

## **University of Wollongong in Dubai**

# **Degree Handbook UG and PG 2009**

## Table of Contents

### Part I: General Information for UG and PG Students

Introduction to UOWD	4
Terminology used at UOWD	4
Faculties and Degree Programs Offered	7
Graduate Qualities	8
Session Dates 2009/2010	9
Enrolment Procedures	10
Academic Resources for Students	11
Academic Support for Students	12
Academic Progress	13

### Part II: Faculties and Degree Programs

<b>Faculty of Business and Management</b>	15
<b>Undergraduate Degree Programs</b>	16
Bachelor of Business Administration	18
Bachelor of Commerce: <i>Management</i>	20
Bachelor of Commerce: <i>Marketing</i>	22
Bachelor of Commerce: <i>International Business</i>	24
Bachelor of Commerce: <i>Human Resource Management</i>	28
<b>Postgraduate Degree Programs</b>	30
Master of Business Administration	31
Master of International Business	32
Master of Quality Management	34
Master of Strategic Marketing	35
Master of Strategic Human Resource Management	37
Master of Science (Logistics)	38

<b>Faculty of Finance and Accounting</b>	40
<b>Undergraduate Degree Programs</b>	41
Bachelor of Commerce: <i>Accountancy</i>	43
Bachelor of Commerce: <i>Finance</i>	45
<b>Postgraduate Degree Programs</b>	47
Master of Applied Finance and Banking	48
<b>Faculty of Computer Science and Engineering</b>	50
<b>Undergraduate Degree Programs</b>	51
Bachelor of Computer Science	53
Bachelor of Computer Science: <i>Digital Security Systems</i>	55
Bachelor of Computer Science: <i>Multimedia Technology</i>	57
Bachelor of Internet Science and Technology	59
Bachelor of Information Technology in Management Information Systems	61
<b>Postgraduate Degree Programs</b>	63
Master of Engineering Management	64
Master of Information Technology Management	66
<b>Part III: Subject Offerings and Subject Descriptions</b>	
<b>Subject Offerings</b>	
Undergraduate Subject Offering	68
Postgraduate Subject Offering	71
<b>Subject Descriptions</b>	
Undergraduate subject descriptions	74
Postgraduate subject descriptions	103
<b>Part IV: Academic Policies, Rules and Regulations</b>	
Academic and Student related policies	122
Other Contact Information	130

## **Part I: General Information for UG and PG students**

### **Introduction to UOWD**

The University of Wollongong in Dubai (UOWD) was established in 1993 and is therefore one of the UAE's oldest and most prestigious universities. UOWD is licensed and has obtained accreditation eligibility status for all its degree programs from the UAE Ministry of Higher Education and Scientific Research and the Australian Government.

The University of Wollongong in Dubai maintains a long and proud tradition of excellence in education combined with liberal values of enquiry. The University strives to provide a fertile environment for bright minds to flourish; where critical thinking is both encouraged and nurtured - qualities which characterize great institutes of learning.

The University of Wollongong in Dubai is committed to making a significant contribution to educational and professional learning. The University offers distinctive academic programs that are intended to meet the needs of culturally diverse and educationally high calibre students. The University is able to recruit and retain staff of the highest quality that are committed to balancing the need for continuity with the need for change; maintaining traditions of quality while promoting innovation and creating an environment of continuous improvement.

### **Terminology used at UOWD**

*Advanced Standing:* Students registering at UOWD may apply for advanced standing (transfer of credit) on the basis of tertiary studies satisfactorily completed at other approved universities or colleges prior to their enrolment at UOWD.

*Assessment:* Students are assessed in all subjects they undertake at UOWD. This is done by means of assignments, class tests, project work, presentation skills, class participation and final exams. Each subject outline will have a detailed requirement mentioned.

Challenge Test: Challenge tests are available to undergraduate students in CSCI015, MATH015 and STAT015 Only. Eligibility to take these tests is assessed by Faculty and students are informed accordingly. Challenge tests occur in the 1<sup>st</sup> week of classes. Option of taking a challenge test is available only at the time of student joining the program.

Class/Section/Batch: This refers to a single offering of subject material

Contact Hours: Number of hours a student is required to spend at lectures or tutorials. It also refers to the number of hours of face to face teaching for faculty.

Course Code: A unique set of characters used to identify each degree program in the University. For e.g. Master of International Business has the course code of DB597

Course Load: The maximum number of subjects a student can enrol in at a given semester.

Credit: This is accrued as and when students successfully complete their subject or given as a result of recognition of prior learning at another university (credit transfer)

Credit Point: This is the value attached to a subject as a component for a degree. Each credit point has a workload of 2 hours per week over the duration of that subject in a semester, including class attendance, library research, lab work and private study.

Moreover, UOWD subjects weigh six credit points where each credit point represents 2 hours of study per week. This translates into a total of 12 hours commitment per week for each subject. This includes 4 hours lecture, 1 or 2 hours tutorial (if required), in addition to library research, private study, etc.

Degree Articulation: Students who have completed a Masters degree at UOWD may apply to do another Masters degree in which case students will need to do 6-9 additional subjects to obtain another Masters degree.

E.g. A student articulating from MIB (8 subjects) to MBA (12 subjects) need to do only 9 subjects of MBA once they complete MIB degree.

*Degree Program:* This refers to the field of study a student is enrolled in. e.g. Master of International Business (MIB). The two words are also used separately and it has the same connotation.

*Elective:* This refers to subjects that students have the option of choosing and which will enable them to complete their degree requirements. Electives are usually chosen from a list of options within their degree. The number of electives a student needs to undertake will vary depending on the degree structure. Students normally choose subjects (as electives) which will complement their degree or career choice. Students can only choose electives from the approved list specified in each degree.

*Faculty:* This refers the academic department to which degree program, subjects belong to.

*Faculty member:* This term is used in reference to academic staff teaching at UOWD.

*Graduate Foundation Course (GFC):* The Graduate Foundation Course is taken by students with a non business background before entry into the Masters program. Subjects include Accounting, Finance, Marketing, Statistics and Operations Management

*Pre-requisite:* A requirement of having to take a subject(s) before students can enrol in another subject(s).

*Quota:* Limit on the number of students who can enrol in a particular subject.

*SOLS:* Student Online Services (SOLS) provides students with a range of services including subject enrolment, withdrawal, assignment and final exam mark, personal details etc. All communications between the University and student is conducted via SOLSMail (Accessed on SOLS)

*Subject Code:* A unique set of characters used to identify each subject at UOWD. E.g. TBS904 is Marketing Management

*Technical Fail (TF):* TF is awarded to students who obtain an overall mark of 50% or above in the subject, but failed to score the minimum mark required in the final exam.

*Weighted Average Mark:* Sum of (subject credit \* mark/sum of (subject credit), including advanced standing.

## **Faculties and Degree Programs Offered**

The University of Wollongong in Dubai offers the following degrees under three Faculties which are as follows:

### **Undergraduate Degree Programs**

#### ***Faculty of Business and Management offers the following:***

Bachelor of Business Administration  
Bachelor of Commerce: HRM  
Bachelor of Commerce: Management  
Bachelor of Commerce: Marketing  
Bachelor of Commerce: International Business

#### ***Faculty of Finance and Accounting offers the following:***

Bachelor of Commerce: Accounting  
Bachelor of Commerce: Finance

#### ***Faculty of computer Science and Engineering offers the following:***

Bachelor of Computer Science  
Bachelor of Computer Science: Digital Security Systems  
Bachelor of Computer Science: Multimedia Technology  
Bachelor of Internet Science and Technology  
Bachelor of Information Technology in Management Information Systems

### **Post Graduate Degree Programs:**

#### ***Faculty of Business and Management offers the following:***

Master of Business Administration  
Master of International Business  
Master of Quality Management  
Master of Strategic Human Resource Management  
Master of Strategic Marketing  
Master of Science (Logistics)

#### ***Faculty of Finance and Accounting offers the following:***

Master of Applied Finance and Banking

***Faculty of computer Science and Engineering offers the following:***

Master of Information Technology Management

Master of Engineering Management

## **Graduate Qualities**

The University of Wollongong in Dubai makes a clear statement as to the qualities of a student who has successfully completed a program of study

### **Graduate Qualities are as follows:**

*Informed:* Have a sound knowledge of an area of study or profession and understand its current issues, locally, regionally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.

*Independent Learners:* Engage with new ideas and ways of thinking to critically analyse issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.

*Problem Solvers:* Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.

*Effective Communicators:* Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognise how culture can shape communications

*Responsible:* Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities

## Session Dates 2009/2010

SUMMER SESSION 2009 - UNDERGRADUATE and POSTGRADUATE	
27 April	Pre-enrolment Period
14 May	Last day for payment of fees for subjects
16 May	Orientation and Enrolment
17 May – 23 July	Lectures Commence (10 weeks)
28 May	Last day for enrolment in subjects
25 June	Last day of withdrawal from subjects without fail
24 July – 26 July	Study Recess (3 days)
27 July – 1 August	Examinations (1 week)
AUTUMN SESSION 2009/2010 - UNDERGRADUATE and POSTGRADUATE	
23 August	Orientation and Enrolment
30 August – 17 September	Lectures Commence (3 weeks)
20 September* - 26 September	Eid Al Fitr break (1 week)
27 September – 3 December	Lectures Recommence (10 weeks)
4 December -12 December	Study Recess (1 week)
13 December – 24 December	Examinations (2 weeks)
December 25	Mid-Year Recess (2weeks)
To be advised	Release of results
* <b>Eid Break:</b> the dates are subject to the sighting of the moon and therefore are not final.	
SPRING SESSION 2010 - UNDERGRADUATE and POSTGRADUATE	
2 January	Orientation and Enrolment
10 January – 6 March	Lectures Commence (8 weeks)
7 March – 13 March	Mid-Session Recess (1 week)
14 March – 15 April	Lectures Recommence (5 weeks)
16 April – 20 April	Study Recess (5 days)
21 April – 1 May	Examinations (1.5 weeks)
To be advised	Release of results
SUMMER SESSION 2010 - UNDERGRADUATE and POSTGRADUATE	
15 May	Orientation and Enrolment
16 May – 22 July	Lectures Commence (10 weeks)
23 July – 27 July	Study Recess (5 days)
28 July – 7 August	Examinations (1.5 weeks)
To be advised	Release of results
AUTUMN SESSION 2010 - UNDERGRADUATE and POSTGRADUATE	
23 August	Orientation and Enrolment
30 August – 17 September	Lectures Commence (3 weeks)
20 September* - 26 September	Eid Al Fitr break (1 week)
27 September – 3 December	Lectures Recommence (10 weeks)
4 December -12 December	Study Recess (1 week)
13 December – 24 December	Examinations (2 weeks)
December 25	Mid-Year Recess (2weeks)
To be advised	Release of results
* <b>Eid Break:</b> the dates are subject to the sighting of the moon and therefore are not final.	

UAE HOLIDAYS	
1 January	New Year's Day
20 January – TBC	Al-Hijra (Islamic New Year)
9 March	Mouloud (Birth of the Prophet)
20 July	Leilat al-Meiraj (Ascension of the Prophet)
21 September – TBC	Eid al-Fitr (End of Ramadan)
28 November - TBC	Eid al-Adha (Feast of the Sacrifice)
2 December	National Day
25 December	Christmas Day
GRADUATION	
Summer: TBC	Winter: TBC

## Enrolment Procedures

From second semester onwards, students are able to enrol for their subjects online via SOLS.

Undergraduate students can enrol for a maximum of 30 credit points online.

Postgraduate students can enrol for a maximum of 12 credit points online.

Manual Enrolment: This form is used when classes have reached their quota or special approval (e.g. for an additional/substitute subject) is required by an academic advisor/Dean.

Variation to Enrolment: This form is used when a student needs to withdraw from a subject, change subjects or sections and is unable to do it online.

Change of Degree/Major: This form is used for changing degrees or majors. There is a risk of not getting all subjects transferred to new degree/major.

Pre-requisite Waiver Form: This form is used when a student receives a provisional status for a subject they have enrolled in online. This needs to be approved by an academic advisor/Dean.

Exclusions: If a subject has an exclusion clause to it, students should not enrol in its equivalent. If students complete both subjects, only one will be counted towards the degree. When in doubt, always check with your Academic Advisor.

*Degree Planning:* students are encouraged to sit with their academic advisor and plan subjects for each semester. This will ensure timely completion of degree and also takes into consideration the student's ability and subject availability.

***\*Note: After approval from the appropriate Faculty, students need to submit the forms to the Registrar department.***

Please observe the deadlines (which will be made available online as well as on notice boards) for enrolment and withdrawal of subjects in order to avoid financial and/or academic penalty.

## **Academic Resources for Students**

### *Student Online Resources (MyUOWD website)*

MyUOWD is the student intranet website developed as a rich information resource that provides students with updates on what is happening in and around the University. This is an important website which gives student access to subject related information uploaded by lecturers. Timetables, important notices (general and subject related) are also uploaded on this site. This website is continuously updated with information on events, seminars and workshops.

A tutorial to use this resource is available on <https://my.uowdubai.ac.ae> website under the link Download MyUOWD Website Tutorial (pdf.)

### *Student Online System (SOLS)*

The Student Online System is a vital tool in the management of enrolment at the University. It provides a range of services including subject enrolment, withdrawal, assessment and final exam marks, personal details, fee information and others. To ensure that communications (between the University and student) are conducted in the most secure, reliable and efficient manner, the University has designed a system where official communications are sent online as messages to SOLS Mail and generally not by post (although this may be utilized on occasions).

SOLS website can be accessed on this link: [www.uow.edu.au/student](http://www.uow.edu.au/student)

More information on SOLS can be obtained on this link:

<http://www.uowdubai.ac.ae/cs/details.php?sec=3>

In case of technical problem, please contact out ITTS dept at

[TechnicalSupport@uowdubai.ac.ae](mailto:TechnicalSupport@uowdubai.ac.ae)

## **Academic Support for Students**

### Academic Advising System

The University of Wollongong in Dubai recognizes academic advising as a key role in helping students attain their educational goals.

Academic advisors are available during their office hours to assist students with:

- Formulating academic goals
- Degree planning which includes selecting the right subjects to enroll in each semester
- Understanding and meeting degree requirements
- Understanding academic regulations and procedures
- Monitoring academic progress
- Responding to academic difficulties

### Student academic support services

A range of services are offered through the Student Services Department for students who wish to further their academic skills and to help those who are experiencing difficulties with their studies.

Academic skills workshops are conducted for both UG and PG students on a range of topics aimed at providing students an opportunity to learn the academic skills that will be needed throughout their studies.

Peer tutoring offers academic support to student through small group sessions or one-on-one tutoring led by trained peer tutors.

For further information, please see:

<http://www.uowdubai.ac.ae/ss/details.php?sec=2,20>

## **Academic Progress**

### *Degree Completion Requirements:*

All Undergraduate degrees require an overall weighted average (WAM) of at least 50% to be awarded a degree.

All Postgraduate degrees require an overall weighted average (WAM) of 60% to be awarded a degree.

To find out how the WAM is calculated at UOWD, please check the assessment policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.

### Note:

- Individual degree requirements are mentioned in detail under the relevant Faculty section
- In case of receiving a fail in a subject, the mark received for the fail grade is also included in the calculation

*Attendance Requirement:* The student attendance policy sets out the procedures and criteria for attendance in classes (lectures, tutorials, workshops and labs) that constitute the attendance requirements for a subject. Expected attendance requirements are explained in each subject outline.

*Minimum Rate of Progress (MRP):* The MRP policy outlines the rules, responsibilities and procedures for both undergraduate and postgraduate students in order to satisfy the minimum progress requirements throughout the degree program.

*Minimum Passing Requirement for Each Subject:* This information can be found in each subject outline.

*Plagiarism:* This means using the ideas of others (can include author, journalist, lecturer, other student etc) without giving them proper credit. Plagiarism is not tolerated and may lead to expulsion from the University.

*Special Consideration Policy:* This policy sets out the procedures and criteria for special consideration requests for all forms of assessment (including supplementary examinations).

*Release of Results:* Final mark and grade is released on SOLS by the Registrar. No information concerning results will be given by telephone, email or in person.

*Re-marking/Re-evaluation Policy:* This policy sets out procedures to follow if a student feels that the mark or grade they have been awarded for a subject is not indicative of their performance or that there may have been an error in determining their mark or final grade.

*Academic Misconduct:* The rules for student conduct and discipline outlines the expected standards of conduct and penalties for misconduct (if applicable).

*The Academic Grievance – Student’s Policy:* Sets out the University’s general approach to resolving academic grievances and procedures.

All the above mentioned policies are available under the policies section on the <https://my.uowdubai.ac.ae> website.

## **Part II: Faculties and Degree Programs**

### **Faculty of Business and Management**

The Faculty of Business and Management is located in Room 3-23, Block 15, Knowledge Village.

Contact number: 04 3672461      Fax: 04 3672754

The Faculty of Business and Management includes both undergraduate and postgraduate degrees in the field of Management, HR, Quality and Logistics.

Today's highly competitive business environment requires well-qualified, effective decision-makers to take up leadership positions. Businesses want employees with a demonstrated track record of experience, underpinned by relevant qualifications that have helped them develop their management competencies. A relevant degree is a key stepping stone to gaining a position of leadership.

The Faculty of Business and Management aims to create an environment in which students can explore, develop and apply their learning enabling them to make significant contributions to society

Our hallmark is a strong focus on strategy, leadership and the skills necessary to operate in a challenging and changing global environment. Our programs of study require a commitment to teamwork and an enthusiasm to achieve. They are specifically designed to help students attain their career goals.

#### **Who's who Within the Faculty**

##### **Dean:**

Dr. David Van Over

Email : [DavidVanOver@uowdubai.ac.ae](mailto:DavidVanOver@uowdubai.ac.ae)

##### **Deputy Dean:**

Dr. Melodena Balakrishnan

Email: [MelodenaBalakrishnan@uowdubai.ac.ae](mailto:MelodenaBalakrishnan@uowdubai.ac.ae)

##### **Faculty Coordinator:**

Ms. Iman Rabah - Tel: 04 367 2461

Email : [ImanRabah@uowdubai.ac.ae](mailto:ImanRabah@uowdubai.ac.ae)

## **Academic Advisors**

Each new student will be assigned a lecturer at the beginning of their first semester, who will be his/her main Academic Advisor. Current students will also be assigned a lecturer as their main Academic Advisor.

## **UNDERGRADUATE DEGREE PROGRAMS**

### ***Degree Programs Offered:***

- Bachelor of Business Administration
- Bachelor of Commerce: HRM
- Bachelor of Commerce: Management
- Bachelor of Commerce: Marketing
- Bachelor of Commerce: International Business

This section provides details on subjects that need to be completed in order to graduate. A degree plan (subject sequence) is also given at the end of each degree.

Students are strongly encouraged to follow the subject sequence to graduate in a timely manner. All subjects are not offered in all semesters and if the sequence is not followed, they run a risk of a delay in their graduation. If a student fails a subject, he/she needs to repeat the subject at the session it is scheduled for.

The University has no obligation to offer a subject to meet the requirements of an individual student.

The subject sequence for undergraduate degree programs is based on two intakes: Autumn and Spring. Summer is an optional session and those students who join the Summer intake will be provided with a separate sequence by their academic advisor.

***All students enrolled in the undergraduate degree program must adhere to the below rules:***

**Attendance Policy:** 75% attendance in tutorials, labs and workshops is mandatory for students enrolled in 000 level and 100 level subjects. Failure to comply with this will result in a Fail grade for the subject.

For further details, please check the Student Attendance Policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.

**Minimum Rate of Progress:** In order to satisfy the required minimum rate of progress a student must pass more than fifty percent (50%) of the subjects in which the student has enrolled in an academic semester.

For further details, please check the Minimum Rate of Progress Policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.

**Degree Completion Requirement:**

Only a maximum of 24 credit points total at 'Pass Conceded' (PC) grade is allowed for 100/200/300 level subjects.

For "CORE" 300 level subjects, candidates must receive a grade of "Pass" or better. A grade of Pass Conceded (PC) does not satisfy the Bachelor Degree rules.

All undergraduate degrees require an overall weighted average (WAM) of 50% to be awarded a degree.

To find out how the WAM is calculated at UOWD, please check the assessment policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.



## Bachelor of Business Administration

**Degree Requirement:** Students are required to complete thirty four (34) subjects (204 cps) according to the sequence of study shown below. There are thirty (30) compulsory subjects that are required, and four (4) elective subjects from the approved list.

