an analysis of key and empirical policy issues.

### **LAWB221 Business Law**

This unit will introduce students to the basic principles of business law. With the increasing legal liability imposed upon individuals and businesses in the current commercial world the student needs to be acquainted with the significance and impact of legal implications on the tourism, hospitality and event industries. The meaningful application to industry scenarios make this unit an exciting, practical and useful learning experience.

### **STAT311 Introduction to Statistics**

A basic level of understanding of statistical tools is necessary for any contemporary educated business manager to make informed decisions. This unit provides a broad introduction to statistical concepts and techniques for data analysis. The unit is basically concerned with the development of an understanding of statistical practice and is illustrated by a study of those techniques commonly used in business. The problem-based learning and on-line assessment technique makes this an interactive and enjoyable learning experience.

### **ACST311 Techniques and Elements of Finance**

This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. Management of any business requires a thorough grounding in methods of business finance. This unit will introduce the student to the various financial instruments, institutions and markets that form a part of the Australian economy and the role they play, through globalisation in the world economy. A thorough grounding in the mathematics of finance will also assist the student to better understand the intricacies of the financial sector.

### **BBA322 Strategic Management I**

The success of a business organisation is dependent on its ability to predict and adapt to changes in the relevant external environment. The strategic framework, within which business operates, should have an awareness of, and be congruent with, the economic, industry and competitive environments in addition to taking into consideration political, legal, social, demographic and technological factors. Any business policy should be formulated to encompass the interaction between business and its socio-economic environment. All policy formulation should be aware of both internal and external environmental factors that affect strategic planning. The rigorous theoretical base and meaningful application to industry scenarios combine to make this unit a stimulating and constructive learning experience.

### **MGMT317 Strategic Human Resource Management**

This unit seeks to consider the relationship between strategic objectives, organisational performance and human behaviour. Within the production of services, intangible as well as tangible aspects interact to produce the synergy of *'the service product'*. Managers are able to carry out organisational tasks through other people, by directing their activities towards the attainment of goals. The organisation is a coordinated social group, whose efforts are channelled towards achieving efficient and effective objectives. Managing human resources requires the ability to work with, motivate and understand other people, both individually and in groups. Modern HR managers must not only possess these human skills, but also be capable of mentally diagnosing and analysing complex organisational behaviour and situations in a global environment.

### **ACCG323 Business Finance**

This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. The unit seeks to provide a flexible, student-centred and academically rigorous program designed to develop students' intellectual skills and competencies and give a critical insight into the financial management of business. The unit examines the core principles and techniques used in business finance. It is also designed to assist students to apply their knowledge and skills to successfully resolving financial problems at a senior level of management. It seeks to develop candidates who aspire to further academic study and progress in management development.

### **MGMT319 Business Planning**

This unit provides a practical approach to understanding the use, development and theory behind planning for large and small businesses and for making specific business decisions. This unit draws on a variety of different disciplines (marketing, business strategy, accounting, finance, HR) and ensures that students can apply previously learned knowledge from these subject areas. The subject focuses on providing students with an integrated view of business and how to plan for success.

### **BBA333 Strategic Management II**

The success of a business organisation is dependent on its ability to predict and adapt to changes in the relevant external environment. The strategic and legal framework, within which business operates, should have an awareness of, and be congruent with, the economic, industry and competitive environments in addition to taking into consideration social, demographic and technological factors. Any business policy should be formulated to encompass the interaction between business and its socio-economic environment. All policy formulation should be aware of both internal and external environmental factors that affect strategic planning. The unit also seeks to use problem based learning techniques to integrate theoretical models of hospitality with current practice. This will give the appropriate skills to candidates who aspire to further academic study and also to management development and progression within the hospitality and tourism industry.

### **ACCG333 Business Ethics**

In preparing students for management roles, this unit will examine the moral, ethical and legal bases of business decision-making. The student will be introduced to the legal, moral and ethical issues in business in order to create sensitivity to the consequences of one's decisions and actions. This will be prefaced by critical analysis of issues from all stakeholder perspectives and the ability to evaluate the arguments of all interests and to arrive at the better conclusion. Students will be required to uncover the bias, prejudice, interests etc that are considerations towards the accuracy and influence of oral and written ethical arguments. This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment.