Code	Title	CP	Pre-requisites	Exclusions
ARTS015	Introduction to University Life	6		ARTS001
ARTS017	Islamic Culture	6		
MATH015	Foundation Mathematics A	6		MATH001
CSCI015	Computer Applications	6		CSCI001
STAT015	Introduction to Statistics	6		STAT001
ENVI030	Environmental Science	6	ARTS015	ARTS025
ARTS035	Introduction to Philosophy	6		
or MATH020	Foundation Mathematics B		MATH015	MATH020
PSYC015	Introduction to Psychology	6	ARTS015	
LAW101	Law, Business and Society	6		
IACT201	Information Technology & Citizen's Rights	6	24CP @ 100-level	
ACCY100	Accounting A	6	ARTS015	
ACCY102	Accounting B	6	ACCY100	
COMM110	Introduction to Business Information Systems	6	ARTS015 & CSCI015	
COMM121	Quantitative Methods I	6	ARTS015 & STAT015	STAT131
ECON101	Macroeconomic Essentials for Business	6	ARTS015	
ECON111	Introductory Microeconomics	6	ARTS015	
MGMT102	Business Communications	6	ARTS015 & ARTS025	
MARK101	Marketing Principles	6	ARTS015	
MGMT110	Introduction to Management	6	ARTS015	
FIN241	International Fin. Management	6	ACCY102 & ECON111	
or FIN221	Introductory Business Finance			
ECON216	International Trade Theory & Policy	6	ECON111	
ACCY211	Management Accounting II	6	ACCY102	
MARK217	Consumer Behaviour	6	MARK101	
or FIN226	Financial Markets & Institutions		ACCY102 & ECON111	
MARK270	Services Marketing	6	MARK101	
MARK343	International Marketing	6	MARK101	
MARK344	Marketing Strategy	6	MARK101 & 12 CP of	



Code	Title	CP	Pre-requisites	Exclusions
			MARK subjects	
MGMT201	Organizational Behaviour	6	MGMT110	
or MGMT206	Managing Human Resources			MGMT398
ECON332	Managerial Economics & Ops	6	FIN221 & ECON111	
MGMT314	Strategic Management	6	MGMT110 & MARK101 & (MGMT218 or MGMT220)	
MGMT389	International Business Management	6	MGMT110 & MARK101 & MGMT218	
Plus	Four electives (of 6 CP) minimum	24	Only 18 CP may be from 100-level subjects	
<b>Minimum Credit Points required to qualify for this BBA Degree</b>		204	60 CP from GED subjects & 144 CP from non-GED required subjects	

## BBA Subject Sequence:

Students commencing their degree in Autumn session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	COMM110	MARK101	ACCY211	MARK217*	MARK343	MGMT314
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	ECON216	MGMT201 or MGMT206	ELECTIVE	MARK344
CSCI015	PSYC015	ECON101	ECON111	MARK270	FIN221	MGMT389	ECON332
MATH015	LAW101	MGMT110	MGMT102	IACT201	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

*\* can be replaced with FIN226 in Autumn*

Students commencing their degree in Spring session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	ACCY102	MARK101	MARK217*	ACCY211	MGMT314	MGMT389
ARTS017	ARTS035 or MATH020	MGMT110	COMM121	MGMT201 or MGMT206	ECON216	MARK344	ELECTIVE
CSCI015	PSYC015	ECON111	ECON101	FIN221	MARK270	IACT201	ELECTIVE
MATH015	LAW101	MGMT102	COMM110	ELECTIVE	MARK343	ECON332	ELECTIVE
STAT015	ACCY100						

*\* can be replaced with FIN226 in Autumn*

**Electives:** Students must select four (4) elective subjects of which three (3) can be at 100 level and one (1) must be at 200 or 300 level



## Bachelor of Commerce: Management

**Degree Requirement:** Students are required to complete thirty four (34) subjects (204cps) according to the sequence of study listed below. There are twenty nine (29) compulsory subjects that are required, and five (5) elective subjects from the approved list.

Code	Title	CP	Pre-requisites	Exclusions
ARTS015	Introduction to University Life	6		ARTS001
ARTS017	Islamic Culture	6		
MATH015	Foundation Mathematics A	6		MATH001
CSCI015	Computer Applications	6		CSCI001
STAT015	Introduction to Statistics	6		STAT001
ENVI030	Environmental Science	6	ARTS015	ARTS025
ARTS035	Introduction to Philosophy	6		
or MATH020	Foundation Mathematics B		MATH015	MATH002
PSYC015	Introduction to Psychology	6	ARTS015	
LAW101	Law, Business and Society	6		LAW100
IACT201	Information Technology & Citizen's Rights	6	24CP@100level	
ACCY100	Accounting A	6	ARTS015	
ACCY102	Accounting B	6	ACCY100	
COMM110	Introduction to Business Information Systems	6	ARTS015 & CSCI015	BUSS110
COMM121	Quantitative Methods I	6	ARTS015 & STAT015	STAT131
ECON101	Macroeconomic Essentials for Business	6	ARTS015	
ECON111	Introductory Microeconomics	6	ARTS015	
MARK101	Marketing Principles	6	ARTS015	
MGMT110	Introduction to Management	6	ARTS015	
FIN221	Introductory Business Finance	6	ACCY102 & ECON111	
MGMT316	Operations Management	6	COMM121 & ECON111	
COMM351	Business Ethics and Governance	6	72 CP	
MGMT102	Business Communications	6	ARTS015 & ARTS025	
MGMT201	Organizational Behaviour	6	MGMT110	
MGMT206	Managing human Resources	6	MGMT110	
MGMT220	Organizational Studies	6	MGMT110	
MGMT309	Supply Chain Strategies	6	MGMT110 & COMM121	

Code	Title	CP	Pre-requisites	Exclusions
MGMT311	Management of Change	6	MGMT110	
MGMT314	Strategic Management	6	MGMT110 & MARK101 & (MGMT218 or MGMT220)	
MGMT350	Quality Management	6	MGMT110 & COMM121	
Plus	Five electives (of 6 CP) minimum	30	Of which only 18CP may be from 100-level subjects	
<b>Minimum Credit Points required to qualify for this BCOM Degree</b>		204	60CP from GED subjects & 144CP from non-GED required subjects	

## B.Com Management Subject Sequence:

Students commencing their degree in Autumn session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	COMM110	MARK101	IACT201	MGMT201	COMM351	MGMT309
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	FIN221	MGMT206	MGMT311	MGMT350
CSCI015	PSYC015	ECON101	ECON111	ELECTIVE	MGMT220	MGMT316	MGMT314
MATH015	LAW101	MGMT110	MGMT102	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

Students commencing their degree in Spring session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	ACCY102	MARK101	MGMT201	IACT201	MGMT309	COMM351
ARTS017	ARTS035 or MATH020	MGMT110	COMM121	MGMT206	FIN221	MGMT350	MGMT311
CSCI015	PSYC015	ECON111	ECON101	MGMT220	ELECTIVE	MGMT314	MGMT316
MATH015	LAW101	MGMT102	COMM110	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

**Electives:** Students must select five (5) elective subjects of which three (3) can be at 100 level and two (2) must be at 200 or 300 level

## **Bachelor of Commerce: Marketing**

**Degree Requirement:** Students are required to complete thirty four (34) subjects (204cps) according to the sequence of study listed below. There are twenty nine (29) compulsory subjects that are required, and five (5) elective subjects from the approved list.

Code	Title	CP	Pre-requisites	Exclusions
ARTS015	Introduction to University Life	6		ARTS001
ARTS017	Islamic Culture	6		
MATH015	Foundation Mathematics A	6		MATH001
CSCI015	Computer Applications	6		CSCI001
STAT015	Introduction to Statistics	6		STAT001
ENVI030	Environmental Science	6	ARTS015	ARTS025
ARTS035	Introduction to Philosophy	6		
or MATH020	Foundation Mathematics B		MATH015	MATH002
PSYC015	Introduction to Psychology	6	ARTS015	
LAW101	Law, Business and Society	6		LAW100
IACT201	Information Technology & Citizen's Rights	6	24CP @ 100-level	
ACCY100	Accounting A	6	ARTS015	
ACCY102	Accounting B	6	ACCY100	
COMM110	Introduction to Business Information Systems	6	ARTS015 & CSCI015	BUSS110
COMM121	Quantitative Methods I	6	ARTS015 & STAT015	STAT131
ECON101	Macroeconomic Essentials for Business	6	ARTS015	
ECON111	Introductory Microeconomics	6	ARTS015	
MARK101	Marketing Principles	6	ARTS015	
MGMT110	Introduction to Management	6	ARTS015	
FIN221	Introductory Business Finance	6	ACCY102 & ECON111	
MGMT316	Operations Management	6	COMM121 & ECON111	
COMM351	Business Ethics and Governance	6	72 CP	
MARK201	Applied Marketing Research A	6	MARK101	MARK319
MARK202	Applied Marketing Research B	6	MARK101 & MARK 201	MARK239
MARK217	Consumer Behaviour	6	MARK101	
MARK270	Services Marketing	6	MARK101	
MARK301	Internet Application for Marketing	6	MARK101	
MARK333	Marketing Communications & Advertising	6	MARK101	



Code	Title	CP	Pre-requisites	Exclusions
MARK343	International Marketing	6	MARK101	
MARK344	Marketing Strategy	6	MARK101 & 12 CP from 200-level MARK subjects	
Plus	Five electives (of 6 CP) minimum	30	Of which only 18CP may be from 100-level subjects	
<b>Minimum Credit Points required to qualify for this BCOM Degree</b>		204	60CP from GED subjects & 144CP from non-GED required subjects	

## B.Com Marketing Subject Sequence:

Students commencing their degree in Autumn session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	COMM110	MGMT110	IACT201	MARK217	MARK343	COMM351
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	MARK270	MARK202	MARK301	MARK344
CSCI015	PSYC015	ECON101	ECON111	MARK201	FIN221	MGMT316	MARK333
MATH015	LAW101	MARK101	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

Students commencing their degree in Spring session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	ACCY102	MARK101	MARK217	MARK270	MARK202	MARK343
ARTS017	ARTS035 or MATH020	MGMT110	COMM121	IACT201	MARK201	COMM351	MARK301
CSCI015	PSYC015	ECON111	ECON101	FIN221	ELECTIVE	MARK344	MGMT316
MATH015	LAW101	ELECTIVE	COMM110	ELECTIVE	ELECTIVE	MARK333	ELECTIVE
STAT015	ACCY100						

**Electives:** Students must select five (5) elective subjects of which three (3) can be at 100 level and two (2) must be at 200 or 300 level



## Bachelor of Commerce: International Business

**Degree Requirement:** Students are required to complete thirty four (34) subjects (204cps) according to the sequence of study listed below. There are thirty (30) compulsory subjects that are required, and four (4) elective subjects to be selected from one of three elective tracks.

Code	Title	CP	Pre-requisites	Exclusions
ARTS015	Introduction to University Life	6		ARTS001
ARTS017	Islamic Culture	6		
MATH015	Foundation Mathematics A	6		MATH001
CSCI015	Computer Applications	6		CSCI001
STAT015	Introduction to Statistics	6		STAT001
ENVI030	Environmental Science	6	ARTS015	ARTS025
ARTS035	Introduction to Philosophy	6		
or MATH020	Foundation Mathematics B		MATH015	MATH002
PSYC015	Introduction to Psychology	6	ARTS015	
LAW101	Law, Business and Society	6		LAW100
IACT201	Information Technology & Citizen's Rights	6	24CP @ 100-level	
ACCY100	Accounting A	6	ARTS015	
ACCY102	Accounting B	6	ACCY100	
COMM110	Introduction to Business Information Systems	6	ARTS015 & CSCI015	BUSS110
COMM121	Quantitative Methods I	6	ARTS015 & STAT015	STAT131
ECON101	Macroeconomic Essentials for Business	6	ARTS015	
ECON111	Introductory Microeconomics	6	ARTS015	
MARK101	Marketing Principles	6	ARTS015	
MGMT110	Introduction to Management	6	ARTS015	
FIN221	Introductory Business Finance	6	ACCY102 & ECON111	
MGMT316	Operations Management	6	COMM121 & ECON111	
COMM351	Business Ethics and Governance	6	72 CP	
ECON216	International Trade Theory & Policy	6	ECON111	
MGMT218	Competitive Analysis	6	ECON111	
FIN241	International Finance Management	6	ACCY100 & ACCY102	
FIN353	Global Electronic Commerce	6	FIN221 & COMM110	
MARK343	International Marketing	6	MARK101	
MGMT301	Managing Across Cultures	6	MGMT110 & 12 cp from 200 or 300 level subjects	
MGMT314	Strategic Management	6	MGMT110	



Code	Title	CP	Pre-requisites	Exclusions
MGMT341	International & Comparative Employee Relations	6	MGMT110 & 12 cp from 200 or 300 level subjects	
MGMT389	International Business Management	6	MGMT110 & MARK101 & MGMT218	
Plus	Four pre-determined electives (of 6 CP) minimum, as per elective tracks specified below	24	* Electives from Marketing theme OR Financial Mgmt theme OR HRM theme track (see list below)	
<b>Minimum Credit Points required to qualify for this BCOM Degree</b>		204	60CP from GED subjects & 144CP from non-GED required subjects	

***The Program has three thematic elective tracks of which students must select ONE (Marketing OR Financial Management OR HRM):***

**Marketing Electives:** This thematic elective track provides students with an in-depth understanding of how to undertake marketing in a global environment. The focus of this track is on specialised knowledge in the area of marketing which enables organisations to place their products and services in the marketplace and meet customer demand.

Subjects in this track include:

MARK201 Applied Marketing Research A  
 MARK202 Applied Marketing Research B  
 MARK301 Internet Applications for Marketing  
 MARK344 Marketing Strategy

**Financial Management Electives:** This thematic elective track focuses on the management of financial functions in the context of a global organisation. It provides students with an understanding of how organisations manage their capital and investments across international boundaries.

Subjects in this track include:

FIN226 Financial Markets and Institutions  
 FIN351 International Finance  
 ACCY231 Information System in Accounting  
 ACCY328 International Taxation

**Human Resource Management Electives:** This thematic elective track is designed to develop students' in-depth understanding of human resource management. Various aspects of managing people in organisations, including recruitment, selection, occupational health and safety, training and development are covered in this track.

Subjects in this track include:

MGMT206 Managing Human Resources

MGMT205 Recruitment and Selection

MGMT322 Training and Development

MGMT321 Occupational Health & Safety Management

### **B.Com International Business Subject Sequence:**

Students commencing their degree in Autumn session

(Marketing elective track)

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	MGMT110	COMM110	MGMT218	FIN353	FIN241	ECON216
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	IACT201	MGMT301	MARK343	COMM351
CSCI015	PSYC015	ECON111	ECON101	MARK201	MGMT314	MGMT389	MGMT341
MATH015	LAW101	MARK101	FIN221	MGMT316	MARK202	MARK301	MARK344
STAT015	ACCY100						

(Financial Management elective track)

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	MGMT110	COMM110	MGMT218	FIN353	FIN241	ECON216
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	IACT201	MGMT301	MARK343	COMM351
CSCI015	PSYC015	ECON111	ECON101	FIN223	MGMT314	MGMT389	MGMT341
MATH015	LAW101	MARK101	FIN221	MGMT316	ACCY231	FIN226	FIN351
STAT015	ACCY100						



(Human Resource Management elective track)

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	MGMT110	COMM110	MGMT218	IACT201	FIN241	ECON216
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	MGMT321	MGMT301	MARK343	COMM351
CSCI015	PSYC015	ECON101	ECON111	MGMT205	MGMT314	MGMT389	MGMT341
MATH015	LAW101	MARK101	MGMT206	MGMT316	FIN221	MGMT322	FIN353
STAT015	ACCY100						

Students commencing their degree in Spring session

(Marketing elective track)

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	MGMT110	COMM110	ECON101	IACT201	FIN353	COMM351
ARTS017	ARTS035 or MATH020	MARK101	ACCY102	MARK202	ECON216	MGMT301	MGMT316
CSCI015	PSCY015	COMM121	MARK201	FIN221	FIN241	MGMT341	MGMT389
MATH015	LAW101	ECON111	MGMT218	MGMT314	MARK343	MARK344	MARK301
STAT015	ACCY100						

(Financial Management elective track)

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	MGMT110	COMM110	ECON101	MGMT218	FIN353	MARK343
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	IACT201	FIN241	MGMT341	MGMT389
CSCI015	PSCY015	ECON111	FIN221	ACCY231	ECON216	MGMT314	COMM351
MATH015	LAW101	MARK101	Fin226	FIN351	FIN223	MGMT301	MGMT316
STAT015	ACCY100						

(Human Resource Management elective track)

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	MGMT110	ECON101	MGMT206	MGMT205	MGMT341	MARK343
ARTS017	ARTS035 or MATH020	ACCY102	COMM110	FIN221	FIN241	MGMT301	MGMT389
CSCI015	PSCY015	ECON111	COMM121	IACT201	MGMT321	MGMT314	MGMT316
MATH015	LAW101	MARK101	MGMT218	ECON216	COMM351	FIN353	MGMT322
STAT015	ACCY100						



## Bachelor of Commerce: Human Resource Management

**Degree Requirement:** Students are required to complete thirty four (34) subjects (204cps) according to the sequence of study listed below. There are twenty nine (29) compulsory subjects that are required, and five (5) elective subjects from the approved list.

Code	Title	CP	Pre-requisites	Exclusions
ARTS015	Introduction to University Life	6		ARTS001
ARTS017	Islamic Culture	6		
MATH015	Foundation Mathematics A	6		MATH001
CSCI015	Computer Applications	6		CSCI001
STAT015	Introduction to Statistics	6		STAT001
ENVI030	Environmental Science	6	ARTS015	ARTS025
ARTS035	Introduction to Philosophy	6		
or MATH020	Foundation Mathematics B		MATH015	MATH002
PSYC015	Introduction to Psychology	6	ARTS015	
LAW101	Law, Business and Society	6		LAW100
IACT201	Information Technology & Citizen's Rights	6	24CP @ 100level	
ACCY100	Accounting A	6	ARTS015	
ACCY102	Accounting B	6	ACCY100	
COMM110	Introduction to Business Information Systems	6	ARTS015 & CSCI015	BUSS110
COMM121	Quantitative Methods I	6	ARTS015 & STAT015	STAT131
ECON101	Macroeconomic Essentials for Business	6	ARTS015	
ECON111	Introductory Microeconomics	6	ARTS015	
MARK101	Marketing Principles	6	ARTS015	
MGMT110	Introduction to Management	6	ARTS015	
FIN221	Introductory Business Finance	6	ACCY102 & ECON111	
MGMT205	Recruitment and Selection	6	MGMT110 & MGMT206	
COMM351	Business Ethics and Governance	6	72 CP	
MGMT201	Organizational Behaviour	6	MGMT110	
MGMT206	Managing Human Resources	6	MGMT110	MGMT398
MGMT220	Organizational Studies	6	MGMT110	
MGMT321	Occupational Health & Safety Mgmt	6	MGMT110 & MGMT206	
MGMT314	Strategic Management	6	MGMT 110 & MARK101 & (MGMT218 or MGMT220)	



Code	Title	CP	Pre-requisites	Exclusions
MGMT311	Management of Change	6	MGMT110	
MGMT316	Operations Management	6	COMM121 & ECON111	
MGMT322	Training & Development	6	MGMT110 & MGMT206	
Plus	Five electives (of 6 CP) minimum	30	Of which only 18CP may be from 100-level subjects	
<b>Minimum Credit Points required to qualify for this BCOM Degree</b>		204	60CP from GED subjects & 144CP from non-GED required subjects	

## B.Com Human Resource Management Subject Sequence:

Students commencing their degree in Autumn session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	COMM110	MARK101	MGMT205	MGMT201	MGMT322	COMM351
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	FIN221	IACT201	MGMT311	MGMT314
CSCI015	PSYC015	ECON101	ECON111	MGMT321	MGMT220	MGMT316	ELECTIVE
MATH015	LAW101	MGMT110	MGMT206	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

Students commencing their degree in Spring session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	ACCY102	MARK101	MGMT201	MGMT205	COMM351	MGMT322
ARTS017	ARTS035 or MATH020	MGMT110	COMM121	MGMT206	FIN221	MGMT314	MGMT311
CSCI015	PSYC015	ECON111	ECON101	MGMT220	MGMT321	ELECTIVE	MGMT316
MATH015	LAW101	COMM110	IACT201	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

**Electives:** Students must select five (5) elective subjects of which three (3) can be at 100 level and (2) must be at 200 or 300 level.

## POSTGRADUATE DEGREE PROGRAMS

### ***Degree Programs Offered:***

- Master of Business Administration
- Master of International Business
- Master of Quality Management
- Master of Strategic Human Resource Management
- Master of Strategic Marketing
- Master of Science (Logistics)

This section provides details on subjects that need to be completed in order to graduate. A degree plan (subject sequence) is also given at the end of each degree.

Spring and Autumn sessions are of 13 weeks duration and classes are from 6:00 – 9:00pm.

Summer session is of 10 weeks duration and classes will be from 6:00 - 10:00pm.

Students are strongly encouraged to follow the subject sequence to graduate in a timely manner. All subjects are not offered in all semesters and if the sequence is not followed, they run a risk of a delay in their graduation. If a student fails a subject, he/she needs to repeat the subject at the session it is scheduled for. The University has no obligation to offer a subject to meet the requirements of an individual student.

### ***All students enrolled in the Masters degrees must adhere to the below rules:***

**Probationary Admission:** Students on probation may enrol in and complete a maximum of two (2) subjects in the first semester and must achieve a semester average of 60% in the subjects to continue in the program. If the student does not obtain the minimum average score of 60% in the subjects take, the student will be dismissed and not allowed to enrol again in the program.

Please check your offer letter to see if this condition applies to you.

### **Minimum Rate of Progress:**

Please check with the Faculty Coordinator or Faculty Dean for information on the Minimum rate of progress.

### Degree Completion Requirements:

All Postgraduate degrees require an overall weighted average (WAM) of 60% to be awarded a degree.

To find out how the WAM is calculated at UOWD, please check the assessment policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.

## Master of Business Administration

The Master of Business Administration (MBA) is an interdisciplinary and practical course that allows participants to apply knowledge gained from their study to bridge the gap between classroom learning and the business world. The compulsory subjects of the program have a strategic focus that tackle practical issues and concepts and develop skills required by a modern manager. They offer an introduction to key managerial concepts and the skills required by managers, providing a foundation for the elective subjects that follow.

The program of study requires a commitment to teamwork and enthusiasm to achieve.

At the completion of the MBA program, graduates should be able to analyse any problem they encounter within an organization by identifying the key factors, generating a range of solutions and make strong managerial decisions.

**Degree Requirement:** Candidates are required to complete twelve (12) subjects (72cps) according to the sequence of study listed below.

There are eight (8) compulsory subjects that are required to be completed along with four (4) elective subjects to be selected from the approved list only.

TBS905	Economic Analysis of the <b>Core (8 Subjects)</b>	MARK977	Research for Marketing Decisions <b>Electives (Choose any 4)</b>
	Business Environment		
TBS901	Accounting for Managers	ECON939	Quantitative Economic Analysis
TBS906	Information Systems for Managers	MGMT915	Management of Change
TBS903	Managing People in Organisations	FIN928	Multinational Financial Management
<b>#TBS907</b>	<b>Financial Strategy</b>	MGMT953	Human Resource Management
TBS904	Marketing Management	FIN955	International Banking
<b>(Pre-requisite)</b>			



<b>TBS901)</b>			
<b>TBS920</b>	International Business Strategy	MGMT978	Cross Cultural Management
<b>* TBS921</b>	<b>Strategic Decision Making</b>	TBS908	Supply Chain Management
		TBS930	Operations Management
		TBS982	Marketing in a Global Economy
		TBS983	International Business Economic Environment

**# TBS901 is a pre-requisite to TBS907 and needs to be completed before taking TBS907**

*TBS920 – It is highly recommended to take this subject after completion of TBS903, TBS901, TBS904 and TBS905.*

**\* Capstone: TBS921 should be taken in the final semester.**

**Recommended sequence of study**

<b>Session 1</b>	<b>Session 2</b>	<b>Session 3</b>	<b>Session 4</b>	<b>Session 5</b>	<b>Session 6</b>
TBS901	TBS904	TBS906	TBS907	TBS920	TBS921
TBS903	TBS905	Elective	Elective	Elective	Elective

It is the responsibility of the students to check the subject offering in order to plan their degree.

## **Master of International Business**

The Master of International Business (MIB) is intended for both new graduates about to embark on their first line managerial position, and for experienced managers with relevant professional experience who wish to enhance their knowledge and expertise in global management issues.

The MIB attempts to provide candidates with the necessary skills and competencies to manage effectively in a challenging and changing global environment, and attempts to prepare graduates for careers in management positions in both the public and private sectors.

**Degree Requirement:**

Candidates are required to complete eight (8) subjects (48cps) according to the sequence of study listed below.

There are five (5) compulsory subjects that are required to be completed along with three (3) elective subjects to be selected from the approved list only.

Core (5 Subjects)		Electives (Choose any 3)	
TBS980	International Financial Management	ECON939	Quantitative Economic Analysis
TBS981	Managing in Multi-National Companies	FIN928	Multinational Financial Management
TBS982	Marketing in a Global Economy	FIN955	International Banking
TBS983	International Business Economic Environment	MARK977	Research for Marketing Decisions
<b>*TBS984</b>	<b>International Business</b>	MGMT915	Management of Change
		MGMT953	Human Resource Management
		MGMT978	Cross Cultural Management
		TBS904	Marketing Management
		TBS905	Economic Analysis of Business
		TBS906	Information Systems for Managers
		TBS908	Supply Chain Management
		TBS930	Operations Management

**\* Capstone: TBS984 should be taken in the final semester.**

**Recommended sequence of study**

Session 1	Session 2	Session 3	Session 4
TBS980	TBS982	TBS983	TBS984
TBS981	Elective	Elective	Elective

It is the responsibility of the students to check the subject offering in order to plan their degree.

## Master of Quality Management

The Master of Quality Management (MQM) was introduced in Dubai in 1996 in association with the Dubai Quality Group. It is the study of modern management and productivity improvement concepts and techniques. A drive for improved quality requires a change in the whole company culture, including increased quality control from both internal and external sources. This degree is designed to equip decision-makers and managers with the tools necessary to implement and manage quality systems within organizations.

### Degree Requirement

Students are required to complete eight (8) subjects (48cps) according to the sequence of study listed below. There are five (5) compulsory subjects that are required to be completed along with three (3) elective subjects to be selected from the approved list (shown below) only.

Core (5 Subjects)		Electives (Choose any 3)	
TBS950	Quality in Management	ECON939	Quantitative Economic Analysis
TBS951	Statistics for Quality Management	FIN955	International Banking
TBS952	Implementing Quality Systems	MARK977	Research for Marketing Decisions
TBS953	Management of Service Quality	MGMT915	Management of Change
<b>*TBS955</b>	<b>Quality Assurance</b>	MGMT953	Human Resource Management
		MGMT978	Cross Cultural Management
		TBS901	Accounting for Managers
		TBS904	Marketing Management
		TBS905	Economic Analysis of Business
		TBS906	Information Systems for Managers
		TBS908	Supply Chain Management
		TBS930	Operations Management
		TBS981	Managing in Multi-National Companies
		TBS982	Marketing in a Global Economy
		TBS983	International Business Economic Environment
		TBS984	International Business

**# TBS950 is a pre-requisite to TBS952 and TBS9853 and needs to be completed before taking those subjects. \* Capstone: TBS955 should be taken in the final semester.**

### **MQM Subject Sequence:**

Recommended sequence of study for students joining in Autumn

<b>Autumn</b>	<b>Spring</b>	<b>Summer</b>	<b>Autumn</b>
TBS950	TBS953	TBS952	TBS955
TBS951	Elective	Elective	Elective

Recommended sequence of study for students joining in Spring

<b>Spring</b>	<b>Summer</b>	<b>Autumn</b>	<b>Spring</b>
TBS950	TBS952	TBS953	Elective
TBS951	Elective	TBS955	Elective

Recommended sequence of study for students joining in Summer

<b>Summer</b>	<b>Autumn</b>	<b>Spring</b>	<b>Summer</b>
TBS950	TBS953	TBS952	TBS955
Elective	TBS951	Elective	Elective

It is the responsibility of the students to check the subject offering in order to plan their degree.

## **Master of Strategic Marketing**

The MSM Program provides students with the advanced skills to generate products and services for which there is a defined customer need, and to strategically position the product or service in the market with effective promotion, pricing and distribution strategies. The program strives to provide students with a thorough grounding in the strategic marketing techniques required to excel in today's increasingly competitive global marketplace.

The MSM is for marketing practitioners, with the ambition to become effective marketing strategists, who will apply contemporary marketing theory and practice, incorporating international and global perspectives, to their current and future roles. The knowledge, competencies and skills required in modern day marketing are developed through applied research and critical synthesis of alternate marketing perspectives. The MSM provides opportunities for students to build a solid base for continuous self-development as a marketing expert in their field of specialization.

## Degree Requirement

Candidates are required to complete eight (8) subjects (48cps) according to the sequence of study listed below. There are six (6) compulsory subjects that are required to be completed along with two (2) elective subjects to be selected from the approved list only.

Core (6 Subjects)		Electives (Choose any 2)	
MARK922	Marketing Management	MARK917	Business to Business Marketing
MARK936	Consumer Behaviour	MARK938	Managing Services & Relationship Marketing
<b>#MARK940</b>	<b>Marketing Communications</b>	MARK959	Sales Management
MARK977	Research for Marketing Decisions	TBS901	Accounting for Managers
MARK997	Retail Marketing Management	TBS903	Managing People in Organisations
<b>*MARK935</b>	<b>Marketing Strategy</b>	TBS905	Economic Analysis of Business
		TBS906	Information Systems for Managers
		TBS920	International Business Strategy

**# MARK936 is a pre-requisite to MARK940 and needs to be completed before taking MARK940**

**\* Capstone: MARK935 should be taken in the final semester.**

## MSM Subject Sequence:

Recommended sequence of study for students joining in Autumn

Autumn	Spring	Summer	Autumn
MARK922	MARK940	MARK977	MARK935
MARK936	MARK997	Elective	Elective

Recommended sequence of study for students joining in Spring

Spring	Summer	Autumn	Spring
MARK922	MARK977	MARK940	MARK935
MARK936	MARK997	Elective	Elective

Recommended sequence of study for students joining in Summer

Summer	Autumn	Spring	Summer
MARK922	MARK940	MARK997	MARK935
MARK936	MARK977	Elective	Elective

It is the responsibility of the students to check the subject offering in order to plan their degree.

## Master of Strategic Human Resource Management

The Master of Strategic Human Resource Management (MSHRM) is designed to prepare students and professionals with advanced human resource management skills. The program presents powerful tools for analyzing strategic alignment, managing employment relationships and identifying leadership and team dynamic skills essential to orchestrate organizational change. The program will provide critical perspectives on the role and functions of HR executives and change agents.

All courses in the MSHRM degree program are designed to equip individuals with the management expertise to identify and provide solutions to human resource issues that are complex and evolving. Strategic human resource management will provide graduates with the opportunity to obtain proficiency in human resource management concepts, skills and activities in order to help develop human resource systems that will support an organization's strategic objectives.

### Degree Requirement:

Candidates are required to complete eight (8) subjects (48cps) according to the sequence of study listed below.

Core (6 Subjects)		Electives (Choose any 2)	
TBS903	Managing People in Organisations	MARK922	Marketing Management
MGMT908	Human Resource Development	MGMT910	Strategic Management
MGMT920	Organisational Analysis	MGMT915	Management of Change
MGMT949	Performance Management	MGMT978	Cross Cultural Management
MGMT969	Job Analysis, Recruitment and Selection		
<b>*MGMT930</b>	<b>Strategic Human Resource Management</b>		

There are six (6) compulsory subjects that are required to be completed along with two (2) elective subjects to be selected from the approved list only.

**\* Capstone: MGMT930 should be taken in the final semester.**

### MSHRM Subject Sequence:

Recommended sequence of study for students joining in Autumn

Autumn	Spring	Summer	Autumn
MGMT908	MGMT969	MGMT949	MGMT930
TBS903	MGMT920	Elective	Elective

Recommended sequence of study for students joining in Spring

Spring	Summer	Autumn	Spring
MGMT920	MGMT949	MGMT969	MGMT930
TBS903	MGMT908	Elective	Elective

Recommended sequence of study for students joining in Summer

Summer	Autumn	Spring	Summer
MGMT908	MGMT969	MGMT949	MGMT930
TBS903	MGMT920	Elective	elective

It is the responsibility of the students to check the subject offering in order to plan their degree.

## Master of Science in Logistics

The Master of Science Logistics program is designed to provide professionals working within the logistics and operations management area with the skills to manage the flow of materials and information within and between organizations and their business environment. It incorporates both practical and theoretical aspects of logistics and supply chain management to assist managers in increasing business efficiency and advancing their individual careers.

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

### Degree Requirement

Candidates are required to complete eight (8) subjects (48cps) according to the sequence of study listed below.

There are six (6) compulsory subjects that are required to be completed along with two (2) electives from one of the streams mentioned below:



<b>Core (6 Subjects)</b>		<b>Electives (Choose any 2)</b>	
TBS908	Supply Chain Management	<b><i>Supply Chain Management Stream</i></b>	
TBS912	Quantitative Methods for Decision Making	TBS927	Process and Change Management
TBS928	Logistics System Management	TBS933	Procurement Management
TBS925	Inventory Management		
TBS934	Logistics Information Systems	<b><i>Operations Stream</i></b>	
<b>*TBS918</b>	<b>Strategic Supply Chain Management</b>	TBS931	Manufacturing and Operations Strategy
		TBS932	Service Operations Management

**\* Capstone: TBS918 should be taken in the final semester.**

Please check with your Academic Advisor for the subject sequence.

## **Faculty of Finance and Accounting**

The Faculty of Finance and Accounting is located in Room 3-23, Block 15, Knowledge Village.

Contact number 04 3672441

Fax: 04 3672754

The Faculty of Finance & Accounting of the University of Wollongong in Dubai aims to equip graduates in UG & PG degrees with the practical and theoretical skills to operate in a rapidly changing and competitive commercial environment.

The Faculty of Finance & Accounting prepares students for career in the corporate world by providing them with well developed critical thinking, analytical and interpersonal skills, and the ability to work in a multi-cultural environment. Faculty of Finance & Accounting graduates have an extensive and relevant knowledge base in their areas of study built on strong theoretical frameworks and practical expertise. They are proficient in computer and information literacy skills and able to work effectively in teams to analyze and solve complex problems related to Economics, Insurance, Property Market, Accounting, Finance & Banking.

Teaching staff at the Faculty of Finance & Accounting are experts in their fields and have close links with business and industry, coupled with a strong research background. The Faculty is home to award winning lecturers and internationally renowned researchers. The faculty use student-centred teaching methods to suit a variety of learning styles and enhance the learning experience, including face-to-face teaching, interactive group work and flexible delivery.

### **Who's who within the Faculty?**

#### **Dean:**

Dr. Michael Willemyns

Email : [MichaelWillemyns@uowdubai.ac.ae](mailto:MichaelWillemyns@uowdubai.ac.ae)

#### **Faculty Coordinator:**

Mr. Ivan D'Souza - Tel: 04 367 2441

Email : [IvanDsouza@uowdubai.ac.ae](mailto:IvanDsouza@uowdubai.ac.ae)

### **Academic Advisors**

Each new student will be assigned a lecturer at the beginning of their first semester, who will be his/her main Academic Advisor. Current students will also be assigned a lecturer as their main Academic Advisor.

## **UNDERGRADUATE DEGREE PROGRAMS**

### ***Degree Programs offered:***

- Bachelor of Commerce: Accounting
- Bachelor of Commerce: Finance

This section provides details on subjects that need to be completed in order to graduate. A degree plan (subject sequence) is also given at the end of each degree.

Students are strongly encouraged to follow the subject sequence to graduate in a timely manner. All subjects are not offered in all semesters and if the sequence is not followed, they run a risk of a delay in their graduation. If a student fails a subject, he/she needs to repeat the subject at the session it is scheduled for.

The University has no obligation to offer a subject to meet the requirements of an individual student.

The subject sequence for undergraduate degree programs is based on two intakes – Autumn and Spring. Summer is an optional session and those students who join the Summer intake will be provided with a separate sequence by their academic advisor.

### ***All students enrolled in the undergraduate degree program must adhere to the below rules:***

**Attendance Policy:** 75% attendance in tutorials, labs and workshops is mandatory for students enrolled in 000 level and 100 level subjects. Failure to comply with this will result in a Fail grade for the subject.

For further details, please check the Student Attendance Policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website

**Minimum Rate of Progress:** In order to satisfy the required minimum rate of progress a student must pass more than fifty percent (50%) of the subjects in which the student has enrolled in an academic semester

For further details, please check the Minimum Rate of Progress Policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website

**Degree completion requirement:**

Only a maximum of 24 credit points total at 'Pass Conceded' (PC) grade is allowed for 100/200/300 level subjects

For "CORE" 300 level subjects, candidates must receive a grade of "Pass" or better. A grade of Pass Conceded (PC) does not satisfy the Bachelor Degree rules

All undergraduate degrees require an overall weighted average (WAM) of 50% to be awarded a degree.

To find out how the WAM is calculated at UOWD, please check the assessment policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.

## **Bachelor of Commerce: Accountancy**

**Degree Requirement:** Students are required to complete thirty four (34) subjects (204cps) according to the sequence of study listed below. There are twenty nine (29) compulsory subjects that are required, and five (5) elective subjects from the approved list.

Code	Title	CP	Pre-requisites	Exclusions
ARTS015	Introduction to University Life	6		ARTS001
ARTS017	Islamic Culture	6		
MATH015	Foundation Mathematics A	6		MATH001
CSCI015	Computer Applications	6		CSCI001
STAT015	Introduction to Statistics	6		STAT001
ENVI030	Environmental Science	6	ARTS015	ARTS025
ARTS035	Introduction to Philosophy	6		
or MATH020	Foundation Mathematics B		MATH015	MATH002
PSYC015	Introduction to Psychology	6	ARTS015	
LAW101	Law, Business and Society	6		LAW100
IACT201	Information Technology & Citizen's Rights	6	24CP @ 100-level	
ACCY100	Accounting A	6	ARTS015	
ACCY102	Accounting B	6	ACCY100	
COMM110	Introduction to Business Information Systems	6	ARTS015 & CSCI015	BUSS110
COMM121	Quantitative Methods I	6	ARTS015 & STAT015	STAT131
ECON101	Macroeconomic Essentials for Business	6	ARTS015	
ECON111	Introductory Microeconomics	6	ARTS015	
MARK101	Marketing Principles	6	ARTS015	
MGMT110	Introduction to Management	6	ARTS015	
FIN221	Introductory Business Finance	6	ACCY102 & ECON111	
MGMT316	Operations Management	6	COMM121 & ECON111	
COMM351	Business Ethics and Governance	6	72 CP	
ACCY200	Financial Accounting IIA	6	ACCY102	ACCY202
ACCY201	Financial Accounting IIB	6	ACCY200	
ACCY211	Management Accounting II	6	ACCY100 & ACCY102	
ACCY231	Info Systems in Accounting	6	ACCY100 & ACCY102	
ACCY305*	Financial Accounting III	6	ACCY201	ACCY302
ACCY312	Management Accounting III	6	ACCY211	
ACCY328	International Taxation	6	ACCY201	
ACCY342	Auditing & Assurance Services	6	ACCY201	



Code	Title	CP	Pre-requisites	Exclusions
Plus	Five electives (of 6 CP) minimum	30	Only 18 CP may be from 100-level subjects	
<b>Minimum Credit Points required to qualify for this BCOM Degree</b>		204	60CP from GED subjects & 144CP from non-GED required subjects	

*\* Replaces ACCY302 (12 cp). Students must take an additional elective of 6cp to complete their degree.*

## B.Com Accountancy Subject Sequence:

Students commencing their degree in Autumn session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	COMM110	MARK101	ACCY200	ACCY201	ACCY312	ACCY305
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	ACCY211	ACCY231	ACCY342	ACCY328
CSCI015	PSYC015	ECON101	ECON111	IACT201	FIN221	MGMT316	COMM351
MATH015	LAW101	MGMT110	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

Students commencing their degree in Spring session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	ACCY102	MARK101	ACCY201	ACCY211	ACCY305	ACCY312
ARTS017	ARTS035 or MATH020	MGMT110	COMM121	ACCY231	IACT201	ACCY328	ACCY342
CSCI015	PSYC015	ECON111	ECON101	FIN221	ELECTIVE	COMM351	MGMT316
MATH015	LAW101	COMM110	ACCY200	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

**Electives:** Students must select five (5) elective subjects of which three (3) can be at 100 level and two (2) must be at 200 or 300 level

## **Bachelor of Commerce: Finance**

**Degree Requirement:** Students are required to complete thirty four (34) subjects (204cps) according to the sequence of study listed below. There are twenty nine (29) compulsory subjects that are required, and five (5) elective subjects from the approved list.

Code	Title	CP	Pre-requisites	Exclusions
ARTS015	Introduction to University Life	6		ARTS001
ARTS017	Islamic Culture	6		
MATH015	Foundation Mathematics A	6		MATH001
CSCI015	Computer Applications	6		CSCI001
STAT015	Introduction to Statistics	6		STAT001
ENVI030	Environmental Science	6	ARTS015	ARTS025
ARTS035	Introduction to Philosophy	6		
<b>or</b> MATH020	Foundation Mathematics B		MATH015	MATH002
PSYC015	Introduction to Psychology	6	ARTS015	
LAW101	Law, Business and Society	6		LAW100
IACT201	Information Technology & Citizen's Rights	6	24CP @ 100-level	
ACCY100	Accounting A	6	ARTS015	
ACCY102	Accounting B	6	ACCY100	
COMM110	Introduction to Business Information Systems	6	ARTS015 & CSCI015	BUSS110
COMM121	Quantitative Methods I	6	ARTS015 & STAT015	STAT131
ECON101	Macroeconomic Essentials for Business	6	ARTS015	
ECON111	Introductory Microeconomics	6	ARTS015	
MARK101	Marketing Principles	6	ARTS015	
MGMT110	Introduction to Management	6	ARTS015	
FIN221	Introductory Business Finance	6	ACCY102 & ECON111	
MGMT316	Operations Management	6	COMM121 & ECON111	
COMM351	Business Ethics and Governance	6	72 credit points	
ACCY200	Financial Accounting 2A	6	ACCY 102	ACCY202
FIN223	Investment Analysis	6	FIN221 or FIN241	
FIN226	Financial Markets & Institutions	6	ACCY102 & ECON111	
FIN322	Advanced Business Finance	6	12 CP of FIN subjects	
FIN323	Portfolio Management	6	FIN 223	
FIN324	Financial Statement Analysis	6	12 CP of FIN subjects & ACCY200	
FIN325	Bank Management	6	12 CP of FIN subjects	



Code	Title	CP	Pre-requisites	Exclusions
FIN351	International Finance	6	12 CP of FIN subjects	
Plus	Five electives (of 6 CP) minimum	30	Of which only 18CP may be from 100-level subjects	
<b>Minimum Credit Points required to qualify for this BCOM Degree</b>		204	60CP from GED subjects & 144CP from non-GED required subjects	

## B.Com Finance Subject Sequence:

Students commencing their degree in Autumn session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	COMM110	MARK101	FIN221	IACT201	FIN223	FIN322
ARTS017	ARTS035 or MATH020	ACCY102	COMM121	FIN226	FIN351	COMM351	FIN323
CSCI015	PSYC015	ECON101	ECON111	ACCY200	FIN325	MGMT316	ELECTIVE
MATH015	LAW101	MGMT110	ELECTIVE	ELECTIVE	ELECTIVE	FIN324	ELECTIVE
STAT015	ACCY100						

Students commencing their degree in Spring session

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	ACCY102	COMM121	COMM110	FIN223	FIN322	MGMT316
ARTS017	ARTS035 or MATH020	MGMT110	ECON101	IACT201	ACCY200	FIN323	FIN324
CSCI015	PSYC015	ECON111	FIN226	FIN351	ELECTIVE	COMM351	ELECTIVE
MATH015	LAW101	MARK101	FIN221	FIN325	ELECTIVE	ELECTIVE	ELECTIVE
STAT015	ACCY100						

**Electives:** Students must select five (5) elective subjects of which three (3) can be at 100 level and two (2) must be at 200 or 300 level

## **POSTGRADUATE DEGREE PROGRAMS**

***Degree Program offered:*** Master of Applied Finance and Banking

This section provides details on subjects that need to be completed in order to graduate. A degree plan (subject sequence) is also given at the end of each degree.

Spring and Autumn sessions are of 13 weeks duration and classes are from 6:00 – 9:00pm.