### **CPTS324 Management Information Systems**

The rapid development of computing and telecommunications, coupled with a quantum leap in the performance of personal computers (PC) and attractive price ratios, has elevated the role of information systems to that of a strategic resource. It has been argued that neither mass tourism nor the multinational hotel chains that have developed in its wake would have grown to the size they are today were it not for the global impact of information technology (IT). The hospitality industry's reliance on information sharing via local and wide area networks, on global distribution systems and on the need for instant information is likely to increase as organisations find they have little choice but to play an active part in development of what has been termed 'information society'.

### **MGMT333 Managing Workplace Conflict**

This unit is designed to equip students with the skills to manage conflict in the workplace. Conflict arises within and between individuals and is a pervasive aspect of human life. The unit will require the interactive participation of students who will examine critically the aspects of managing workplace conflict. To achieve these objectives the student will be guided towards resources that enable them to think analytically, practice good human behaviour skills, mentoring skills and then link all the theory to practice. Through these strategies students will develop into professionals, able to respond to both clients and peers in an ethical and sympathetic manner.

## **EVENT MANAGEMENT**

### **EVT111 Introduction to the Event Industry**

This unit is an introduction to the event management industry that has developed and grown rapidly over the last decade. The unit includes evaluation and feasibility studies, conceptualising and planning events, and communicating the event project plan to the stakeholders. Establishing the agreed goals and objectives for an event is vital and successful event management requires detailed pre-planning. Students will learn to identify the key factors affecting an event's success or failure. Identifying key strengths and weaknesses prior to committing to stage an event is crucial and students will be able to use these techniques to establish risk strategies and develop contingency plans throughout the event project. Students will learn the importance this sector has for economic, tourism and communities of a destination.

### **EVT110 Venue and Hospitality Operations**

This unit provides a comprehensive and interactive approach to learning through the combination of theory lectures, practical exercises and student presentations. The teaching methodology is such that the students are required to place themselves in the position of an event manager faced with making a range of decisions related to venue management and hospitality operations, dealing with suppliers, venue briefs, site inspections, staff management and client liaison.

### **EVT115 Legal Issues for the Event Management**

Risk assessment and risk management require careful examination as it is essential that laws and regulations that impact on event planning are clearly understood. With the increasing legal liability imposed upon individuals and businesses in the current commercial world, the event management student needs to be acquainted with the significance and impact of legal implications on the event management industry. The meaningful application of this enlightening science to industry scenarios make this unit an exciting, practical and memorable learning experience.

### **EVT121 Event Operations and Logistics**

This unit examines in detail event operations management. Logistics, project and time management are analysed to determine the impact on all stakeholders. Budget and control methods are examined along with the other resources required to support the event. Also examined are the methodologies required to ensure an event is run smoothly from start to finish, and the issues that highlight the human element involved in staging a successful event. Many logistical requirements of the event must be identified early in the planning process to ensure the event concept is successful. A component of this unit will be made up of simulated entries and organisation of meetings, incentives, conferences and exhibitions using Events Pro software to demonstrate how computer tools can assist in tracking all the issues associated with event planning and implementation.

### **EVT123 Event Production and Design**

Understanding event technologies enables the event manager to successfully combine showcraft, theming, staging and concept design with the core objectives of staging the event. Key areas of event production and design include script writing, voice-over copy editing, event printed materials, room layouts, power, lights, sound, audio visual and special effects, music, colour, decorations and costumes. This unit provides both theoretical and practical application in these areas and will enhance students' ability to make informed and appropriate decisions based on their knowledge and on the given circumstances of a variety of events.

### **EVT233 Event Management Project**

This unit provides a comprehensive and interactive approach to learning through the practical exercise of staging an event. The teaching methodology is such that the students are required to place themselves in the position of an event manager and organise an event from pre-planning/concept phase, through to execution and post evaluation stage. The students will stage the event at ICMS and will be applying their theoretical and practical knowledge from previous units in order to successfully put in to practice the key stages of running an event.