Summer session is of 10 weeks duration and classes will be from 6:00 - 10:00pm

Students are strongly encouraged to follow the subject sequence to graduate in a timely manner. All subjects are not offered in all semesters and if the sequence is not followed, they run a risk of a delay in their graduation. If a student fails a subject, he/she needs to repeat the subject at the session it is scheduled for. The University has no obligation to offer a subject to meet the requirements of an individual student.

***All students enrolled in the Masters degrees must adhere to the below rules:***

**Probationary Admission:** Students on probation may enrol in and complete a maximum of two (2) subjects in the first semester and must achieve a semester average of 60% in the subjects to continue in the program. If the student does not obtain the minimum average score of 60% in the subjects take, the student will be dismissed and not allowed to enrol again in the program

Please check your offer letter to see if this condition applies to you

**Minimum Rate of Progress:**

Please check with the Faculty Coordinator or Faculty Dean for information on the Minimum rate of progress.

**Degree Completion requirements:**

All Postgraduate degrees require an overall weighted average (WAM) of 60% to be awarded a degree.

To find out how the WAM is calculated at UOWD, please check the assessment policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.

## Master of Applied Finance and Banking

The Master of Applied Finance and Banking (MAFB) is designed to prepare students and professionals with advanced financial management and banking skills. This program incorporates finance strategy with banking theory and aligns its application to practice, with the aim of equipping students with knowledge and skills required to successfully compete in the job market in the areas of accounting, finance and banking. The curriculum has been specifically developed with an international focus, allowing graduates to seek careers in this sector in any part of the world.

The Master of Applied Finance and Banking offers a detailed examination of banks and related financial intermediaries. It provides an in-depth understanding of banking and finance issues such as investment management, analysis and strategy, international banking management (practice, lending and securities), quantitative economic analysis financial management and risk management. The degree prepares students to develop and enhance professional careers in the finance and banking sectors in a contemporary globalised economy.

### Degree Requirement:

Candidates are required to complete ten (10) subjects (60cps) according to the sequence of study listed below.

There are eight (8) compulsory subjects that are required to be completed along with two (2) elective subjects to be selected from the approved list (shown below) only.

Core (8 Subjects)		Electives (Choose any 2)	
ECON939	Quantitative Economic Analysis	FIN921	Managerial Finance
FIN922	Advanced Investment Analysis	FIN924	Advanced Financial Statement Analysis
FIN925	Banking Theory and Practice	FIN926	Advanced Corporate Finance
FIN928	Multinational Financial Management	TBS903	Managing People in Organisations
FIN955	International Banking	TBS904	Marketing Management
FIN956	Bank Lending and Securities	TBS920	International Business Strategy
TBS905	Economic Analysis of Business		
<b>*FIN923</b>	<b>Advanced Portfolio Management</b>		

**\* Capstone: FIN923 should be taken in the final semester.**



## MAFB Subject Sequence:

Students commencing their degree in Summer session

Summer	Autumn	Spring	Summer	Autumn
FIN955	FIN922	ELECTIVE	ECON939	FIN923
TBS905	FIN925	ELECTIVE	FIN928	FIN956

Students commencing their degree in Autumn session

Autumn	Spring	Summer	Autumn	Spring
FIN955	FIN925	ECON939	FIN922	FIN923
TBS905	ELECTIVE	FIN928	FIN956	ELECTIVE

Students commencing their degree in Spring session

Spring	Summer	Autumn	Spring	Summer
FIN955	ECON939	FIN922	FIN925	FIN923
TBS905	FIN928	FIN956	ELECTIVE	ELECTIVE

It is the responsibility of the students to check the subject offering in order to plan their degree.

## **Faculty of Computer Science and Engineering**

The Faculty of Computer Science and Engineering is located in Room 3-23, Block 15, Knowledge Village

Phone: 04 3672443

Fax: 04 3672754

### **Who's who within the Faculty**

#### **Dean:**

Dr. Mohamed Salem

Email : [MohamedSalem@uowdubai.ac.ae](mailto:MohamedSalem@uowdubai.ac.ae)

#### **Faculty Coordinator:**

Ms. Maria Pereira - Tel: 04 367 2443

Email : [MariaPereira@uowdubai.ac.ae](mailto:MariaPereira@uowdubai.ac.ae)

#### **Academic Advisors**

Dr Catherine Todd – Tel: 04 3672732

Email: [CatherineTodd@uowdubai.ac.ae](mailto:CatherineTodd@uowdubai.ac.ae)

Office: Room 2-06, Block 15

Dr Abdellatif Tchantchane – Tel: 04 3900407

Email: [TchanLatif@uowdubai.ac.ae](mailto:TchanLatif@uowdubai.ac.ae)

Office: Room 1-27, Block 15

## UNDERGRADUATE DEGREE PROGRAMS

### *Degree Programs offered:*

- Bachelor of Computer Science
- Bachelor of Computer Science: Digital Security Systems
- Bachelor of Computer Science: Multimedia Technology
- Bachelor of Internet Science and Technology
- Bachelor of Information Technology in Management Information Systems

This section provides details on subjects that need to be completed in order to graduate. A degree plan (subject sequence) is also given at the end of each degree.

Students are strongly encouraged to follow the subject sequence to graduate in a timely manner. All subjects are not offered in all semesters and if the sequence is not followed, they run a risk of a delay in their graduation. If a student fails a subject, he/she needs to repeat the subject at the session it is scheduled for.

The University has no obligation to offer a subject to meet the requirements of an individual student.

The subject sequence for undergraduate degree programs is based on two intakes – Autumn and Spring. Summer is an optional session and those students who join the Summer intake will be provided with a separate sequence by their academic advisor.

***All students enrolled in the undergraduate degree program must adhere to the below rules:***

**Attendance Policy:** 75% attendance in tutorials, labs and workshops is mandatory for students enrolled in 000 level and 100 level subjects. Failure to comply with this will result in a Fail grade for the subject.

For further details, please check the Student Attendance Policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website

**Minimum Rate of Progress:** In order to satisfy the required minimum rate of progress a student must pass more than fifty percent (50%) of the subjects in which the student has enrolled in an academic semester.

For further details, please check the Minimum Rate of Progress Policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website

**Degree completion requirement:**

Only a maximum of 24 credit points total at 'Pass Conceded' (PC) grade is allowed for 100/200/300 level subjects.

For "CORE" 300 level subjects, candidates must receive a grade of "Pass" or better. A grade of Pass Conceded (PC) does not satisfy the Bachelor Degree rules.

All undergraduate degrees require an overall weighted average (WAM) of 50% to be awarded a degree.

To find out how the WAM is calculated at UOWD, please check the assessment policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.

## **Bachelor of Computer Science**

**Degree requirement:** Students are required to complete thirty three (33) subjects (204cps) according to the sequence of study listed below. There are twenty six (26) compulsory subjects that are required, and seven (7) elective subjects to be selected from the approved subjects provided each session by the Faculty. The full list of subjects and pre-requisites are shown below.

### **GEC core subjects (6)**

<b>Code</b>	<b>Title</b>	<b>Pre-requisites</b>
ARTS 015	Introduction to University Life	
ARTS 017	Islamic Culture	
MATH 015	Foundation Mathematics A	
CSCI 015	Computer Applications	
STAT 015	Introduction to Statistics	
ENVI 030	Environmental Studies	ARTS 015

### **GEC elective subjects (choose any 4)**

<b>Code</b>	<b>Title</b>	<b>Pre-requisites</b>
ARTS 035	Introduction to Philosophy	
MATH 020	Foundation Mathematics B	MATH 015
PSYC 015	Introduction to Psychology	ARTS 015
LAW 101	Law, Business and Society	
MGMT 102	Business Communication	ARTS 015
IACT 201	Information Technology & Citizen's Rights	24CP@ 100-level

### **Degree core subjects (16)**

<b>Code</b>	<b>Title</b>	<b>Pre-requisites</b>
CSCI 102	Information Systems	CSCI 015
CSCI 103	Algorithms and Problem Solving	None
CSCI 114	Procedural Programming	None
CSCI 124	Applied Programming	CSCI 114 and CSCI 103
CSCI 131	Introduction to Computer Systems	CSCI 114 and CSCI 103
MATH 121	Discrete Mathematics	MATH 015
STAT 131	Understanding variation and uncertainty	STAT 015
CSCI 203	Algorithms and Data Structures	CSCI 124
CSCI 204	Object and generic programming in C++	CSCI 124
CSCI 205	System Development methods and Tools	CSCI 124
CSCI 212	Interacting Systems	CSCI 102 and CSCI 124
CSCI 222	Systems Development	CSCI 102 and CSCI 124



Code	Title	Pre-requisites
CSCI 235	Databases	CSCI 124
CSCI 311	Software Process Management	CSCI 205
CSCI 321	Project (12 credits)	(CSCI 222+ CSCI 204) or (CSCI 213+ CSCI 222) or (CSCI213 +CSCI 204) AND 12cp of 200 level subjects
CSCI 325	Software Engineering Formal Methods	CSCI 204

## DEGREE ELECTIVES (7)

Choose **seven** electives from the following list of which

- Maximum of 3 subjects at 100 level
- Minimum of 2 subjects at 300 level

Code	Title	Pre-requisites
<b>100 LEVEL</b>		
ACCY 100	Accounting 1A	ARTS 015
ACCY 102	Accounting 1B	ACCY 100
ECON 101	Macro economical Essentials for Business	ARTS 015
ECON 111	Introductory Microeconomics	ARTS 015
ECTE 182	Internet Technology 1	
MARK 101	Marketing Principles	ARTS 015
MGMT 110	Introduction to Management	ARTS 015
<b>200 LEVEL</b>		
BUSS 211	Requirements determination and system analysis	6 CP @ 100 level
CSCI 213	Java programming and applications	CSCI 124
IACT 201	Information Technology & Citizen's Rights	24CP @ 100-level
IACT 202	The structure and organisation of Telecommunications	CSCI 102 or CSCI 114
MGMT 201	Organisational Behaviour	MGMT 110
MGMT 206	Human Resource Management	MGMT 110
<b>300 LEVEL</b>		
BUSS 312	Business Data communications	6 CP of 200 level CSCI subjects
COMM 351	Business ethics and governance	72 CP
CSCI 315	Database Design and Implementation	CSCI235
CSCI 323	Artificial Intelligence	CSCI 204 & 6CP of 200 level CSCI subjects
CSCI 324	Human Computer Interaction	CSCI 204 & 6CP of 200 level CSCI subjects
CSCI 336	Computer graphics	CSCI 204 & 6CP of 200 level CSCI subjects



Code	Title	Pre-requisites
IACT 301	Information and communication security issues	IACT 201
IACT 303	World Wide Networking	CSCI 102 or CSCI 213
IACT 304	Principles of e-Business	12 CP of IACT or CSCI subjects
IACT 305	eBusiness technologies	6 CP 200 level IACT or CSCI
MARK 301	Internet Applications for Marketing	MARK 101
MARK 343	International Marketing	MARK 101

### **SUBJECT SEQUENCE**

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	CSCI103	CSCI124	CSCI203	CSCI204	CSCI321	CSCI321
ARTS017	GEC Elective	CSCI114	CSCI131	CSCI222	CSCI205	CSCI325	CSCI311
CSCI015	GEC Elective	MATH121	STAT131	CSCI235	CSCI212	Elective	Elective
MATH015	GEC Elective	Elective	GEC Elective	Elective	Elective	Elective	Elective
STAT015	CSCI102						

### **Bachelor of Computer Science: Digital Security Systems**

**Degree requirement:** Students are required to complete thirty three (33) subjects (204cps) according to the sequence of study listed below. There are thirty (30) compulsory subjects that are required, and three (3) elective subjects to be selected from the approved subjects provided each session by the Faculty. The full list of subjects and pre-requisites are shown below.

#### **GEC core subjects**

Code	Title	Pre-requisites
ARTS 015	Introduction to University Life	
ARTS 017	Islamic Culture	
MATH 015	Foundation Mathematics A	
CSCI 015	Computer Applications	
STAT 015	Introduction to Statistics	
ENVI 030	Environmental Studies	ARTS 015
ARTS 035 or MATH020	Introduction to Philosophy Foundation Mathematics B	ARTS015 MATH015



Code	Title	Pre-requisites
PSYC 015	Introduction to Psychology	ARTS 015
LAW 101	Law, Business and Society	
IACT 201	Information Technology and Citizens' Rights	24 CREDIT POINTS AT 100 LEVEL

### Degree subjects

Code	Title	Pre-requisites
CSCI 102	Information Systems	CSCI 015
CSCI 103	Algorithms and Problem Solving	None
CSCI 114	Procedural Programming	None
CSCI 124	Applied Programming	CSCI 114 and CSCI103
CSCI 131	Introduction to Computer Systems	CSCI 114 and CSCI 103
MATH 121	Discrete Mathematics	MATH 015
STAT131	Understanding Variation and Uncertainty	STAT015
CSCI 203	Algorithms and Data Structures	CSCI 124
CSCI 204	Object and generic programming in C++	CSCI 124
CSCI 212	Interacting Systems	CSCI 124 and CSCI 102
CSCI214	Distributed Systems	CSCI124
CSCI222	Systems Development	CSCI102 & CSCI124
CSCI235	Databases	CSCI124
CSCI262	System Security	CSCI124
CSCI 321	Project (12 credits)	(CSCI 222+ CSCI 204) or (CSCI 213+ CSCI 222) or (CSCI213 +CSCI 204) AND 12cp of 200 level subjects
CSCI361	Cryptography and secure applications	CSCI204 & 6CP of 200 Level Subjects
CSCI368	Network Security	CSCI361
CSCI371	Special Topics in Computer Security	CSCI214 & CSCI262 & CSCI361
CSCI399	Server Technology	CSCI124
IACT301	Information & Communication Security Issues	IACT201

### ELECTIVES – Any 3

Code	Title	Pre-requisites
ECTE 182	Internet Technology 1	NA
BUSS312	Business Data Communications	6 CP of 200 level CSCI subjects
CSCI205	Development Methods & Tools	CSCI124
CSCI213	Java Programming & Object Oriented Design	CSCI124
CSCI315	Database Design and Implementation	CSCI235
CSCI325	Software Engineering Formal Methods	CSCI204
IACT303	World Wide Networking	CSCI102
CSCIXXX	Internship	24cp @200 Level in CSCI subjects

## Subject sequence

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	CSCI102	IACT201	CSCI204	CSCI203	CSCI321	CSCI321
ARTS017	ARTS035 or MATH020	CSCI124	CSCI131	CSCI214	CSCI262	CSCI361	CSCI368
CSCI015	PSY015	MATH121	STAT131	CSCI212	IACT301	CSCI399	CSCI371
MATH015	CSCI103	LAW101	CSCI222	CSCI235	Elective	Elective	Elective
STAT015	CSCI114						

## Bachelor of Computer Science: Multimedia Technology

**Degree requirement:** Students are required to complete thirty three (33) subjects (204cps) according to the sequence of study listed below. There are thirty (30) compulsory subjects that are required, and three (3) elective subjects to be selected from the approved subjects provided each session by the Faculty. The full list of subjects and pre-requisites are shown below.

### GEC core subjects

Code	Title	Pre-requisites
ARTS 015	Introduction to University Life	
ARTS 017	Islamic Culture	
MATH 015	Foundation Mathematics A	
CSCI 015	Computer Applications	
STAT 015	Introduction to Statistics	
ENVI 030	Environmental Studies	ARTS 015
ARTS 035 or MATH020	Introduction to Philosophy Foundation Mathematics B	ARTS015 MATH015
PSYC 015	Introduction to Psychology	ARTS 015
LAW 101	Law, Business and Society	
IACT 201	Information Technology and Citizens' Rights	24 CREDIT POINTS AT 100 LEVEL

### Degree subjects

Code	Title	Pre-requisites
CSCI 102	Information Systems	CSCI 015
CSCI 103	Algorithms and Problem Solving	None
CSCI 114	Procedural Programming	None
CSCI 124	Applied Programming	CSCI 114 and CSCI103
CSCI 131	Introduction to Computer Systems	CSCI 114 and CSCI 103



Code	Title	Pre-requisites
MATH 121	Discrete Mathematics	MATH 015
STAT131	Understanding Variation and Uncertainty	STAT015
CSCI 203	Algorithms and Data Structures	CSCI 124
CSCI 204	Object and generic programming in C++	CSCI 124
CSCI222	Systems Development	CSCI102 & CSCI124
CSCI235	Databases	CSCI124
CSCI236	3D Modeling and Animation	12cp @ 200 level of CSCI subjects
CSCI240	Multimedia Programming Foundations	CSCI124
CSCI 321	Project (12 credits)	(CSCI 222+ CSCI 204) or (CSCI 213+ CSCI 222) or (CSCI213 +CSCI 204) AND 12cp of 200 level subjects
CSCI324	Human Computer Interface	CSCI204 and 6cp 200 level CSCI subjects
CSCI336	Computer Graphics	CSCI204 and 6cp 200 level CSCI subjects
DESN211	Introduction to Web Design	DESN290
DESN290	Introduction to Graphic Design Fundamentals	24 credit points at 100 level
DESN310	2D Animation	DESN211
DESN390	Experimental Design Art	DESN290

## ELECTIVES – Any 3

Code	Title	Pre-requisites
CSCI205	Development Methods & Tools	CSCI124
CSCI213	Java Programming & Object Oriented Design	CSCI124
IACT303	World Wide Networking	CSCI102
IACT304	Principles of e-business	12 CP @ 200 level of IACT or BUSS subjects
DESN212	Advanced Web Design	DESN211
DESN311	Interactive Multimedia Design	DESN212
CSCIXXX**	Internship	24cp @200 Level in CSCI subjects

## Subject sequence

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	CSCI102	IACT201	CSCI204	CSCI203	CSCI321	CSCI321
ARTS017	ARTS035 or MATH020	CSCI124	CSCI131	CSCI235	CSCI236	CSCI361	CSCI324
CSCI015	PSY015	MATH121	STAT131	DESN290	DESN211	DESN390	DESN310
MATH015	CSCI103	LAW101	CSCI222	CSCI240	Elective	Elective	Elective
STAT015	CSCI114						

## **Bachelor of Internet Science and Technology**

**Degree requirement:** Students are required to complete thirty four (34) subjects (204cps) according to the sequence of study listed below. There are twenty seven (27) compulsory subjects that are required, and seven (7) elective subjects to be selected from the approved subjects provided each session by the College. The full list of subjects and pre-requisites are shown below:

### **GEC core subjects (6)**

<b>Code</b>	<b>Title</b>	<b>Pre-requisites</b>
ARTS 015	Introduction to University Life	
ARTS 017	Islamic Culture	
MATH 015	Foundation Mathematics A	
CSCI 015	Computer Applications	
STAT 015	Introduction to Statistics	
ENVI 030	Environmental Studies	ARTS 015

### **GEC elective subjects (choose any 4)**

<b>Code</b>	<b>Title</b>	<b>Pre-requisites</b>
ARTS 035	Introduction to Philosophy	
MATH 020	Foundation Mathematics B	MATH 015
PSYC 015	Introduction to Psychology	ARTS 015
LAW 101	Law, Business and Society	
MGMT102	Business Communication	ARTS 015

### **Degree core subjects (17)**

<b>Code</b>	<b>Title</b>	<b>Pre-requisites</b>
CSCI 102	Systems	CSCI 015
CSCI 103	Algorithms and Problem Solving	None
CSCI 114	Procedural Programming	None
CSCI 124	Applied Programming	CSCI 114 and CSCI103
ECTE 182	Internet technology 1	
MARK 101	Marketing Principles	ARTS 015
MGMT 110	Introduction to Management	ARTS 015
STAT 131	Understanding variation and uncertainty	STAT 015
ECTE 282	Internet Systems	ECTE 182
CSCI 213	Java Programming and applications	CSCI 124
IACT 201	Information Technology and Citizens' Rights	24 credit points of 100 level subjects
IACT 202	The Structure and Organization of Telecommunications	CSCI 102 or CSCI 114
INFO 202	Project	ECTE 182 and CSCI 124
IACT 301	Information and communication security issues	IACT 201



Code	Title	Pre-requisites
IACT 303	World-wide Networking	CSCI 102 or (CSCI 114 & CSCI 103)
IACT 304	Principles of e-Business	12 cp at 200 level in IACT or CSCI
MARK 301	Internet Application for Marketing	MARK 101

### Degree electives (7)

Choose **seven** electives from the following list of which :

- Maximum of 1 subject at 100 level
- Minimum of 4 subjects at 300 level

Code	Title	Pre-requisites
<b>100 LEVEL</b>		
ACCY 100	Accounting 1A	ARTS 015
ECON 101	Macro economical Essentials for Business	ARTS 015
ECON 111	Introductory Microeconomics	ARTS 015
MATH 121	Discrete Mathematics	MATH 015
<b>200 LEVEL</b>		
BUSS 211	Requirements determination and system analysis	6 CP @ 100 level
CSCI 204	Object and generic programming in C++	CSCI 124
CSCI 205	System Development methods and Tools	CSCI 124
CSCI 235	Databases	CSCI 124
<b>300 LEVEL</b>		
BUSS 312	Business Data communications	6 CP of 200 level CSCI subjects
COMM 351	Business ethics and governance	72 CP
CSCI311	Software Process Management	CSCI205
CSCI 315	Database Design and Implementation	CSCI235
CSCI 323	Artificial Intelligence	CSCI 204 & 6CP of 200 level CSCI subjects
CSCI 324	Human Computer Interaction	CSCI 204 & 6CP of 200 level CSCI subjects
CSCI 336	Computer graphics	CSCI 204 & 6CP of 200 level CSCI subjects
IACT 305	eBusiness technologies	6 CP 200 level IACT or CSCI
INFO303	Project (12 credits)	INFO202 & WAM > 70 in 200 level subjects
MARK 343	International Marketing	MARK101

### Subject sequence

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	CSCI102	MARK101	ECTE282	INFO202	IACT303	IACT301
ARTS017	GEC Elective	CSCI124	MGMT110	CSCI213	IACT202	MARK301	IACT304
CSCI015	GEC Elective	ECTE182	STAT131	IACT201	Elective	Elective	Elective
MATH015	CSCI103	GEC Elective	GEC Elective	Elective	Elective	Elective	Elective
STAT015	CSCI114						

## Bachelor of Information Technology in Management Information Systems

**Degree requirement:** Students are required to complete thirty four (34) subjects (204cps) according to the sequence of study listed below. There are thirty two (32) compulsory subjects that are required, and two (2) elective subjects to be selected from the approved subjects provided each session by the College. The full list of subjects and pre-requisites are shown below

### GEC core subjects

Code	Title	Pre-requisites
ARTS 015	Introduction to University Life	
ARTS 017	Islamic Culture	
MATH 015	Foundation Mathematics A	
CSCI 015	Computer Applications	
STAT 015	Introduction to Statistics	
ENVI 030	Environmental Studies	ARTS 015
ARTS 035 or MATH020	Introduction to Philosophy Foundation Mathematics B	ARTS015 MATH015
PSYC 015	Introduction to Psychology	ARTS 015
LAW 101	Law, Business and Society	
IACT 201	Information Technology and Citizens' Rights	24 credit points @ 100 level

### Degree core subjects

Code	Title	Pre-requisites
ACCY100	Accounting 1A	ARTS015
ACCY102	Accounting 1B	ACCY100
BUSS111	Business Programming 1	CSCI015
BUSS211	Requirements Determination & System Analysis	COMM110
BUSS212	Database Management Systems	BUSS111
BUSS214	Business Programming 2	BUSS111
BUSS218	System Design and Architecture	BUSS211 & BUSS212
BUSS308	Computer Systems Management	BUSS218
BUSS311	Advanced Database Management Systems	BUSS212
BUSS316	Information Systems Prototyping	BUSS111 & BUSS211
BUSS318	Information Systems Project	BUSS211 & BUSS218
COMM110	Introduction to Information Systems	ARTS015 & CSCI015
COMM121	Quantitative Methods 1	STAT015
COMM351	Business Ethics & Governance	72 credit points



Code	Title	Pre-requisites
ECON111	Introductory Microeconomics	ARTS015
ECTE182	Internet Technology 1	NA
FIN221	Introductory Business Finance	ACCY102 & ECON111
IACT202	Structure & Organisation of Telecommunications	COMM110
MARK101	Marketing Principles	ARTS015
MGMT110	Introduction to Management	ARTS015
MGMT206	Managing Human Resources	MGMT110
MGMT314	Strategic Management	MGMT110 & MARK101

## ELECTIVES – Any 2

MARK301 OR IACT 304	Internet Applications for Marketing OR Principles of e-Business	6	MARK101  12 CP of 200 level of IACT or BUSS subjects
---------------------------	---	---	--

**AND**

MGMT309 OR MGMT311 OR MGMT316	Supply Chain Management Management of Change Operations Management	6	MGMT110 & COMM121 MGMT110 COMM121 & ECON111
---	--	---	---

## Subject sequence

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
ARTS015	ENVI030	MARK101	COMM121	BUSS211	BUSS218	FIN221	COMM351
ARTS017	ARTS035 or MATH025	PSYC015	ECON111	BUSS214	IACT202	BUSS308	BUSS318
CSCI015	ECTE182	ACCY102	BUSS111	IACT201	BUSS311	BUSS316	MGMT314
MATH015	ACCY100	MGMT110	LAW101	BUSS212	MGMT206	Elective	Elective
STAT015	COMM110						

## **POSTGRADUATE DEGREE PROGRAMS**

### ***Degree Programs offered:***

- Master of Engineering Management
- Master of Information Technology Management

This section provides details on subjects that need to be completed in order to graduate. A degree plan (subject sequence) is also given at the end of each degree.

Spring and Autumn sessions are of 13 weeks duration and classes are from 6:00 – 9:00pm

Summer session is of 10 weeks duration and classes will be from 6:00 - 10:00pm

Students are strongly encouraged to follow the subject sequence to graduate in a timely manner. All subjects are not offered in all semesters and if the sequence is not followed, they run a risk of a delay in their graduation. If a student fails a subject, he/she needs to repeat the subject at the session it is scheduled for.

The University has no obligation to offer a subject to meet the requirements of an individual student.

### ***All students enrolled in the Masters degrees must adhere to the below rules:***

**Probationary Admission:** Students on probation may enrol in and complete a maximum of two (2) subjects in the first semester and must achieve a semester average of 60% in the subjects to continue in the program. If the student does not obtain the minimum average score of 60% in the subjects take, the student will be dismissed and not allowed to enrol again in the program

Please check your offer letter to see if this condition applies to you

### **Minimum Rate of Progress:**

Please check with the Faculty Coordinator or Faculty Dean for information on the Minimum rate of progress.

### **Degree Completion requirements:**

All Postgraduate degrees require an overall weighted average (WAM) of 60% to be awarded a degree.

To find out how the WAM is calculated at UOWD, please check the assessment policy which can be accessed under the policies link on <https://my.uowdubai.ac.ae> website.

### **Master of Engineering Management**

The Master of Engineering Management degree program (MEM) is designed to prepare engineers in better management of company resources towards successful completion of engineering projects. Basic management principles are of valid interest for all engineers as involvement in some level of management responsibility is an inevitable component of most engineering careers. The knowledge and skills of integrating engineering and management techniques in designing, operating, evaluating, implementing and managing continuous improvements of systems is highly valued in today's industrial environment.

The Master of Engineering Management is structured so as to enable engineering practitioner's to advance into positions of greater managerial responsibility, to advance their careers and to develop core competencies in engineering management. The MEM focuses on the need for students to acquire and demonstrate a command of creative, analytical and conceptual skills. It challenges the student to analyze, diagnose and execute strategic judgments across all engineering functions.

Engineering management prepares individuals to successfully integrate engineering and management knowledge while optimizing the use of people, money, equipment and information. MEM is a strategically designed program that will provide graduates the opportunity to improve their management skills and their understanding of business practices which is very much necessary in today's highly competitive environment. Graduates of this program will become empowered to work in teams and understand managers from other disciplines including finance, human resources and marketing.

**Degree requirements:**

Candidates are required to complete ten (10) subjects (60cps) according to the sequence of study listed below.

There are eight (8) compulsory subjects that are required to be completed along with two (2) elective subjects to be selected from the approved subjects provided each session by the Faculty

**Core subjects (8)**

Code	Title	Credit points
ENGG 938	Engineering Economics	6 cp
ENGG 939	Engineering Logistics	6 cp
ENGG 951	Engineering Project Management	6 cp
ENGG 952	Engineering Computing	6 cp
* ENGG 954 [capstone subject]	Strategic Management for Engineers and Technologists	6 cp
TBS 901	Accounting for Managers	6 cp
TBS 903	Managing People in Organizations	6 cp
TBS 905	Economic Analysis of Business	6 cp

**Electives (2) – choose any 1 stream**

Code	Title	Credit points
<b>Management Stream</b>		
MGMT 915	Management of Change	6 cp
MGMT 920	Organizational Analysis	6 cp
MGMT 978	Cross Cultural Management	6 cp
<b>Operations Stream</b>		
TBS 908	Supply Chain Management	6 cp
TBS 930	Operations Management	6 cp
<b>Total Quality Management</b>		
TBS 950	Quality in Management	6 cp
TBS 952#	Implementing Quality Systems	6 cp
TBS 953#	Management of Service Quality	6 cp

#TBS950 is a pre-requisite for these subjects \*Capstone: ENGG954 should be taken in the final semester.

## Master of Information Technology Management

The Master of Information Technology Management (MITM) degree program is designed to equip and prepare IT professionals working in various industries for the increasing complexities of the digital economy. Small business enterprises and large corporations are operating in a global and competitive environment, hence, the rising demand for IT experts who can automate organizational processes by utilizing the latest innovations in technology and business. Managing the growing pervasiveness of information and communication technologies in today's business has become a mandatory requirement for current technology professionals and IT managers.

The Master of Information Technology Management will enable professionals to add value in the rapidly growing and dynamic IT industry of tomorrow. The program is intended to broaden the students' knowledge by providing them with a bridge connecting the academic environment and the outside world. MITM aims at making its graduates adept at coping up with the perpetually advancing industry of Information Technology and its application in business. Further, MITM allows students to make the appropriate business-technology decisions appropriate for today's changing business environment, and prepares them to become tomorrow's information leaders; thereby, enabling graduates to effectively plan and execute strategic information technology initiatives.

**Degree requirements:** Candidates are required to complete ten (10) subjects (60cps) according to the sequence of study listed below.

There are eight (8) compulsory subjects that are required to be completed along with two (2) elective subjects to be selected from the approved subjects provided each session by the Faculty.

### **Core subjects (8)**

Code	Title	Credit points
CSCI 925	Human Computer Interaction	6 cp
IACT 901	Information Technology Strategic Planning	6 cp
IACT 906	Business On-Line	6 cp
IACT 918	Corporate Network Management	6 cp
ITCS 937	Security, Risk Management and Control in Electronic Commerce	6 cp
TBS 903	Managing People in Organizations	6 cp
TBS 905	Economic Analysis of Business	6 cp
* IACT 999	Emerging Topics in Information Technology	6 cp

Code	Title	Credit points
[capstone subject]		

**Electives (2) – choose any 1 stream**

Code	Title	Credit points
<b>Management Stream</b>		
MARK 938	Managing Services & Relationship Marketing	6 cp
MGMT 915	Management of Change	6 cp
MGMT 978	Cross Cultural Management	6 cp
TBS 904	Marketing Management	6 cp
<b>Operations Stream</b>		
TBS 901	Accounting for Managers	6 cp
TBS 908	Supply Chain Management	6 cp
TBS 930	Operations Management	6 cp
TBS 950	Quality in Management	6 cp
<b>Finance Stream</b>		
FIN 928	Multinational Financial Management	6 cp
FIN 955	International Banking	6 cp
TBS 901	Accounting for Managers	6 cp
TBS 907#	Financial Strategy	6 cp
TBS 983	International Business Economic Environment	6 cp

#TBS901 is a pre-requisite for this subject \* Capstone: IACT999 should be taken in the final semester.



## Part III: Subject Offerings and Subject Descriptions

### SUBJECT OFFERINGS

#### Undergraduate Subject Offerings

Subject Code	Subject Title	Autumn 2009	Spring 2010
ACCY100	Accounting 1A	✓	✓
ACCY102	Accounting 1B	✓	✓
ACCY200	Financial Accounting 2 A	✓	
ACCY201	Financial Accounting 2 B		✓
ACCY211	Management Accounting 2	✓	
ACCY231	Information systems in Accounting		✓
ACCY305	Financial Accounting 3		✓
ACCY312	Management Accounting 3	✓	
ACCY328	International Taxation		✓
ACCY342	Auditing & Assurance Services	✓	
ARTS015	Introduction to University Life	✓	✓
ARTS017	Islamic Culture	✓	✓
ARTS035	Introduction to Philosophy	✓	✓
BUSS111	Business Programming I		
BUSS211	Requirements Determination and System Analysis		
BUSS212	Database Management Systems		
BUSS214	Information Systems Development I		
BUSS308	Information Systems Management		
BUSS311	Advanced Database Management Systems		
BUSS312	Business Data Communications		
BUSS316	Information Systems Prototyping		
BUSS318	Information Systems Project		
COMM110	Introduction to Business Information Systems	✓	✓
COMM121	Quantitative Methods 1	✓	✓
COMM351	Business Ethics & Governance	✓	✓
CSCI015	Computer Applications	✓	✓
CSCI102	Systems		
CSCI103	Algorithms and Problem Solving		
CSCI114	Procedural Programming		
CSCI124	Applied Programming		

Subject Code	Subject Title	Autumn 2009	Spring 2010
CSCI131	Introduction to Computer Systems		
CSCI203	Algorithms and Data Structures		
CSCI204	Object and Generic Programming in C++		
CSCI205	Software Development Methods and Tools		
CSCI212	Interacting Systems		
CSCI213	Java Programming and Applications		
CSCI214	Distributed Systems		
CSCI222	Systems Development		
CSCI235	Databases		
CSCI236	3D Modelling and Animation		
CSCI240	Multimedia Programming Foundations		
CSCI262	Systems Security		
CSCI311	Software Process Management		
CSCI315	Database Design and Implementation		
CSCI321	Project		
CSCI323	Artificial Intelligence		
CSCI324	Human Computer Interface		
CSCI325	Software Engineering Formal Methods		
CSCI336	Computer Graphics		
CSCI361	Cryptography and Secure Applications		
CSCI368	Network Security		
CSCI371	Special Topics in Computer Security		
CSCI399	Server Technology		
DESN211	Introduction to Web Design		
DESN212	Advanced Web Design		
DESN290	Graphic Design Basics: Web Design		
DESN310	2D Animation		
DESN311	Inclusive Design: Interactive Multimedia		
DESN390	Experimental Digital Art		
ECON101	Macroeconomic Essentials for Business	✓	✓
ECON111	Introductory Microeconomics	✓	✓
ECON216	International Trade Theory & Policy	✓	✓
ECON332	Managerial Economics & Operations Research		✓
ECTE182	Internet Technology I		
ECTE282	Internet Systems		
ENVI030	Environmental Science	✓	
FIN221	Introductory Business Finance	✓	✓

Subject Code	Subject Title	Autumn 2009	Spring 2010
FIN223	Investment Analysis	✓	
FIN226	Financial Markets & Institutions	✓	
FIN241	International Financial Management	✓	
FIN322	Advanced Business Finance		✓
FIN323	Portfolio Management		✓
FIN324	Financial Statement Analysis	✓	
FIN325	Bank Management		✓
FIN351	International Finance		✓
FIN353	Global Electronic Commerce	TBA	TBA
IACT201	Information Technology and Citizens' Rights	✓	✓
IACT202	The Structure and Organisation of Telecommunications		
IACT301	Information and Communication Security Issues		
IACT303	World Wide Networking		
IACT304	Principles of e Business		
IACT305	E Business Technologies		
INFO202	Project		
INFO303	Advanced Project		
LAW101	Law, Business & Society	✓	✓
MARK101	Marketing Principles	✓	✓
MARK201	Applied Marketing Research A	✓	
MARK202	Applied Marketing Research B		✓
MARK217	Consumer Behaviour		✓
MARK270	Services Marketing	✓	
MARK301	Internet Applications for Marketing	✓	
MARK333	Marketing Communications		✓
MARK343	International Marketing	✓	
MARK344	Marketing Strategy		✓
MATH015	Foundation Mathematics A	✓	✓
MATH020	Foundation Mathematics B	✓	✓
MATH121	Discrete Mathematics		
MGMT102	Business Communications		✓
MGMT110	Introduction to Management	✓	✓
MGMT201	Organizational Behaviour		✓
MGMT205	Recruitment & Selection	✓	
MGMT206	Managing Human Resources		✓
MGMT218	Competitive Analysis	✓	

Subject Code	Subject Title	Autumn 2009	Spring 2010
MGMT220	Organizational Analysis		✓
MGMT301	Managing Across Cultures	TBA	TBA
MGMT309	Supply Chain Strategies		✓
MGMT311	Management of Change	✓	
MGMT314	Strategic Management		✓
MGMT316	Operations Management	✓	
MGMT321	Occupational Health & Safety Management	✓	
MGMT322	Training and Development	✓	
MGMT341	International & Comparative Employee Relations	TBA	TBA
MGMT350	Total Quality Management		✓
MGMT389	International Bus. Management	✓	
PSYC015	Introduction to Psychology	✓	✓
STAT015	Introduction to Statistics	✓	✓
STAT131	Understanding Variation and Uncertainty		

**Note: This schedule is subject to change based on availability of staff and students**

**Please note that Summer is an optional semester and only a limited number of subjects will be offered.**

## Postgraduate Subject Offerings

Subject Code	Subject Title	Autumn 2009	Spring 2010	Summer 2010
CSCI925	Human Computer Interaction			
ECON939	Quantitative Economic Analysis			✓
ENGG938	Engineering Economics			
ENGG939	Engineering Logistics			
ENGG951	Engineering Project Management			
ENGG952	Engineering Computing			
ENGG954	Strategic Management for Engineers and Technologists			
FIN921	Managerial Finance	✓		
FIN922	Investment Management	✓		
FIN923	Portfolio Management	✓	✓	✓

Subject Code	Subject Title	Autumn 2009	Spring 2010	Summer 2010
FIN924	Financial Statement Analysis for Business			✓
FIN925	Banking Theory and Practice	✓	✓	
FIN926	Advanced Managerial Finance		✓	
FIN928	Multinational Financial Management			✓
FIN955	International Banking	✓	✓	✓
FIN956	Bank Lending and Securities	✓		
IACT901	IT Strategic Planning			
IACT906	Business On-Line			
IACT918	Corporate Network Planning			
IACT999	Emerging Topics in Information Technology			
ITCS937	Security, Risk Management & Control in ecommerce			
MARK917	Business to Business Marketing		✓	
MARK922	Marketing Management	✓	✓	✓
MARK935	Marketing Strategy	✓	✓	✓
MARK936	Consumer Behaviour	✓	✓	✓
MARK938	Managing Services and Relationship Marketing	✓		
MARK940	Marketing Communications	✓	✓	
MARK959	Sales Management			✓
MARK977	Research for Marketing Decisions	✓		✓
MARK997	Retail Marketing Management		✓	✓
MGMT908	Human Resource Development	✓		✓
MGMT910	Strategic Management	✓	✓	✓
MGMT915	Management of Change			✓
MGMT920	Organisational Analysis	✓	✓	
MGMT930	Strategic Human Resource Management	✓	✓	✓
MGMT949	Performance Management		✓	✓
MGMT953	Human Resource Management	✓	✓	✓
MGMT969	Job Analysis, Recruitment and Selection	✓	✓	
MGMT978	Cross Cultural Management	✓	✓	✓
TBS901	Accounting for Managers	✓	✓	✓
TBS903	Managing People in Organisations	✓	✓	✓
TBS904	Marketing Management	✓	✓	✓
TBS905	Economic Analysis of Business	✓	✓	✓
TBS906	Information Systems for Managers	✓	✓	✓
TBS907	Financial Strategy	✓	✓	✓



Subject Code	Subject Title	Autumn 2009	Spring 2010	Summer 2010
TBS908	Supply Chain Management	✓	✓	✓
TBS912	Quantitative Methods for Decision Making	TBC	TBC	TBC
TBS918	Strategic Supply Chain Management	TBC	TBC	TBC
TBS920	International Business Strategy	✓	✓	✓
TBS921	Strategic Decision Making	✓	✓	✓
TBS925	Inventory Management	TBC	TBC	TBC
TBS927	Process and Change Management	TBC	TBC	TBC
TBS928	Logistics System	TBC	TBC	TBC
TBS930	Operations Management	✓	✓	✓
TBS931	Manufacturing and Operations Management	TBC	TBC	TBC
TBS932	Service Operations Management	TBC	TBC	TBC
TBS933	Procurement and Inventory Management	TBC	TBC	TBC
TBS934	Logistics Information Systems	TBC	TBC	TBC
TBS950	Quality in Management	✓	✓	✓
TBS951	Statistics for Quality Management	✓	✓	
TBS952	Implementing Quality Systems		✓	✓
TBS953	Management of Service Quality	✓	✓	
TBS955	Quality Assurance	✓		✓
TBS980	International Financial Management	✓	✓	✓
TBS981	Managing in Multi-National Companies	✓	✓	✓
TBS982	Marketing in a Global Economy	✓	✓	✓
TBS983	International Business Economic Environment	✓	✓	✓
TBS984	International Business	✓	✓	✓

**Note: This schedule is subject to change based on availability of staff and students**

## Subject Descriptions

### Undergraduate subject descriptions

#### **ACCY100 Accounting 1A**

**Pre-requisite:** ARTS015

**Description:** This subject is an introduction to the processes of accounting and financial management and is concerned with money, records of money, calculations of income and wealth; financial decision making; the information that can be provided by an accounting system as a basis for decision making and the techniques of processing such information.

---

#### **ACCY102 Accounting 1B**

**Pre-requisite:** ACCY100

**Description:** Accounting 1B builds on the understanding of accounting developed in Accounting 1A. It examines financial measures of business activities and the systems that enable the measures to be recorded and then reported and communicated to the various stakeholders of entities, such as owners (including partners and shareholders), providers of credit (lenders and creditors), management as well as other interested parties

---

#### **ACCY200 Financial Accounting 2A**

**Pre-requisite:** ACCY101, ACCY190, or ACCY100 and ACCY102

**Exclusions:** ACCY202 and ACCY292

**Description:** ACCY200 builds on the knowledge and skills students have acquired in both ACCY100 and ACCY102 (or their equivalent subjects). The subject

contains several distinct but inter-related strands, and begins with an exploration of concepts necessary to understand the framework established in Australia for financial reporting. A technical strand of knowledge needed to prepare financial reports under the Australian Corporations Act and Australian International Financial Reporting Standards is explored. This subject also covers a contextual strand of knowledge, highlighting the environment in which financial reporting takes place, and introduces a theoretical strand of knowledge and skills necessary to critique, at an introductory level, current financial reporting practices and developments.

---

#### **ACCY201 Financial Accounting 2B**

**Pre-requisite:** ACCY202 or ACCY200

**Description:** ACCY201 builds on the knowledge and skills students have acquired in ACCY200. As with ACCY200, the subject contains a number of distinct but inter-related strands. Firstly, there is a technical strand incorporating the application of specific accounting standards and regulatory provisions to the preparation of financial reports, with particular emphasis on consolidated accounts. Secondly, there is a contextual strand highlighting the national and international environment in which financial reporting takes place by reference to media sources and selected documentaries. Thirdly, there is a theoretical strand, wherein students will be

given the opportunity to further develop critique and reflective skills acquired in ACCY200. The theoretical strand will specifically link the technical and contextual strands by considering accounting as both socially constructed and socially constructing.