**EVT235 Event Promotions and Sponsorship**

This unit examines event promotions and analyses the importance of public relation fundamentals in relation to the event industry. The topics of advertising principles and techniques, scheduling and budgeting, add depth to the quality of learning outcomes. Sponsorship and external funding is also a key issue in ensuring successful outcomes for all stakeholders. In this unit, students are required to place themselves in the position of an event manager who is responsible for sourcing and securing sponsorship and funding for events. This includes developing research techniques, negotiation skills, creating proposals and meeting sponsor expectations.

**EVT231 Exhibition Services**

This unit examines the special requirements and logistical considerations for staging exhibitions. Exhibition management requires a unique set of skill-sets including an understanding of exhibition set up and marketing to the two main markets – the exhibitor and the attendee – and large-scale event operations.

**EVT321 International Events**

International Events such as the Olympic Games have a very high profile and are considered to be very significant to the host country. Not all international events enjoy the same level of profile but are significant in terms of the management of the event and its impact. Sports feature highly internationally but a wide range of other events such as international conventions; conferences, business exhibitions and political summits are of importance to the host country's tourism industry.

**EVT337 Contemporary Issues in Event Management**

This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or project. This unit is designed to give the participants a compact base from which their skills and competencies in this field might be further developed. This unit provides a sound base for those students wishing to proceed to further academic study.

## **HOSPITALITY MANAGEMENT**

### **HOSP121 Introduction to Hospitality**

The unit examines the field of hospitality emphasising the development of the industry, evaluating the industry of today and forecasting future trends. The unit also provides students with the information and management principles in many key sectors of the industry, including hotels and lodging, business ownership and development, food and beverage, recreation and leisure, gaming, meetings and conventions. An overview of employment opportunities, management structures and key departments of large hotel operations is also discussed.

### **MGMT116 Facilities Management**

This unit provides an introduction to property and facilities management as it applies to the hospitality industry. It is designed to give students the basic knowledge required to establish appropriate operational policies in relation to building services and maintenance management, including hotel security, fire safety, and workplace health and safety in the modern hospitality environment.

### **HOSP110 Hospitality Operations I**

This unit will provide students with the basic knowledge and experience in hotel operations concentrating on practical skills in food and beverage management and rooms division operations. The theoretical base and application of industry scenarios combine to make this unit an exciting, practical and memorable learning experience. Students will experience real simulations in the college Dining Room and Court Yard Café along with real-life experience in four and five star hotels in rooms division operations. Knowledge of Australian wine is also integrated as part of the food and beverage component. Guest lecturers associated with rooms division operations and food and beverage operations add depth and currency to the unit, highlighting the latest industry trends.

### **HOSP120 Hospitality Operations II**

This unit further develops the practical skills and theoretical knowledge associated with food and beverage operations. Students are engaged in the practical delivery of quality food and beverage operations and are exposed to advanced customer service skills.

Students explore management practices in all areas of hotel food and beverage operations and also have the opportunity to focus on the topic of nutrition and advanced menu design, food safety management and advanced wine knowledge.

### **RDM121 Rooms Division Operations**

This unit provides an introduction to rooms division operations, through the study and practical application of front office and housekeeping operational procedures. The student's understanding of best practice front office and housekeeping operations methodology is greatly enhanced by the practical application of theoretical knowledge, acquired in the classroom, to a range of front office and housekeeping tasks and situations in a commercial environment.

### **RDM236 Rooms Division Management**

The principles that apply to successful hotel management education are international and, importantly, transportable. They provide a flexible, student-centred and academically rigorous program, which seeks to develop students' competencies and encourage their intellectual skills. This unit seeks to extend the basic Front Office operations and concentrate on key elements of effective Front Office management, namely managing quality guest service and managing revenue. These key areas are studied in depth.

### **MGMT223 Operational Management and Cost Control**

The mix of permanent and casual labour, perishability of goods, fluctuating levels of business and 24 hour operating policy allows for differing levels of productivity, quality and many opportunities for fraudulent practices. This unit will instil in students the necessity for both standards and control at all levels of the operation thus enabling optimum return for the company whilst maintaining levels of quality and service for the customer.

**CPTS 233 Hotel Management Simulations**

This unit is taught via a computer program that simulates the operation of a hotel allowing students to consider many of the vital issues facing hotel operations management. The segments of the simulation program concentrate on front office operations, and the lodging cycle and the application of yield management principles in forecasting demand. The input of data into the computer allows students to test out their decision-making skills in a simulated but highly realistic environment. Students will be able to evaluate broad ranges of accumulated learning by running a business within a safe accelerated environment. A business plan and periodic reports assesses team performance whilst simultaneously developing word processing and spreadsheet skills.

**ENG336 Contemporary Issues in Hospitality Management**

This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or project. This unit is designed to give the participants a compact base from which their skills and competencies in this field might be further developed. This unit provides a sound base for those students wishing to proceed to further academic study.

**HOSP321 Globalisation in the Hospitality Industry**

The Hospitality industry is a truly global industry, it is international in terms of mobility and expectations of consumers, the mobility of the labour force, the internationalization of the product, the impact of multinational hospitality companies and international hospitality education.

## **MARKETING**

### **MKTG221 Principles of Marketing**

Many theorists argue that the role of marketing is to create customer value. This search for value often begins with market research, which seeks to identify the benefits sought by customers. Values vary widely from one customer to another and need to be well understood by the marketer. This unit demonstrates the fundamental concepts of marketing. Particular attention is paid to the specific characteristics of service marketing, and the concepts and applications required in these settings. The topics studied in this unit provide the background and framework for more in-depth examination and analysis of the key tools available to service marketers. This unit is focused on the application of marketing concepts and with the reality based case studies and group work makes it a practical and relevant learning experience.

### **RET134 Buyer Behaviour**

Success in the marketplace depends on a firm's ability to attract, satisfy and retain its customers. To grow, the business must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances. Understanding what products and product attributes customers currently desire, and what they may desire due to emerging social trends, keeps business at the leading edge of consumer behaviour and product research. This unit will equip students with the skills to understand consumers as buyers and thus, manage products efficiently and effectively. The topics examined will range from the psychology of purchasing decisions to the resulting impacts on product or service development, equipping graduates with the skills necessary to work in international retail industries.

### **TOUR235 Consumer Behaviour and Product Management**

Success in the marketplace depends on a firm's ability to attract, satisfy and retain its customers. To continue with success the entity must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances. While understanding what products and product attributes customers currently desire is vital, it is not sufficient to keep at the leading edge of consumer behaviour and product management. Students need to be equipped with the skills to understand their customers in the marketplace and manage their products efficiently and effectively. The topics examined will range from the psychology of purchasing decisions to the resulting impacts on product and service development, ensuring graduates have the skills necessary to work effectively in an international industry.

### **MKTG333 Strategic Marketing Management**

Marketing strategies need to be integrated with an organisation's overall corporate strategy and the strategies of other functional departments. Collectively these strategies are designed to secure a position of sustainable competitive advantage in the market place for firms. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management through a combination of readings, theoretical tools, and organisational examples. Students will learn to apply relevant methods, individually and in a group, through preparing case studies and tutorial activities. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

## **INTERNATIONAL TOURISM**

### **TOUR112 Introduction to Tourism**

As the world's largest industry, tourism is a major source of economic development. It generates substantial jobs, personal and corporate income, tax revenues, foreign exchange earnings, investments, and infrastructure improvements for communities in developed and developing countries around the world. A practical way to begin the study of tourism is to examine why people travel and how the tourism industry is organised to serve them, especially its four main operational sectors of transportation, attractions, accommodations, and food service. This means that in its simplest terms, the tourism industry consists of those businesses that supply the products and services that meet the wants and need of tourists who "go somewhere", "do something", "sleep", and "eat".