---

## **ACCY211 Management Accounting 2**

**Pre-requisite:** ACCY101, ACCY190, or ACCY100 and ACCY102

**Exclusions:** ACCY212

**Description:** This subject deals with the design, production and use of accounting and other quantitative information in the planning and control of organisations, including the management of the production function, decentralised organisations, derivation of cost relationships and statistical control of costs.

---

## **ACCY231 Information Systems in Accounting**

**Pre-requisite:** ACCY101, ACCY190, or ACCY100 and ACCY102

**Description:** This subject introduces management information systems, including data collection and processing, internal control and internal reporting. System design and computer applications are also covered.

---

## **ACCY305 Financial Accounting 3**

**Pre-requisite:** ACCY201

**Description:** This subject offers a critical evaluation of advanced aspects of

financial accounting and external reporting with particular reference to developments in accounting theory, professional standards, and accounting practice including the critical evaluation and comparison of various financial accounting theories. This subject explores financial accounting in its organisational, social and political contexts.

---

## **ACCY312 Management Accounting 3**

**Pre-requisite:** ACCY211

**Description:** This subject provides an advanced treatment of management accounting theory and its relationship to decision theory, including model building and use, cost prediction, pricing decisions, and the behavioural dimensions of management accounting.

---

## **ACCY328 International Taxation**

**Pre-requisite:** ACCY201

**Description:** This subject covers cross border transactions with respect to the taxes the entity may incur as they trade and how these have an impact on the pricing of products. International taxation as it applies to the individual and a company are explored as well as its impact on their income and other trading activities. This subject also takes a comparative perspective of a number of issues confronting both companies and individuals who transact across national borders. Comparisons of taxation between countries such as Australia, UAE, UK and the USA will be examined.

---



## **ACCY342 Auditing and Assurance Services**

**Pre-requisite:** ACCY201

**Description:** This subject examines the contemporary risk and assurance approach to auditing, the collection and evaluation of audit evidence and the audit reporting process. The subject also develops an understanding of the legal environment in which the auditor works and focuses on the requirements of financial statement audit under the Corporations Law. In addition to this, the program introduces the use of computer assisted audit techniques and considers issues related to computer information systems audit.

---

## **ARTS015 Introduction to University Life**

**Pre-requisite:** None

**Exclusions:** ARTS001

**Description:** The subject is designed to help students in the transition between secondary and tertiary education and prepare them for university life. It aims to ensure success at university by helping them to acquire the necessary life skills, and by encouraging them ultimately to become independent learners. This may entail a completely different approach to learning than many students have been familiar with in their secondary education. However, this subject is specifically designed to facilitate the transition. The emphasis is on establishing good study habits which will serve students

throughout their academic life. Students are expected to keep up to date with news and current affairs by regularly reading reputable English language newspapers and magazines as well as watching news and current affairs programs on television.

---

## **ARTS017 Islamic Culture**

**Pre-requisite:** None

**Description:** This subject aims to provide an introduction to Islam not only as a religious belief for Muslims, but also as an ideology that has affected people's lives in Islamic societies during the course of history of Islam. Furthermore, this subject is designed to familiarize students with Islamic teaching, culture and traditions, and for students to gain an understanding of the main aspects of Islam as a way of life.

---

## **ARTS035 Introduction to Philosophy**

**Pre-requisite:** None

**Description:** This subject focuses on critical thinking, independent research, and appropriate oral presentation of a reasoned and informed argument. It is vital to a successful university life that students develop their own informed opinions on a range of subjects. The ideal medium to develop an appropriate approach to the art of reasoning is via a study of philosophy. An awareness of the major thrusts of philosophy from the principal regions of the world will provide students with the foundations, framework and confidence to be able to express their opinions

articulately, knowledgably and logically. This subject gives them the skills and the opportunity to do this, both individually and as part of a team. It also develops their critical evaluation of research material and allows them to make judgements on published sources.

---

## **BUSS111 Business Programming 1**

**Pre-requisites: None**

**Description:** The broad aim of this subject is to develop in students an understanding of the fundamental principles of programming as well as to develop skills in the design and implementation of well structured algorithms to a range of classical, business computing problems.

---

## **BUSS211 Requirements**

**Determination and System Analysis**

**Pre-requisite: 6cp 100 level BUSS or CSCI or COMM110**

**Exclusions: ISIT100**

**Description:** This subject aims to introduce the student to the techniques and technologies of structured systems analysis. It examines the complementary roles of systems analysts, clients and users in life cycle development methods. Data flow analysis and process descriptions are introduced and the relation to object orientation examined. The student will make use of a Computer Aided Software Engineering (CASE) tool to document solutions to typical problems.

---

## **BUSS212 Database Management Systems**

**Pre-requisite : 6 credit points of BUSS100-level or CSCI100-level subjects or COMM110**

**Exclusions: ISIT112**

**Description:** This subject aims to provide a concise and modern treatment of introductory database topics that are useful for information systems professionals. The goal of this subject is to learn the fundamental database concepts including conceptual data modelling, the relational data model and relational algebra and develop skills in the design and manipulation of relational databases using Structured Query Language (SQL). The subject will also briefly introduce advanced database concepts and emerging database technologies.

---

## **BUSS214 Information Systems Development 1**

**Pre-requisite: BUSS111 or CSCI111 or CSCI114**

**Exclusions: ISIT114**

**Description:** The aims of this subject are to consolidate and extend student's knowledge and skills in structured programming and to introduce them to the concepts and practice of object oriented programming. To achieve this aim the subject will provide students with an opportunity to develop further programming skills and good coding style; develop skills in using the object-oriented concepts of inheritance, encapsulation, construction, access control, overloading

and messaging; develop and display competency in the design and implementation of object-oriented programs to solve business problems.

---

## **BUSS218 Systems Design and Architecture**

**Pre-requisite:** **BUSS211**

**Description:** This subject extends systems analysis and introduces the student to the techniques and technologies of structured systems design and object oriented systems design in the post-analysis stages of the Systems Development Life Cycle. It examines the complementary roles of systems analysts, designers, clients and users in traditional Systems Development Life Cycle and Object Oriented development methods. Process and Object methods and models are extended to cover systems design and implementation. Program design is placed in the context of systems design. The student will make use of a Computer Aided Software Engineering (CASE) tool to document design solutions to typical problems.

---

## **BUSS308 Information Systems Management**

**Pre-requisite:** **6 cp at 300 level BUSS or CSCI subjects**

**Description:** Students will be introduced to the processes involved in managing information systems in the contemporary business environment. Students will gain an appreciation of the issues surrounding the strategy and planning of information

systems; the strategic, tactical and operational roles of the Chief Information Officer (CIO); the alignment between information systems and business; policy and practice; technology diffusion; operational management; major trends impacting information systems management and how to assess the value of information systems.

---

## **BUSS311 Advanced Database Management Systems**

**Pre-requisite:** **BUSS212**

**Description:** This subject provides an overview of the relational data model and relational database management systems followed by comprehensive coverage of some of the advanced topics related to data and database administration, CASE tools, post-relational database systems and recent developments in the areas of online analytical processing, data mining and the World Wide Web (WWW). Discussion of these relatively recent and advanced topics is expected to equip the student to meet the challenges in database management and advanced applications development in contemporary organisations. Students will be presented with opportunities to do hands-on work with appropriate commercial tools.

---

## **BUSS312 Business Data Communications**

**Pre-requisite:** **6cp of 200 level BUSS subjects**

**Description:** This subject examines distributed information systems and data

communications technology and their support of organisational objectives, the design of networked computer systems, the selection of appropriate hardware and software platforms and the current and future trends in data communications.

---

### **BUSS316 Information Systems Prototyping**

**Pre-requisite:** **BUSS212 and BUSS111 or CSCI111 or CSCI114**

**Description:** This subject provides an understanding of the systems development and modification process. It enables students to evaluate and choose an appropriate systems development methodology. It emphasises the factors for effective communication with users and team members and all those associated with development and maintenance of the system. It introduces and describes evolutionary systems development methodologies, and addresses the issues involved in project planning, documentation, management and monitoring of evolutionary development.

---

### **BUSS318 Information Systems Project**

**Pre-requisite:** **BUSS212**

**Description:** This subject aims to provide students with: practical experience in the principles and techniques of project management; experience in the design of a real world project involving IS techniques; and practical experience in team work and project management skill development.

---

### **COMM110 Introduction to Business Information Systems**

**Pre-requisite:** **None**

**Exclusions:** **BUSS110**

**Description:** This subject examines the roles of information systems in a modern organisation. Topics covered include: information systems and their role in modern organisations; functions and purposes of various information systems and their components; system design and development process; information systems administration and management; social implications of information systems, hands-on experience in the use of productivity software. The practical component includes using the internet, word processing, spreadsheets and database systems.

---

### **COMM121 Quantitative Methods 1**

**Pre-requisite:** **STAT015**

**Exclusions:** **STAT131 or ECON121**

**Description:** An introduction to quantitative techniques and their application to business economics. Emphasis will be on statistics and topics will include descriptive statistics, probability, sampling, confidence intervals and hypothesis testing, elementary correlation and regression analysis and the use of computer programs for estimation and analysis.

---

### **COMM351 Business Ethics and Governance**

**Pre-requisite:** **72 cp**

**Description:** An examination of the central issues in business ethics, covering topics such as the concept of social responsibility, individual and corporate values, models for making ethical decisions, ethics for the employee, the customer, the environment, the community, the government and the multinational context. Class consists primarily of student-centred discussion and experiential activities. Semester is arranged to take students through a reflective, unlearning process.

---

**CSCI015 Computer Applications**

**Pre-requisite: None**

**Exclusions: CSCI001**

**Description:** Computer Applications provides information on basic computing concepts, theories and the various applications of Information Technology in society. It also enables you to confidently and competently use an operating system, a variety of application packages including word processing, spreadsheets, and Power Point presentations.

---

**CSCI102 Systems**

**Pre-requisite: None**

**Description:** CSCI102 establishes the position of Computer Science and Information Technology in a non-programming context. Areas introduced include Human-Computer Interface, Information Modelling, Intelligent Systems, Networks, Operating Systems, Software Design and Development and Professional ethics, rights and responsibilities.

---

**CSCI103 Algorithms and Problem Solving**

**Pre-requisite: None**

**Description:** CSCI103 introduces the basic concepts of algorithms and their relationship to data structures and problem solving. This subject emphasises problem solving techniques leading to the development of algorithms rather than their implementation or a formal mathematical treatment of algorithms. Topics include sorting, searching and counting problems and the principal algorithms used in their solution. Common approaches to algorithm development and analysis will be examined

---

**CSCI114 Procedural Programming**

**Pre-requisite: None**

**Exclusions: BUSS111 or CSCI111**

**Description:** CSCI114 introduces the procedural approach to program design and implementation. Covers basic language constructs for defining variables of built-in types, flow control constructs and simple I/O. Explores functional decomposition as a design technique, and the implementation of functions. Introduces simple user-defined data types and aggregates.

---

**CSCI124 Applied Programming**

**Pre-requisite: CSCI111 & CSCI103) or (CSCI114 and CSCI103)**

**Exclusions: CSCI121**

**Description:** This subject develops a thorough understanding of program design using data structures. It extends CSCI114 and presents pointers, dynamic memory management and exception handling. Other topics include implementation of Sorting and Searching Algorithms including the use of typedefs, void pointers and indexes to generalise algorithms; Implementation of data structures: queues, stacks, linked lists, dequeues, trees; Use of arrays as an implementation structure - hashing, radix sort, heaps and Heapsort; Random Access files and internal I/O; Testing of programs: black and white box testing, and the use of debuggers; Use of multi-file organisation in encapsulation and data hiding, with make files; These concepts will be treated through formal lectures, tutorials, assignments and laboratory sessions employing an object oriented language.

---

### **CSCI131 Introduction to Computer Systems**

**Pre-requisite:** CSCI111 OR CSCI114 AND CSCI103

**Description:** The subject focuses on the internal operation of the computer and provides an understanding of how the computer, at a low level, carries out the task of processing data. It deals with the machine language as determined by the architecture, addressing techniques, assembly languages, assembler construction, linkers, loaders and related operating system software and provides

an introduction to the role of the operating system itself.

---

### **CSCI203 Algorithms and Data Structures**

**Pre-requisite:** CSCI121 or CSCI124

**Description:** Approaches to analysing algorithm complexity, introduced in first year subjects, will be reviewed. The use of abstract data types as a design technique, and their implementation in solutions to problems, will form a large part of the subject. The concept of efficient code and ways to measure efficiency (both empirically, by timings, and theoretically) will be studied.

---

### **CSCI204 Object and Generic Programming in C ++**

**Pre-requisite:** CSCI121 or CSCI124

**Description:** CSCI204 develops a thorough understanding of the object-oriented approach and introduces such object concepts as encapsulation, inheritance, polymorphism and runtime binding. This is complemented by an introduction to object-oriented design, with UML representations at the program level. Templates are introduced as a method of achieving generalisation. Container classes and the Standard Template Library are presented as examples of generic programming.

---

### **CSCI205 Software Development Methods and Tools**

**Pre-requisite:** CSCI121 or CSCI124

**Description:** This subject provides an introduction to the process of design and analysis of software. Students will receive a formal introduction to the software design process and techniques, pattern design and reuse, as well as general approaches of interface design. A UML supporting tool will be used for practice of object oriented development approach.

Java language, subset of the standard Java class packages (Standard Edition: windowing, graphics, TCP/IP networking, threads, database access, applet, media), security issues with portable code, Java "Micro Edition" (ME) and its associated packages and applications. Development of applications for different environments

## **CSCI212 Interacting Systems**

**Pre-requisite:** CSCI124 And CSCI102 OR CSCI121 And CSCI102 or CSCI124 And ISIT102

**Description:** The subject develops an understanding of the operating system and tools from a programmer's viewpoint. Topics covered include the file system, processes, communication and tools. In particular, access, security, organisation, operating system effect on performance of a program, support, control; process and interaction, inter-process communication; use of shell scripts and commands to enhance problem solving; tools for development process; program paradigms: parallel, distributed, etc.

## **CSCI 214 Distributed systems**

**Pre-requisite:** CSCI204 and CSCI213

**Description:** This subject introduces basic concepts underlying modern distributed computing architectures and provides some experience in the implementation of systems built using these architectures. Topics covered will include: low-level basics including sockets, internet-based inter-process communications, and threading; remote-procedure-calls and remote-method-invocations; modern synchronous and asynchronous XML-RPC style client server systems and supporting processes; messaging and transactional systems; peer-to-peer and grid technologies; supporting systems such as naming and directory services.

## **CSCI213 Java Programming and Applications**

**Pre-requisite:** CSCI121 or CSCI124

**Description:** This subject provides: 1. an introduction to the Java language and some of its standard class libraries; and 2. experience with object oriented design and implementation techniques. Topics covered will include: use of a Java Integrated Development Environment,

## **CSCI222 Systems Development**

**Pre-requisite:** CSCI204

**Description:** This subject provides a framework for understanding and developing the necessary skills to successfully undertake the major third year software project. The subject provides an introduction to the practical aspects of the development of a software application following a well defined

process. Students will gain experience in the software development cycle, including requirements, design, and implementation, and also learn to exploit implementation support technologies. Assignments will provide experience of structured development work in a small group setting. The implementation language used in illustrations and assignments is C++.

## **CSCI235 Databases**

**Pre-requisite:** CSCI121 or CSCI124

**Description:** This subject investigates three major areas of modern database systems: 1. design of relational databases 2. programming of relational databases 3. concurrency control and data recovery in database systems Topics will include: Introduction to conceptual database modelling; Principles of relational database model; Structured Query Language (SQL) and its procedural extensions (PL/SQL, Embedded SQL, JDBC); Database server programming; Normalisation of relational databases; and Transaction management and recovery in database systems

## **CSCI236 3D Modelling and Animation**

**Pre-Requisites:** 12 credit points of 200 level CSCI or IACT subjects

**Description:** This subject provides students with a hands-on introduction to the use of computers for developing models of three-dimensional objects and viewing them in 3D as still images and

animations. Topics covered include basic modelling primitives, from polygons to spline surfaces; tools to modify simple objects; surfacing concepts such as textures and bump maps; basic lighting of scenes; the animation process including key frames, articulated structures, camera movement and morphing; lighting effects such as volumetrics and radiosity. The subject uses the industry standard software package LightWave.

## **CSCI240 Multimedia Programming Foundations**

**Pre-requisite(s):** CSCI124

**Description:** This subject provides an introduction to multimedia programming by exploring multimedia infrastructure and developing skills in the programming technologies used in multimedia. Infrastructure includes both how the elements of a multimedia system relate, for example MPEG 21, and foundational concepts used in producing multimedia, for example matrix transforms, simulations, kinematics and the dynamics of motion. Programming technologies include OO programming, 2D graphics, simple image and audio processing in Java; web presentation technologies such as SMILE; multimedia messaging; and an overview of multimedia applications programming interfaces, such as Java media framework and QuickTime.

## **CSCI262 System Security**

**Pre-requisite:** CSCI121 or CSCI124

**Description:** The subject covers some fundamental computer security technologies in the following aspects: (1) Operating system security such as physical security, file protections, system abuses, attacks and protections; (2) Database security including data integrity, data recover, data encryption/ decryption, access control, and authentication; (3) Mobile code security including malicious logic, host and mobile code protection, mobile agents' security. (4) Intrusion detection; (5) Security policies; (6) Security management and risk analysis.

---

**CSCI311      Software      Process  
Management**

**Pre-requisite:** CSCI205

**Description:** The primary aim of this subject is to acquaint students with the formal methodologies associated with the task of managing the software development process. Topics may include: Project Planning, Cost Estimation, Project Scheduling, Factors Influencing Productivity, Productivity Metrics, Risk Assessment and Management, Planning for Change, Release and Configuration Management, Software Process Standards, Software Contracts, Approaches to Maintenance, Long-Term Software Development, Case Studies of Real World Projects, Ethics, Professional Organisations, Legal Implications and Liabilities

---

**CSCI315      Database Design and  
Implementation**

**Pre-requisite:** CSCI235

**Description:** This subject investigates the process of relational database design starting from conceptual database design, through logical database design up to and including physical database design, database tuning and administration. The topics will include conceptual database design based on Object Modelling Technique, methodologies for conceptual design, view integration, logical database design, database normalization and de-normalization, physical database design, generation of database applications, database tuning, design of distributed database systems.

---

**CSCI321      Project**

**Pre-requisite:** (CSCI222+ CSCI204) or (CSCI213+ CSCI222) or (CSCI213 +CSCI204)  
**AND 12cp of 200 level subjects**

**Description:** This is a 12 credit point subject. Working in groups, students design, implement, and document a software system. Involves: project planning and scheduling, seminars and individual presentations, group coordination, research of proposed application domain, use of design methodologies, design documentation, coding, module and system integration, testing, verification, and implementation. A small number of project topics have been proposed. Students will form teams, each of which will design, implement and document a solution to one of the

proposed projects. Teams will meet weekly with supervisors to discuss progress and problems

---

## **CSCI323 Artificial Intelligence**

**Pre-requisite:** CSCI204 and 6cp of 200-level CSCI subjects

**Description:** CSCI323 reviews the main components of Artificial Intelligence research including knowledge representation, reasoning, natural language understanding, and perception. Focuses on Expert Systems and the computational models they embody. Introduces the programming languages Lisp and Prolog.

---

## **CSCI324 Human Computer Interface**

**Pre-requisite:** CSCI204 and 6cp 200 level CSCI subjects

**Description:** This subject examines the design evaluation and implementation of interactive computing systems for human use (HCI) and the major phenomena surrounding them. Also considered are joint performance of tasks by humans and machines, structure of human machine communication, social and organisational interactions with machine design, human capabilities to use machines including their learning ability as well as algorithms and programming of the interface itself, engineering concerns that arise in designing interfaces, the process of specification design and implementation of interfaces and design tradeoffs.

---

## **CSCI325 Software Engineering Formal Methods**

**Pre-requisite:** CSCI204

**Description:** This subject introduces students to formal methods for software specification. The role of formal methods in the software development process is explained, and it is illustrated with case studies of the industrial application of formal methods. The subject uses the Z notation as an example of a formal specification technique, and software tools for the manipulation of Z specifications are introduced. Case studies in the application of formal methods to safety-critical and real-time software systems are presented.

---

## **CSCI336 Computer Graphics**

**Pre-requisite:** CSCI204 and 6cp 200 level CSCI subjects

**Description:** Introduction to computer representation of lines and points; mathematical models; transformations in 2 and 3 dimensions; homogenous coordinate systems; fill algorithms; solid modelling; hidden line and surface algorithms; lighting models; and current trends.

---

## **CSCI361 Cryptography and Secure Applications**

**Pre-requisite:** (CSCI204 or CSCI213) plus 6cp of 200-level CSCI subjects

**Description:** This subject develops the skills and knowledge necessary to identify and address security problems in a variety of simple communication models. Topics

covered include: Classical cryptology, Modern secret key cryptography including block (DES, AES) and stream ciphers (RC4), security properties (authentication, integrity, confidentiality, availability), public key cryptography (knapsacks, RSA, Rabin, Elgamal), digital signatures (RSA, DSS, Elgamal) , hashing (birthday paradox, Merkle-Damgard construction), MACS's, Key management (PKI, certificates, key establishment/exchange/transport, Diffie-Hellman), Identification protocols, Privacy preserving (mix-nets), Secret sharing. Applications studied include some of: email security, SET, E-payment, E-voting, Fair exchange.

---

### **CSCI368: Network Security**

**Pre-requisite:** CSCI361

**Description:** This subject provides a survey of network security technologies, and explores them in practice. This includes but is not limited to, network-based threats, security failure in cryptographic and network protocols, authentication servers, certificates and public-key infrastructures, security provisions in communication protocols and standards, electronic mail security, firewalls and intrusion detection systems.