### **TOUR114 Tourism Industry Knowledge**

This unit will enhance the learning process in understanding the business operations of the travel and tourism industry. It will provide the student with the knowledge and skills required to establish a sound foundation for the practical application related to the Global Distribution Systems within the tourism industry. The unit examines codes that are universally recognised throughout the air transport industry, services and facilities available to passengers, information relating to flight schedules and the need for accuracy when supplying information on visa and passport requirements and customs and currency regulations. Students will also learn about the basic elements of physical, cultural and destination geography. They will explore the seven continents, learn about the concepts of longitude and latitude and locate and learn about major countries and cities. The unit will examine the creation of city codes and their importance in selling and booking travel arrangements and also study coding and de-coding city and airport codes. It also covers the planning of travel itineraries by following basic guidelines such as pace, interests, details, energy and routing and students will evaluate resources for developing itineraries and learn about world time zones. The unit ends with details about the history of world transport modes and compares transport modes in each of the inhabited continents.

### **TOUR119 International Fares and Ticketing**

In this unit students will learn how to use the Passenger Air Tariff, define technical terms and classify geographical areas used in international fare construction. Students will tackle the essence of normal and special fare calculation, currency conversion and rounding. The unit follows a logical progression of steps using the Mileage System Principle to calculate one way, round and circle trip journeys including the collection of taxes, fees and charges. This unit also covers how to issue an automated and electronic ticket, acceptance of credit card payments and how to calculate children and infant fares. The unit ends with an overall picture of how the Billing and Settlement Plan works and the practical application of these topics make this an exciting and interesting unit of study.

### **TOUR123 Tourism Systems**

This unit will examine the computer reservations system of the travel and tourism industry and covers the requirements of the Galileo Computer Reservations Certificate. Students will use the Galileo Computer Reservation System enabling them to gain access to airline flight schedules, fare information, hotel rates, car rentals and other essential travel information. The unit also examines the knowledge and skills required to administer the Billing and Settlement Plan (BSP), the standard system used by any enterprise involved in the sale and ticketing of airfares. It also covers the requirements for the IATA BSP Certificate.

### **TOUR115 Travel Industry Services**

This unit analyses the elements of the travel and tourism industry, and then considers in detail the desires and needs that different travellers have and how to find solutions. There are many concepts and processes involved including transportation, accommodation and development of tour packages. The practical application of this unit will make it an exciting and enjoyable educational experience.

### **TOUR237 Tourism Policy and Planning**

Tourism, on both an international and domestic scale, is a complex and multi-dimensional industry that requires well-designed policy, planning, development, marketing, management, and operations to ensure that it is sustainable and profitable. There are many concepts and processes involved in providing the philosophical and institutional frameworks necessary for tourism to provide maximum benefits at minimum costs to the community, region or country that it serves. Tourism policy must be compatible with other governmental policies regarding the economy, society, culture, and physical environment. At the same time it must enable the tourism industry to compete successfully with various other tourism, leisure and recreation products at home and abroad. Tourism policy sets the vision and the guidelines for development, and it dictates the conditions and the utilisation of resources under which development occurs. Tourism development is a worldwide phenomenon with a bright future. Although tourism is primarily developed for its economic benefits, the consequences of poor planning and development can impact the destination's economy, as well as various other aspects of its overall well-being. Tourism development will continue to occur in all parts of the world, developed or underdeveloped. The question is whether or not it will take place according to the accepted principles of sustainability that help to achieve the goals and objectives set forth in the destination's tourism policy. Tourism planning and development is a detailed and structured process that considers many factors regarding the destination's resources. However, it is a necessary process to ensure optimal success for the destination.

### **TOUR232 Ecotourism and Sustainable Development**

Tourism has the potential to contribute significantly to the development of most economies, including those less developed and peripheral areas. It depends heavily however, on environmental conditions, both natural and man-made, for its market and sustainability. Thus it is necessary for any analysis of the economics of tourism to be holistic. This unit analyses the elements of the Tourism System, and then considers in detail the variables that will have an impact on the natural and built environments and future sustainability of the destination and industry. The concepts and knowledge delivered will become essential, regardless of what management area within the tourism industry is obtained.

### **TOUR235 Consumer Behaviour and Product Management**

Success in the marketplace depends on a firm's ability to attract, satisfy and retain its customers. To continue with success the entity must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances. While understanding what products and product attributes customers currently desire is vital, it is not sufficient to keep at the leading edge of consumer behaviour and product management. Students need to be equipped with the skills to understand their customers in the marketplace and manage their products efficiently and effectively. The topics examined will range from the psychology of purchasing decisions to the resulting impacts on product and service development, ensuring graduates have the skills necessary to work effectively in an international industry.

### **TOUR321 International Tourism**

Tourism is the world's largest industry. It is also an international activity that crosses political, religious, ethnic, cultural, and natural boundaries. This course studies how the physical and cultural components of planet Earth have influenced the development and operation of tourism throughout the world. Although many countries share similar tourist attributes, each is unique in its own way. As a result of their specific influences and attributes, various institutional elements and systems have been put into place by governments and the private sector to effectively manage tourism growth, operational sectors, and individual enterprises. Tourism is also international in regards to its tourist flows, source markets and destinations, shared resources, investment and management, impacts, and competition. Since international tourism requires the crossing of borders into foreign jurisdictions, a significant amount of understanding and cooperation is required on various political, social, and business levels. International tourism is also regarded as an agent of peace. It often brings people from different cultures together who under the appropriate circumstances can begin to understand, accept, and appreciate each other and their way of life.

### **ENG335 Contemporary Issues in International Tourism**

This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or project. This unit is designed to give the participants a compact base from which their skills and competencies in this field might be further developed. This unit provides a sound base for those students wishing to proceed to further academic study.

## **PROPERTY SERVICES MANAGEMENT**

### **PROP111 Introduction to Property Management**

In the context of the qualification, this is a fundamental foundation unit that arms the candidate with a basic understanding of property and facility management concepts.

### **LAWP113 Business and Contract Law**

This unit will expose students to the fundamental concepts and principles of Business and Contract Law. The meaningful application of these concepts and principles to the broad range of property sectors, namely, residential, commercial and industrial, will enable the student to have an understanding of any possible legal implications.

### **PROP122 Principles of Valuation**

This is foundation valuation unit designed to deliver to candidates the skills and knowledge required to assess and conduct the valuation of residential property types and further to introduce to them the fundamental assessment methods for all income producing property.

### **CPTS133 Introduction to IT (Property)**

The property industry now relies on employees being competent with the use and manipulation of computers. The rapid development of computing and telecommunications, coupled with a quantum leap in the performance of personal computers (PC) and attractive price ratios, has elevated the role of information systems to that of a strategic resource. It has been argued that property management organisations would not have grown to the size they are today were it not for the global impact of information technology (IT).

### **LAWP134 Property Development Controls**

This unit will expose students to the fundamental concepts and principles of Land and Property Law. The meaningful application of these concepts and principles to the broad range of property sectors, namely, residential, commercial and industrial, will enable the student to have an understanding of any possible legal implications.

### **PROP133 Building Principles**

This unit requires the application of knowledge and skills to domestic and commercial property construction methods and building services and the ability to recognise defects and faults affecting property improvements.

### **PROP134 Property Development Controls**

This unit introduces the candidate to basic land identification practices and the key legislative framework relating to land use in NSW. It develops an awareness of planning controls and processes and identifies the need to operate within the constraints of these guidelines. It also includes a study in the operation of Local Government and the Land and Environment Court of NSW.

### **ACCG233 Managing Finance and Capital Expenditure**

The theoretical base and meaningful practical application to industry scenarios combine to make this unit an exciting, realistic and memorable learning experience. The unit has been designed for property managers working in the current complex and diverse business environment. This unit allows the students to examine and understand the basic managerial skills necessary to interpret and report on accounting information systems data. These reports can then be used to enhance the decision-making process in managing general finances and capital expenditure. The unit examines the use of financial statements within several contexts, giving the students every opportunity to be familiar with the basic tools of managerial accounting concepts and the assumptions upon which they are based.

### **PROP235 Commercial Valuation Techniques**

Building owners, managers and commercial property developers all rely heavily upon commercial valuation methodologies that analyse the market to derive capital values, market rentals and leasing trends.