---

### **CSCI 371 Special Topics in Computer Security**

**Pre-requisite:** CSCI214 & CSCI262 & CSCI361

**Description:** This course provides students with (1) an understanding and

first hand experience of advanced techniques and tools for identifying and categorizing vulnerabilities that allow penetration of networked systems and environments; (2) A practicum, for applying the concepts and methods of information security management acquired (3) experience in working as a team in order to perform information security tasks for the protection of an organization information assets.

---

### **CSCI399 Server Technology**

**Pre-requisite:** CSCI213 or ITCS213

**Description:** This subject provides a broad overview of the computing technologies that underlie e-commerce. Technical topics will include: the HTML-markup language and HTTP protocol, client-side scripting with Javascript, CGI programming using Perl, web server configuration (Apache), PHP scripting, Java servlets, Java Server Pages, and a limited introduction to .NET

---

### **DESN211 Introduction to Web Design**

**Pre-requisite:** DESN102

**Description:** This unit introduces design concepts and methods for Web based design. Explores industry issues surrounding interactive design and project planning and production. Case studies innovative design solutions and strategies within a industry best practice context.

---

### **DESN212 Advanced Web Design**

**Pre-requisite:** DESN201 and DESN211

**Description:** This unit provides students with further critical, conceptual and practical understanding of world wide web design principles. Topics to be covered include; interface and interactive design, and information design. The unit aims to teach a range of technical and conceptual skills needed by the world wide web designer for entry into the industry, including best industry practice.

---

**DESN290 Graphic Design Basics: Web Design**

**Pre-requisite:** DESN190

**Description:** This unit introduces design concepts and methods for Web based design. Explores industry issues surrounding interactive design and project planning and production. Case studies innovative design solutions and strategies within an industry best practice context.

---

**DESN310 2D Animation**

**Pre-requisite:** DESN211

**Description:** This subject provides students with important technical and conceptual skills that are needed for producing 2D animations and short digital films of industry standard. The focus of this course is on 2D animation, wherein students will use editing software for practical applications and learn creative, innovative practices that demonstrate a high level of understanding of digital motion graphics.

---

**DESN311 Inclusive Design: Interactive Multimedia**

**Pre-requisite:** DESN212 and DESN202

**Description:** This unit explores the new field of inclusive design, interactivity, motion graphics and social benefit. Focus is on generating innovative design solutions within a context of content creation and content design. Students will explore ideas of the interactive digital narrative and documentary story telling.

---

**DESN390 Experimental Digital Art**

**Pre-requisite:** DESN290

**Description:** This subject focuses upon experimental digital art. At the conceptual level, students explore the history, critical debates and themes that have shaped the development of this dynamic aesthetic field. At the practical level, students develop skills in the various processes that digital art creation involves. There is a particular emphasis upon the development of programming skills and in encouraging creative dialogue between traditional and computer-based art practices.

---

**ECON101 Macroeconomic Essentials for Business**

**Pre-requisite:** ARTS015

**Description:** This subject analyses relevant macroeconomic concepts and principles in an integrated macroeconomic environment. Simple macroeconomic models will be developed to characterise the interdependencies of the more important components parts of a macro economy. This will allow students to analyse some real world problems and to

start identifying and formulating appropriate macroeconomic policies.

---

## **ECON111 Introductory Economics**

**Pre-requisite:** ARS015

**Description:** The aim of this course is to make the basic microeconomic concepts, elementary techniques, and simple microeconomic models and applications accessible and understandable to all students. Specifically, students who complete this subject successfully should know and be able to use the terminology and graphical techniques of basic microeconomics; understand and be able to explain the basic theory of demand and supply, including nature and application of price, cross, and income elasticities; know and be able to explain the basic theory of production and costs; and know and be able to explain the market behaviour of firms operating in markets characterized by perfect competition, monopoly, monopolistic competition, and oligopoly. Students should be able to use the theory of microeconomics to analyse social issues and policies in areas such as education, health care and the environment.

---

## **ECON216 International Trade Theory and Policy**

**Pre-requisite:** ECON111

**Description:** This subject is designed to provide an introduction to international trade theory and international trade policy. It will examine the theory, policies, practices and institutions of relevance to a

country's trade with other nations. The following broad questions will be addressed: Why do nations trade with each other? What are the gains and losses from free trade to the nations involved? What determines the pattern of international trade and production? What are the effects of various commercial policies on the nations involved and on the welfare of various groups within those nations? How does the foreign exchange market work and in what ways does it facilitate or impede international trade? What are the possible effects of exchange-rate policies on a country's production, employment and price level? How is a country's trade performance linked to its external debt and economic growth? How can trade affect the local and global environment?

---

## **ECON332 Managerial Economics and Operations Research**

**Pre-requisite:** COMM121

**Description:** This subject develops and applies a variety of quantitative techniques to economic and managerial decision-making. It is an extension of ECON 228/230 and covers a wide range of quantitative analyses such as forecasting techniques, Markov process models, PERT, CPM and specialised network algorithms, risk preference analysis, transportation and assignment models and quadratic and nonlinear programming.

---

## **ECTE182 Internet Technology I**

**Pre-requisite:** None

**Description:** This subject introduces students to the fundamentals of computer communications. These fundamentals are then used to outline internet architecture and describe its key components. Following this, the operation of the World Wide Web (WWW) will be detailed. Topics covered include packet switching; switched networks; layered protocols; local and wide area networks; WWW operation; network components (eg. routers); and access technologies (eg. modems). Laboratory exercises are used to illustrate key computer communications concepts.

---

## **ECTE282 Internet Systems**

**Pre-requisite:** ECTE182

**Description:** This subject examines Internet protocols, and technologies. In particular, it will look at encoding methods; link layer technologies such as HDLC; medium access control protocols for wired and wireless networks; routing (OSPF, BGP4); TCP; WWW; integrated and differentiated services; and security algorithms. Laboratory exercises will illustrate the operation of key Internet protocols.

---

## **ENVI030 Environmental Science**

**Pre-requisite:** ARTS015

**Exclusions:** ARTS025

**Description:** The rapid and global changes affecting the environment have gained prominence of late. This subject addresses the reasons behind the rising interest in maintaining a healthy environment that can support the diversity

of all living beings. The field of environmental science is multi-disciplinary and encompasses natural sciences, engineering sciences and social sciences. Hence, the study of the diversity of factors and their influence, interaction and dynamics on the state of the environment will help us to understand its complexity and increase our awareness of the actions required to preserve our delicate ecosystem, and to minimise the harmful consequences resulting from human and economic growth.

---

## **FIN221 Introductory Business Finance**

**Pre-requisite:** ACCY102 and ECON111

**Exclusions:** ACCY221 and ACCY241 or FIN241

**Description:** This subject provides an introduction to business finance. The subject covers major financial theories, practical tools and analysis used in financial decision-makings, namely investment decision, financing decision and dividend decision, in a corporation. Core topics include financial mathematics, capital budgeting techniques, the relation between risk and return, stock and debt markets, share and bond valuations, cost of capital, capital structure and dividend policy.

---

## **FIN223 Investment Analysis**

**Pre-requisite:** ACCY221 or FIN221 or FIN251 or FIN241

**Exclusions:** ACCY223

**Description:** This subject deals with security analysis and portfolio management. The subject is both descriptive, dealing with a range of securities and the market they operate in, and theoretical, considering theories of the market and the equilibrium prices of securities. Topics covered include portfolio theory and the capital asset pricing model, portfolio management, company, industry and market analysis, investment strategies and the evaluation of portfolio performance.

---

**FIN226 Financial Markets and Institutions**

**Pre-requisite:** ACCY102 and ECON111

**Exclusions:** ACCY226

**Description:** This subject examines the history and development of financial institutions and financial markets in Australia and elsewhere. Topics covered include: the role of the financial system; functions of financial markets; money markets and capital markets; the banking and payments system; financial systems regulation; the operations of the stock exchange; corporate and government debt markets; the euromarket; and, derivative markets.

---

**FIN241 International Financial Management**

**Pre-requisite:** ACCY102 and ECON111

**Exclusions:** ACCY241 and ACCY221 or FIN221

**Description:** This subject introduces students to the use of financial tools in an

international context. The subject covers the basic techniques of finance and these are then related to international financial markets, institutions and practice. Students learn to evaluate the relationship between risk and expected return from international investments and develop an understanding of short and long-term international debt and equity capital markets.

---

**FIN322 Advanced Business Finance**

**Pre-requisite:** 12 credit points in finance subjects

**Exclusions:** ACCY322

**Description:** This subject examines advanced aspects of the financial management of corporate resources with an emphasis on issues in financial planning and strategy. Topics include firm governance and the role of shareholders and stakeholders, the management of corporate debt and equity, mergers and acquisitions, financial distress and restructuring, and financial architecture and strategies. Special attention is given to the increasing complexity of the business environment and departure from the assumptions of an ideal capital markets.

---

**FIN323 Portfolio Management**

**Pre-requisite:** ACCY223 or FIN223

**Exclusions:** ACCY323

**Description:** This subject undertakes the advanced analysis of investment theory with an emphasis on the integration of

derivative use and strategies with other portfolio management skills. Individual topics include, binomial decision theory, trading strategies using complex derivative structures, interest rate futures and swaps, the 'Greeks', futures options, value at risk, credit derivatives, and weather, energy, and insurance derivatives.

discussions and analysis of bank management issues such as bank lending, banking interest rate models, off-balance sheet activities, operating costs & technology, foreign exchange, sovereign, liability & liquidity risks management and capital adequacy within both the Australian and international banking framework.

**FIN324 Financial Statement Analysis**

**Pre-requisite:** 12 credit points in Finance subjects and ACCY200

**Exclusions:** ACCY324

**Description:** This subject introduces the language, concepts and principles of corporate financial information analysis, and critically evaluates financial statements as data sources for business analysis and valuation. A four step business evaluation framework guides extraction of decision useful information from publicly available accounting information sources within the context of business strategies. Analytical principles and techniques are applied to four commonly met areas of business decisions about corporate financial performance and evaluation.

**FIN325 Bank Management**

**Pre-requisite:** 12 credit points in Finance subjects

**Exclusions:** ACCY325

**Description:** This subject examines and deals with information on the bank management practices and operation of banks. The subject involves in depth

**FIN351 International Finance**

**Pre-requisite:** 12 credit points in Finance subjects

**Exclusions:** ACCY351

**Description:** This subject analyses financial markets in the international sphere, concentrating on the Australasian region. It explores the concepts and relationships linking international financial markets within the region and the operation of Australian firms in those markets. It covers such issues as the de-regulation of Australian banking and the Eurofinance market, the pricing of foreign exchange, the international financing decision, foreign exchange and interest rate risk management.

**FIN353 Global Electronic Commerce**

**Pre-requisite:** FIN221 and COMM110

**Description:** Global Electronic Finance is a subject providing overview of financial developments globally as well as a critical analysis of these developments. The course will develop student's knowledge, understanding and ability to critically analyse developments in the global

electronic commerce. Students will be expected to consider and discuss issues related to financial functions and processes, which have been modified to electronic form and the economic basis for these developments. Other issues such as regulation and use of electronic data as information will also be addressed.

---

## **IACT201 Information Technology and Citizen's Rights**

**Pre-requisite: 24cp @ 100 level**

**Description:** This subject covers the body of ideas and commonly held principles that broadly apply to ethical behaviour in the information technology environment. IACT201 will examine the social and ethical implications of information technologies as they apply to citizens and information technology professionals. It will present legal, regulatory, social and ethical perspectives on the use of such technologies through topics of intellectual property, privacy, networking, security, reliability. The inclusion of a professional ethics is to prepare students for careers in the information technology industry. The extent to which technological advancements have altered societal expectations is also examined.

---

## **IACT202 The Structure and Organisation of Telecommunications**

**Pre-requisite: CSCI102 or CSCI111 or CSCI114**

**Description:** The aim of the subject is to provide students with an introduction to

the technologies and regulatory structures which constitute the modern telecommunications system. Under regulatory components, the variety of telecommunications services and related regulatory concepts and structures are discussed. Under technological components, the following issues are dealt with: telecommunications standards; new network services; and basic components of the telecommunications system such as the public switched network, the radio frequency spectrum, mobile telephony and satellites.

---

## **IACT301 Information and Communication Security Issues**

**Pre-requisite: IACT201**

**Description:** This subject will examine current controls, both legislative and technical, aimed at maintaining data integrity, ease of access to information, and protection of ownership, in the light of on going developments in computer security, multimedia communications, international electronic networks, and electronic publishing. The subject will cover communication security; issues relating to the monitoring of international agreements; OECD guidelines for security of information; maintaining privacy provisions; password security; and future IT developments and their implications for monitoring intellectual property rights and communication security.

---

## **IACT303 World Wide Networking**

**Pre-requisite:** CSCI102 or CSCI213 or BUSS110 or CSCI111 or (CSCI114 & CSCI103)

**Description:** This subject investigates topics such as the following within the context of world wide networking: Web Technologies & Protocols; Software Development and Quality Assurance for Web Applications; Network Security; Client-side and Server-side Practical Tools for the Web; Local and International Web-based Policy and Practice in Education, Business and Government; Content Management for the Web; Current Legal Issues and the Web; and Web Services. Emphasis will be placed on group work with students required to participate in problem solving communications tasks. Web based activities will be an essential element in the conduct of this subject. Other activities may include: the running of a bulletin board or Internet mailing list or the maintenance of a World Wide Web site.

---

### **IACT304 Principles of eBusiness**

**Pre-requisite:** 12 cp at 200 level in IACT or CSCI or ITCS

**Description:** This subject aims to provide students with an understanding of eBusiness fundamentals. Today most businesses compete in a global environment and a sound strategy for online business is essential to facilitate this. This subject covers key areas of eBusiness, including: business-to-consumer, business-to-business and business-to-government electronic

commerce (EC); online business models and electronic payment systems (EPS) and EC technology basics. Standards, regulation and policy, security and social and economic issues will also be considered in the contexts of business Intranets, Extranets and the Internet. The subject also provides an introduction to the 'Patterns for eBusiness' approach to eBusiness analysis and design.

---

### **IACT305 eBusiness Technologies**

**Pre-requisite:** 200 Level CSCI and IACT201

**Description:** The subject explores the technology being adopted by organisations and the various means of maximising business potential using Internet technology, including eBusiness (B2B, B2C, B2G etc.). The focus of the course is from the IT professional perspective, giving the student a feel for what is required in a commercial business environment. The technology aspects will cover both developing in house software, as well as selecting 'best practice' outsourced options. Comparisons are drawn between the two adoption methods, and the student is engaged by scenario role playing as part of the group assignments.

---

### **INFO202 Project**

**Pre-requisite:** CSCI124 and ECTE182

**Description:** This subject consists of a structured team design activity covering the first four phases of the design cycle for a web-based or IT product. Student teams

will undertake the entire project using staff as 'costed' advisors. The team activity will be supplemented by lectures covering such areas as: language and communications; teamwork; an introduction to key project management design and development activities, including management concepts and tools to enable IT professionals to effectively manage the design and development aspects of both a project and its associated activities.

---

**INFO303      Advanced Project**  
***Pre-requisite:* INFO202 and WAM > 70 in level 200 subjects**

***Exclusions:* CSCI321**  
***Description:*** This subject provides an opportunity for more capable students to do a group multi-disciplinary project in an area related to internet science and technology. It will allow students to learn how to communicate with one another and work in teams, as a collaborative executive in a large internet related project.

---

**LAW101      Law, Business and Society**

***Pre-requisite:* None**  
***Exclusions:* LAW100**  
***Description:*** Effective participation in the business world and in society in general, requires an understanding of the law and of legal processes. LAW101 Law, Business and Society introduces students to areas of law most relevant to involvement in the business sector. The

consideration of the law focuses on its practical implications for achieving business objectives and preventing legal problems arising. As the major case study, students are expected to gain an understanding that contract law is the basis of commercial law and is thus essential for persons wishing to engage in business. It also aims to provide a knowledge and skills base for those intending to pursue further legal studies.

---

**MARK101      Marketing Principles**  
***Pre-requisite:* ARTS015**

***Description:*** The subject examines basic marketing concepts to build up a sound understanding. The material assists those who want to be specialist marketers and those interested in undertaking other business or professional studies. What you learn in this subject will be of value to you for the rest of your lives as consumers and as members of the business community.

---

**MARK201      Applied Marketing Research A**

***Pre-requisite:* MARK101 or MARK213**  
***Exclusions:* MARK319**  
***Description:*** In an increasingly dynamic environment, failure to engage in marketing research activity leads to disadvantages in the strong competitive market place. Mastering marketing research is necessary for successful marketing. This subject will focus on the practice of marketing research by integrating theory and application. Applied

Marketing Research A includes the research process from the problem definition to the fieldwork design. The remaining components are covered in Applied Marketing Research B.

---

**MARK202 Applied Marketing Research B**

**Pre-requisite:** MARK101 or MARK213, and MARK201 or MARK319

**Exclusions:** MARK239

**Description:** In an increasingly dynamic environment failure to engage in marketing research activity leads to disadvantages in the strong competitive market place. Mastering marketing research is necessary for successful marketing. This subject will focus on the practice of marketing research by integrating theory and application. Applied Marketing Research B (MARK202) continues where Applied Marketing Research A (MARK201) ends and encompasses the entire marketing research process starting with the fieldwork phase: organising, supervising and conducting fieldwork, entering data, analysing data, drawing conclusions and reporting the findings.

---

**MARK217 Consumer Behaviour**

**Pre-requisite:** (MARK101) or (MARK213) or (MARK293)

**Description:** Consumer Behaviour involves gaining a greater understanding of the consumers as individuals by studying perception, learning and memory, motivation and values, personality, lifestyles, attitudes and attitude change.

Additionally the content of this subject focuses upon consumers as decision makers, involving an examination of the entire purchase process. Other areas of interest include household and organisational decision making, and the influence of culture on consumption.

---

**MARK270 Services Marketing**

**Pre-requisite:** (MARK101) or (MARK213) or (MARK293)

**Description:** This subject covers the practice of marketing of services. Significantly, this incorporates both conceptual and practical issues not always evident in the existing marketing literature covering the marketing of products. As well, the global growth of the service sector has focused attention on the marketing function for organisations serving this sector. This subject is designed to equip practitioners to function effectively in the expanding world of services marketing.

---

**MARK301 Internet Applications for Marketing**

**Pre-requisite:** (MARK101) or (MARK213)

**Description:** This subject deals with the issues facing internet users to establish the distinctly different environment in which people operate online. This grounding is then used as a basis to build an understanding of the internet to key applications in marketing such as research, adding value in the areas of product, distribution, pricing and promotion. It is a consumer focussed

perspective that most students will be able to relate to from their own experience and therefore suitable for a 2nd or 3rd year undergraduate subject.

theory. It is designed to develop analytical skills and diagnostic ability for the proposal, implementation and control of alternative marketing strategies and plans.

## **MARK333 Marketing Communications**

**Pre-requisite:** MARK101) or (MARK213) or (MARK293)

**Description:** Marketing communications (marcoms) come in many forms. Examples include, but are far from limited to, mass media advertising, promotions, celebrity endorsements, and after-sales support. This subject aims to develop students' appreciation of the role that marcoms play in the company's marketing efforts as well as how prospective customers process and are influenced by marcoms. The subject has a managerial perspective and by the end of the subject students will be able to both manage and critically evaluate marcoms campaigns.

## **MARK344 International Marketing**

**Pre-requisite:** MARK101 or MARK213  
**PLUS 12 credit points from 200 level MARK subjects**

**Description:** This is the 'capstone' unit in the marketing major. As such it is designed to integrate skills and knowledge in a number of other business disciplines. It will draw heavily on the areas of not only marketing theory and market research methods but also economics, finance, managerial accounting and management

## **MATH015 Foundation Mathematics A**

**Pre-requisite:** None

**Exclusions:** MATH001

**Description:** The subject is designed for students who are entering degree courses for which a minimal background in mathematics is desirable. It provides a necessary basis for all students progressing to the second year of university degree courses in the business area. This subject is designed to: (i) provide the student with a revision of the basic concepts of mathematics, (ii) extend on these basic concepts, (iii) enhance manipulative and problem solving skills, (iv) provide ongoing students with the necessary knowledge and skills for Foundation Mathematics B, and (v) teach content including straight line geometry, quadratics, parabolas, matrices (including finding solutions to simultaneous equations), the exponential and logarithm functions, limits and differentiation, tangents and normals, and curve sketching.

## **MATH020 Foundations Mathematics B**

**Pre-requisite:** MATH015

**Exclusions:** MATH002

**Description:** This subject is designed to:

1. consolidate the theory and concepts introduced in MATH015,
2. provide the student with mathematical background for further studies of mathematics and mathematics related subjects,
3. develop skills necessary for using standard tables available to students of Mathematics, and
4. teach content including trigonometry and related calculus - standard identities, common values of the trigonometric functions, radian measure, arc length, unlimited angles, simple trigonometric equations, graphs of the trigonometric functions, sum of angles, double angles, trigonometric limits, derivatives of trigonometric functions, integrals of trigonometric functions, inverse trigonometric functions, integration using trigonometric substitutions.

## **MATH121 Discrete Mathematics**

**Pre-requisite:** None

**Exclusions:** MATH122

**Description:** Students will be introduced to the spirit of mathematical inquiry and critical analysis, and encouraged to develop the ability to apply mathematical principles to the formulation and solution of problems. This is done through the use of non-calculus techniques, especially those of logic and number theory. This subject is well suited to computer science students.

## **MGMT102 Business Communications**

**Pre-requisite:** ARTS015

**Description:** This subject introduces the theory and practice of communication in business and in workplaces. It offers knowledge and information on how students can become more effective, culturally sensitive and humane communicators personally and professionally. It examines and discusses the cultural, organisational and personal contexts and processes of communication in groups, meetings, interviews, public speaking, presentations and writing. Other issues discussed include interpersonal skills, understanding non-verbal messages, listening and building relationships in business and workplaces.