### **PROP236 Commercial Property Management**

To produce a commercially minded property professional with the necessary critical, analytical and strategic skills and knowledge required to excel in the application of the management of commercial property and associated facilities.

**PROP339 Property Sector Analysis 1**

This unit is designed to allow students to extend their critical analysis to an area or segment of the property industry where there has been a rapid surge of interest in the service management of property. Growing attention is now being paid to the property sector and the services it provides to consumers and all stakeholders. Property service managers must be skilled in order to provide quality services and customer satisfaction. Property services have emerged as important topics of education as academics and industry leaders strive to raise the level of expertise required to ensure the sector attracts appropriately qualified and industry competent graduates to manage the range of associated services. In this unit the students will begin an analysis of a sector of interest, and prepare a proposal for a report.

**PROP327 Corporate Real Estate**

One of the growing sectors in the Australian property industry is the corporate sector real estate. The property manager needs to be able to develop strategies and apply their skills to effectively and efficiently manage the corporate enterprise.

**PROP338 Property Investment & Portfolio Analysis**

Property investment and the caring of the properties that comprise a portfolio, when properly performed, not only preserve the investments but also optimise the economic opportunity to owner(s). This includes maximizing cash flows and increasing the net value of the investments.

**PROP340 Property Sector Analysis 2**

This unit continues the work begun in an earlier unit of evaluating a property service management sector. Growing attention is now being paid to the property management and the evaluation of services it provides to consumers and all stakeholders. Property service managers need to undertake critical analysis and evaluation of various sectors of their industry in order to provide quality services and customer satisfaction. Property services have emerged as important topics of education as academics and industry leaders strive to raise the level of expertise required to ensure the sector attracts appropriately qualified and industry competent graduates to manage the range of associated services.

## **RETAIL SERVICES MANAGEMENT**

### **RET111 Principles of Retail Management**

Retailing is the process of creating value for final consumers through a successful exchange process. Retailing activities can be viewed from several perspectives; the macro role that retailing plays in our society and economy, and the role that retail entities play in a changing, competitive business environment. From a micro perspective, retail organisations are considered as business entities to be managed effectively. This unit considers the macro retailing environments by examining the functions of retailing and the external factors that affect retailing operations. On a micro level, it introduces the principles of retailing management using a framework for planning, implementing and monitoring retailing strategies.

### **ACCG134 Process Business Tax Requirements**

Pivotal to the successful management of any organisation is an efficiently and effectively operated office. Not only must the accounting system run well, but all business taxes and legal obligations completed in a timely way. This unit deals with the requirements of both federal and State tax laws. In today's business environment there are many legal requirements, and among the most demanding are the income tax; goods and services tax; fringe benefits tax; payroll tax; transactions duties; and land tax. It is essential, therefore, that the business tax requirements are planned and controlled so the objectives set by management can be achieved with the maximum efficiency at the minimum cost.

### **RET123 Retail Technology**

The accelerated pace of technological change is affecting all aspects of retailing. New technologies are giving rise to new forms of retailing; make retail transactions more efficient for both consumers and retailers; and improving planning and control of retailing operations.

This unit considers retailing technology by examining its impacts and applications from both a customer satisfaction and operational management perspectives. It is presented with a focus on the importance of an integrated, business-wide approach to the use of technology as a retailing tool.

### **RET134 Buyer Behaviour**

Success in the marketplace depends on a firm's ability to attract, satisfy and retain its customers. To grow, the business must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances. Understanding what products and product attributes customers currently desire, and what they may desire due to emerging social trends, keeps business at the leading edge of consumer behaviour and product research. This unit will equip students with the skills to understand consumers as buyers and thus, manage products efficiently and effectively. The topics examined will range from the psychology of purchasing decisions to the resulting impacts on product or service development, equipping graduates with the skills necessary to work in international retail industries.

### **ACCG235 Retail Financial Management**

The unit deals specifically with issues of financial management as they relate to the retail industry. The theoretical base and meaningful practical application to industry scenarios, combine to make this unit an exciting, realistic learning experience. The unit has been designed for managers working in the current complex and diverse retail business environment. This unit allows the students to examine and understand the basic managerial skills necessary to interpret and report on accounting information systems. These reports can then be used to enhance the decision-making process. The unit examines the use of financial statements within several contexts, the preparation of operational budgets, management of working capital and cash flows. The students will have every opportunity to be familiar with the basic tools of managerial accounting concepts and the assumptions upon which they are based.

### **RET336 Retail Sector Analysis 1**

There has been a rapid surge of interest in all aspects of service management over the last decade. Growing attention is now being paid to the Retail sector and the services it provides to consumers and all stakeholders. Retail service managers must be skilled in order to provide quality services and customer satisfaction. This unit begins a study of a sector of interest in Retail services that will demand critical analysis. These important topics will be studied to determine how real world problems might be solved. This unit requires the student to prepare a proposal for the study that will be completed in a later unit. This analysis education will assist students to become industry leaders and strive to raise the level of expertise required to ensure the sector attracts appropriately qualified and industry competent graduates to manage the range of associated services.

### **RET232 Buying for Retail Markets**

A key to successful retailing is to match the retailer's merchandise and service offerings to the needs, preferences and expectations of their target market. Retailers perform three functions relating to merchandise: planning, buying and controlling. The management of these activities has a major impact on overall store performance. Retail buying is all the activities associated with the purchase of consumer goods from manufacturers and wholesalers for the purposes of reselling them to final consumers at profitable margins.

This unit introduces buying terminology and an overall process for strategic merchandise planning, including the contents of the merchandise budget and the buying plan/model stock list. It examines the fundamentals of the acquisition process with a focus on good buying practices. Finally, evaluative techniques including inventory turnover and profit measures are used to evaluate merchandise performance.

### **RET235 Retail Logistics**

Today, enterprises offer consumers an ever increasing variety of local and overseas products and services. Fulfilling this marketing promise in a cost-effective manner falls within the purview of the enterprise's logistics operations. This unit addresses the trade-offs involved in the sourcing, acquisition, transportation, transformation, storage and distribution of raw materials, packaging and finished products to fulfill customers' requirements at the lowest overall logistics cost. This will necessitate examination of intra and inter-functional relationships within the enterprise as well as relationships with other stakeholder groups including suppliers, service providers, customers and competitors who comprise the enterprise's extended supply chain. The pivotal role of modern Information and Communications Technologies (ICTs) in facilitating the enterprise's logistics activities will be a central theme of this unit as it addresses retail logistics from both a product and services perspective.

### **RET317 Retail Promotions**

Retailers communicate with customers through advertising and sales promotions, publicity, personal selling and store atmosphere, all visible and important instruments in the retail marketing mix. When all the promotion elements including co-operative advertising and point of sale merchandising are integrated, the firm's communications efforts give consumers a clear distinct image and add value to the promotions budget. This unit examines retail promotions and analyses the importance of advertising and supplier relations in the retail industry. Topics include advertising principles and techniques, personal sales, promotional events, publicity and cooperative activity. The unit will examine retail advertising and promotional activities that promote products and services to their markets, equipping graduates with the skills necessary to work in a multinational retail environment.

### **RET338 Contemporary Retail Management**

Retailing is a dynamic industry in which the rate of change requires retail managers to continually interpret and rapidly respond to evolving, competitive environmental conditions.

This unit considers the retailing environment by examining sources of relevant information and the external factors that affect the retailing industry. At an enterprise level, it considers the impact of ownership structures, technology and contemporary retail practices on developing, implementing and monitoring retailing strategies.

### **RET337 Retail Sector Analysis**

The rapid surge of interest in all aspects of service management over the last decade requires managers who can critically analyse problem sectors, study trends and evaluate the consequences of pro active decision making. Growing attention is now being paid to the Retail sector and the services it provides to consumers and all stakeholders. Retail services have emerged as important topics of education as academics and industry leaders strive to raise the level of expertise required to ensure the sector attracts appropriately qualified and industry competent graduates to manage the range of associated services.