## **MGMT110 Introduction to Management**

**Pre-requisite:** ARTS015

**Description:** This subject introduces students to key management theories and concepts including organisational culture, social responsibility, ethics, managing groups, motivating employees, planning, managing human resources and employee relations, strategic management, decision-making, managing operations, leadership and management control systems. The subject is designed to provide an opportunity for students to acquire understanding through a series of lectures supported by student participation in simulation activities. The subject is presented from the point of view of managers, but students will learn how the different interests between organisational

stakeholders affect various management processes.

---

**MGMT201 Organisational Behaviour**

**Pre-requisite:** MGMT110

**Description:** The subject examines aspects of the social and behavioural sciences that are relevant to understanding human behaviour in work organisations. The focus of the subject ranges from the behaviour and activities of individuals and groups in organisational settings, to understanding complex organisations as a whole.

---

**MGMT205 Recruitment and Selection**

**Pre-requisite:** MGMT110 and MGMT206 or MGMT398

**Description:** This subject examines the environment and process of recruitment and selection. Recruitment strategies are described and assessed from the perspective of the organisation and the individual. In particular, a range of personnel selection techniques are examined in relation to reliability, validity, fairness and applicability. Also a range of practical skills in designing personnel selection techniques are developed.

---

**MGMT206 Managing Human Resources**

**Pre-requisite:** MGMT110

**Exclusions:** MGMT398

**Description:** This subject is concerned with the concepts, techniques and

activities involved in managing the flow of people through work organisations. Emphasis is placed on understanding the techniques of contemporary HRM that can be applied in organisations to facilitate the acquisition and development of staff, to influence positively their job performance, and to manage the processes of staff turnover and retention.

---

**MGMT218 Competitive Analysis**

**Pre-requisite:** ECON111

**Description:** This subject develops models and techniques for measuring and understanding the complexity of competition. Case studies and empirical analysis are used to show how firms can analyse the industry in which a firm is located, understand its competitors and its own position, and grasp how this might influence its business strategy. Topics include: Structural analysis of industries; competitor analysis; competitive strategies; development of generic strategies; buyers/suppliers strategy; strategy in different industrial environments; strategy formulation in a multinational competitive environment.

---

**MGMT220 Organisational Analysis**

**Pre-requisite:** MGMT110

**Description:** This subject examines different perspectives from which organisations can be analysed. Students are provided with an understanding of the main theoretical frameworks used to explain how organisational members are

affected by organisational structures, environments, political processes and cultural aspects of organisations.

---

**MGMT301      Managing          Across  
Cultures**

***Pre-requisite:* MGMT110 plus 12 cps  
from 200 or 300 level  
Faculty of Commerce  
subjects**

***Description:*** This subject explores the influence of culture on management from an international business perspective. It discusses major theories of culture and their practical application to management issues such as communication, negotiation, decision-making, human resource management, ethics, expatriation and diversity. The subject fosters an understanding of how to manage successfully across cultural boundaries in an international business context.

---

**MGMT309      Supply Chain Strategies**

***Pre-requisite:* MGMT110, MGMT257 and  
ECON121 or COMM121 or STAT131**

***Description:*** This subject focuses on supply chain strategies that are customer focused and market driven. It distinguishes between operational or supply-based approaches and strategic approaches to supply chain management, exploring the latter in depth. This subject highlights and provides solutions to the main challenges facing organisations wanting to select design and implement successful supply chain strategies in an increasingly global and competitive environment.

---

**MGMT311      Management of Change**

***Pre-requisite:* MGMT110**

***Exclusions:* MGMT202**

***Description:*** This subject deals with management of change in organisations. Topics include: sources of change, resistance to change, coping with change, organisational values, creation of organisational visions and missions, leading organisational change, models of organisational change, creation and change of organisational cultures. Emphasis is placed on the application of theory to case study examples.

---

**MGMT314      Strategic Management**

***Pre-requisite:* MGMT110 plus MARK213  
or MARK101 or MGMT218 or MGMT220**

***Description:*** The subject deals with the strategic management process and planning functions in the business enterprise. Emphasis will be placed on the process by which opportunities and threats to the business enterprise are recognised and evaluated, and on the strategies required to meet these challenges. Topics include: business mission; customer and competitor analysis; industry analysis; environmental analysis; strategy and organisation; alternative business strategies.

---

**MGMT316      Operations Management**

***Pre-requisite:* ECON121 or COMM121 or  
STAT131 and ECON111**

***Exclusions:* MGMT216**

**Description:** The purpose of this subject is to provide the student with a broad understanding of the key issues in modern operations management in both manufacturing and service organisations, and to allow the student to develop some basic skills in the methodologies of operations management. It is an introductory subject designed for undergraduate students with no previous study in operations management. The subject content and assessment components reflect quantitative procedures associated with operations management and also qualitatively explore the relevant strategic, managerial and ethical issues associated with operations management.

---

## **MGMT321 Occupational Health and Safety Management**

**Pre-requisite:** MGMT110 and MGMT398 or MGMT206

**Description:** This subject aims to give students a critical introduction to the broad subject of Occupational Health and Safety Management (OHSM) and to examine in detail some of the specific theoretical and practical issues related to the topic. Under the broad rubric of OHSM, there are a number of competing perspectives, views and voices. This subject will not privilege one model over another. Rather, it will present some of these competing views in a manner that will require individual students to exercise their critical faculties and develop their own, theoretically

informed approach to the practical management of OH&S

---

## **MGMT322 Training and Development**

**Pre-requisite:** MGMT110 and MGMT398 or MGMT206

**Description:** This subject provides students with an understanding of key concepts and practical approaches to the development of people in organisations. Topics include: theories and models of learning; job analysis; identification of training needs; training delivery forms and their selection; skills development and training; multi-skilling and flexibility; management development; succession planning; national and international frameworks of training; organisational learning and the learning organisation; organisational development; evaluation of training and development.

---

## **MGMT341 International and Comparative Employee Relations**

**Pre-requisite:** MGMT110 plus 12 cps from Faculty of Commerce 200 or 300 level subjects

**Exclusions:** ECON340 and COMM341

**Description:** This subject focuses on the management of people in multinational firms. Main topics include: differences between domestic and international human resource management (HRM) and firm-level adjustments as firms go international; managing and supporting staff on international assignments

(recruitment and selection, training and development, compensation and re-entry and career issues); global HRM issues, including industrial relations, performance management, and future issues; the HRM and industrial environment in a selection of countries.

## **MGMT350 Quality Management**

**Pre-requisite:** MGMT110 plus ECON121 or COMM121 or STAT131

**Description:** The purpose of this subject is to provide the student with an introduction to the principles and tools associated with the management philosophy and technique called 'Quality Management'. It is an introductory subject designed for undergraduate students with no previous study in this field. The subject engages both qualitative and quantitative approaches to help students to identify, analyse and understand the impacts of quality management systems in any organisation.

## **MGMT389 International Business Management**

**Pre-requisite:** MGMT110 AND MARK213 or MARK101 AND MGMT218

**Description:** This subject deals with the international business environment and the key issues involved in operating in international and global markets. The international and global business environment, entry modes, global strategies, functional strategies and the management and control of international/global operations are

covered. On completion of this subject, students will have an understanding of international business and be able to apply key concepts in analysing and developing international business strategies.

## **PSCY015 Introduction to Psychology**

**Pre-requisite:** ARTS015

**Description:** This subject concentrates on the literary skills critical to university success. The subject content is largely focused on developing research skills, analysing and presenting data, and writing university level reports. Students will also engage in an original primary research project which will culminate in a formal oral presentation. This subject gives students the necessary skills needed to engage in independent research and produce quality written and oral academic presentations. The subject is designed to ensure students' academic success by helping them to become independent learners. A key element in this endeavour is willingness on the part of the students to take responsibility for their own learning and to strive consistently to improve their work. Students are expected to keep up to date with news and current affairs by regularly reading reputable English language newspapers and magazines as well as watching news and current affairs programs on television.

## **STAT015 Introduction to Statistics**

**Pre-requisite:** None

**Exclusions: STAT001**

**Description:** The aim of the subject is to provide students the statistical tools necessary for analysing data for taking business decisions. This subject provides an introduction to the study of statistics. The emphasis is on ideas and reasoning and their relevance to public policy and to the human sciences from medicine to sociology. Students should be able to learn to think about data by working with data.

---

**STAT131 Understanding Variation and Uncertainty**

**Pre-requisite: STAT015**

**Exclusions: COMM121**

**Description:** Variation and uncertainty occur in most aspects of life. Topics covered include Displaying variation and summarising data; Statistical computing and report writing; Probability Models: Markov Chains, binomial, Poisson; Modelling Uncertainty: Normal and other continuous distributions; Sampling Distributions - Central Limit Theorem; Inference - Point and Interval Estimation, Hypothesis Testing.

---

## Postgraduate Subject Descriptions

### **CSCI925 Human Computer**

#### **Interaction**

**Description:** This subject is designed to help managers of information technology projects understand and appreciate issues that affect the usability and utility of software, from a user point of view, and how to ensure that introducing new software to the organization will improve work processes and increase productivity. The subject examines the design, evaluation and implementation of interactive computing systems for human use and the major phenomena surrounding them. Students will be introduced to methods and techniques used in evaluating user needs and the usability of the interactive system. They will be given the essential theoretical background to HCI approaches, methods and techniques followed by practical experience in conducting deferent types of usability evaluations.

---

### **ECON939 Quantitative Economic**

#### **Analysis**

**Description:** This subject develops the fundamental concepts of econometrics used in applied economic work in the academic, business and government sectors. The subject covers the standard and non-standard econometric models based on time series, cross-section and qualitative data. Emphasis will be on applications of the econometric methodologies to empirical research.

---

### **ENGG938 Engineering Economics**

**Description:** Engineers today are not limited to the core of their activities being in the technical area but also the strategic and operational decision making processes. The aim of this course is to familiarise engineering students to the field of economics and its relevance and importance to the field of engineering. Initially, the course looks at a broad definition of economics and the basic elements of microeconomics such as concepts of supply and demand, market equilibrium and price elasticity. Macroeconomic issues are covered next with focus on GDP, inflation, unemployment, phenomenon of business cycles, and the financial markets. The core of the course examines the time value of money and how engineers use this concept for making crucial economic decisions. Future values of capital investments and their links to interest rates and compounding periods is investigated. Future values and present value of annuities, bond and mortgages are also explored. Using the tools developed, the course then applies them in the determination of net present values, internal rates of return and payback periods of diverse investment opportunities. Replacement analysis of capital equipment is examined as well. The implications of taxes, inflation and depreciation for capital budgeting are explored.

---

---

**ENGG939 Engineering Logistics**

**Description:** Logistics in this course focuses on the design, development, production, distribution, and sustaining support of "systems" throughout their planned life-cycle(s). This course will concentrate on logistics from a systems engineering perspective; i.e., the design of systems for supportability and serviceability, the production and effective distribution of systems for customer use, and the sustaining maintenance and support of systems throughout their period of utilization. Logistics is one of the key elements in sustaining a system and it is important that to successfully accomplish its mission logistics design must be tailored on a total life cycle basis.

---

**ENGG951 Engineering Project Management**

**Description:** Topics will cover: Scope Management, Time Management, Human Resource Management, Risk Management, Financial Management, Project Plans, Project Quality Management and Procurement & Contract Management.

---

**ENGG952 Engineering Computing**

**Description:** Software applications, programming development environments, application areas, mathematical techniques, and approaches to problem solving are explored from a wide variety of possible areas. Topics will be selected

from the following list: Windows-based compilers and software libraries such as C/C++, fortran, and visual basic; Numerical and mathematical libraries such as Matlab, Mathematica, and Mathcad; Advanced spreadsheet programming; 3D Graphics programming using OpenGL; Advanced engineering graphics using Autocad; Database principles and techniques; Mesh Generation for finite element and finite difference modelling; Numerical solution of the equations of physical and engineering systems; Operations research, project management, and reliability simulation; Artificial neural networks.

---

**ENGG954 Strategic Management for Engineers and Technologists**

**Pre-requisite:** Capstone Subject. This subject should be taken in the final semester of MEM degree program

**Exclusion:** TBS921, MGMT910

**Description:** The subject introduces engineers and technologists to strategic management. This includes basic principles of analysis, decision-making and implementation. The aim is to create awareness of strategic issues in engineering and technology based organisations. This includes an appreciation of competitive leverage from technology decisions. A need for consciousness of these issues amongst engineers is crucial to their function in both profit and not for profit organisations.

---

**FIN921            Managerial Finance**

**Exclusion:** TBS 907

**Description:** This subject presents the tools necessary for any finance professional, with an emphasis upon the management decision matrix and recognition of the professionalism necessary in modern industry contexts. Specific topics include financial ratio analysis, capital budgeting, long-term financial planning, current asset management, risk and return, investment decisions, financial policy and capital structure decisions, investment valuation, basic derivatives, and mergers and acquisitions.

---

**FIN922            Investment Management**

**Description:** This subject is about the tools and logical frameworks with which decision makers choose their investments in a world characterised by uncertainty (risk). Emphasis is on investment in financial assets such as shares, bonds and futures rather than on real assets. Particular subjects covered include portfolio choice, allocations of investments between risky and riskless assets, the term structure of interest rates, asset pricing models, options pricing and hedging with derivatives.

---

**FIN923            Portfolio Management**

**Pre-requisite:** Capstone subject. This subject should be taken in the final semester of MAFB degree

**Description:** This subject examines advanced topics in the modern theory of optimal investment decision-making, portfolio theory, capital and derivative markets. The subject explores several major areas of interest including market efficiency models in valuing portfolios and securities, bond analysis, portfolio management and performance evaluation. The subject provides a theoretical framework within which all derivative securities can be valued and hedged and also examines the way in which they are traded.

---

**FIN924            Financial Statement Analysis for Business**

**Description:** This subject examines the framework for financial statement analysis with discussion of the role of accounting information and intermediaries. Emphasis is on the appraisal and prediction of corporate financial performance from publicly available information such as accounting numbers, industry and economic statistics as well as other stock market data. Cases and problems are gradually introduced, provoking an analytical and creative thinking process ending with the evaluation and preparation of appropriate business strategies.

---

**FIN925            Banking Theory and Practice**

**Description:** This subject examines bank management theory as applied to the practice of bank operations within the banking sector. It entails comprehensive

discussion on issues that are commonly involved within the banking environment such as the regulatory structure, risk management, commercial and consumer lending, capital adequacy analysis, banking financial futures and forwards, the cheque clearing system and the latest information technology within the banking world.

---

## **FIN926          Advanced          Managerial Finance**

**Description:** This subject examines advanced aspects of financial controllership and corporate finance within the contemporary business environment. The subject first analyses the impact of less-than-ideal capital markets, information asymmetries and principal-agent conflicts on practical decision-making in the firm. It then investigates several specialised areas receiving increased scrutiny from corporate stakeholders including financial distress and restructuring, corporate governance, organisational architecture and risk management, debt and equity strategies, and mergers and acquisitions.

---

## **FIN928          Multinational          Financial Management**

**Description:** This subject examines international finance and investment from the perspective of the multinational corporation. Topics studied include various aspects of the international monetary system, the Euromarkets, foreign

exchange markets, internal and external exposure management techniques, currency futures and options, swaps, financing multinational corporation investment, multinational corporation investment decision making, political risk analysis and international taxation.

---

## **FIN955          International Banking**

**Description:** The global impact of banking is the focus of this subject. The subject incorporates comprehensive discussion of issues that commonly arise in the international banking environment. These include the development of the international monetary system, the deregulation of banking, methods of payment in international trade, foreign exchange markets, international lending and developments of new technology.

---

## **FIN956          Bank          Lending          and Securities**

**Description:** This subject examines the bank's lending process and the securities associated with it. The subject includes comprehensive discussion on issues concerning lending within the banking environment, including regulation of security offerings, principles of good lending, documents involved in lending, lending and the consumer credit code, new developments in lending and securities and their impact on the banking sector.

---

## **IACT901 Information Technology Strategic Planning**

**Description:** The subject is essentially about the application of technology for competitive advantage. Throughout the subject, the emphasis will be based on techniques and frameworks for "thinking strategically about a company's technological orientation". A wide spectrum of business and technology issues will be covered that address the problems and issues surrounding the analysis and development of an IT strategic plan. Also, students are expected to research the current magazines, journals and electronic media for latest findings and examples on the appropriate strategies used to manage technology and innovation.

**Description:** The subject investigates the documentation and management of telecommunications networks. Topics to be covered include, but are not limited to:

- Documenting the network: requirements capture and specification, functional specification, design specification, documenting the network configuration.
- Managing the network: influences on the network, management architectures and standards, performance management, fault management, disaster management, managing changes in a network, cost management.
- Corporate and regulatory requirements: management teams, operations and support, standards and protocols.

---

## **IACT906 Business On-Line**

**Description:** This subject aims to provide students with an understanding of e-business in the context of today's global business environment. Today most businesses compete in a global environment; a sound business strategy for on-line business is essential to facilitate this. This subject covers key areas of e-business, including: Strategy formulation and implementation; e-branding; service leadership; economics and industry impacts of e-business and Internet effectiveness.

---

## **IACT999 Emerging Topics in Information Technology**

**Pre-requisite: Capstone. This subject should be taken in the final semester of the MITM degree**

**Description:** This subject is concerned with the emerging issues involved in the analysis, design, development and implementation of a corporate-wide information system. Students will complete an individual project/business case related to the strategic use of IT in an organization. Students are required to apply their experience and knowledge from previous subjects, as well as a set of

---

## **IACT918 Corporate Network Planning**

research methods to prepare a report and presentation. Projects will be undertaken individually and specific topics will be selected based on the student's chosen elective stream and interests. The subject also provides students with enhanced communication and project management skills.

**ITCS937 Security, Risk Management and Control in Electronic Commerce**

**Pre-requisite:** IACT918

**Description:** This subject aims to provide students with a deep understanding of the security, risk management and regulatory aspects of e-commerce facing businesses in the on-line business environment. Today most businesses compete in a global business environment; a sound business strategy that addresses these issues is essential. This subject covers key issues in e-commerce, including: security options, trusted authorities, secure payment systems for the Internet, the regulatory environment and government policy; risk management and control.

**MARK917 Business to Business Marketing**

**Description:** This subject will give students an appreciation of the differences between organisational and consumer customers. Organisation buying practices are different from the processes of consumers and as a result marketing strategy and operations have distinctly

different imperatives. With a much higher level of rationality in decision making, there is a far greater focus on product management and innovation as a source of competitive advantage. There is also a far greater focus on logistics and distribution functions as reliability of supply is a key need of customers, particularly when product delivery has to interface directly with customer operations. The central role of personal selling in the promotional mix is also dealt with in depth as it is critically important in generating sales and maintaining relationships with customers.

**MARK922 Marketing Management**

**Exclusion:** TBS904

**Description:** This is the introductory postgraduate Marketing subject. It examines the contemporary view of marketing and focuses on the following areas: identification of market opportunities, segmentation and target marketing, marketing mix decisions, service marketing and international marketing.

**MARK935 Marketing Strategy**

**Pre-requisite:** Capstone Subject. **This subject should be taken in the final semester of the MSM degree program**

**Description:** With the use of case studies, this subject will examine the development and implementation of marketing plans and strategies at the organisational level. Key issues may include: marketing's

strategic role in the organisation, marketing strategy and competitive advantage, including marketing mix strategies, marketing strategy formulation, implementation and control.

---

## **MARK936 Consumer Behaviour**

**Description:** The subject will explore the motives of consumers during the purchase of products and services. It will investigate sociological and psychological concepts as they specifically apply to the behaviour of consumers in order to learn how to make more effective marketing decisions. In addition to a required text that will be used to understand the theory, readings and case studies will be assigned for practical application of the concepts.

---

## **MARK938 Managing Services and Relationship Marketing**

**Description:** The aim of the subject is to introduce the graduate student to a theoretical and practical perspective of the service industry, its marketing implications, and managing buyer-seller relationships. The subject is intended for students who are interested in how to cope with service competition in a customer-oriented manner. The subject will not only deal with issues relating to managing customers in service firms, but is equally intended for manufacturers of physical goods operating in business-to-business or consumer markets because the importance of service to success is constantly growing for such firms. Because services and relationships are interrelated, the subject

will deal with customer relationship management and relationship marketing as well as services management.

---

## **MARK940 Marketing Communications**

**Pre-requisite:** MARK936

**Description:** This subject will provide both a theoretical and a practical perspective on Marketing Communications and Promotion Strategy. Students will learn to use communication tools such as advertising, sales promotion, point-of-purchase materials, sponsorship programs and publicity, to optimise intervention on organisational issues.

---

## **MARK959 Sales Management**

**Description:** This course involves organising and planning the company's overall personal selling efforts and integrating these efforts with the other elements of the firm's marketing strategy. It also includes the selecting of appropriate sales personnel and designing and implementing policies and procedures that will direct their efforts towards the firm's desired objectives. The final part of the course involves developing procedures for monitoring and evaluating sales force performance so that adjustments can be made to either the sales program or its implementation when performance is unsatisfactory.

---

## **MARK977 Research for Marketing Decisions**

**Description:** This subject focuses on the role & practice of marketing research in marketing. Marketing research can be defined as the systematic collection, analysis and interpretation of data about market-related and other consumer behaviour, using research methods derived from the behavioural & social sciences. Marketing research is an important means through which all types of organisations can obtain reliable and valid information about their markets, customers or clients in order to inform their marketing-related decisions. This subject will provide an overview of marketing research as an applied practice and will emphasize the practical aspects of doing research to meet client needs. It will cover the marketing research process beginning with client consultation and research design, as well as data collection, data analysis and report preparation.

---

**MARK997      Retail              Marketing  
Management**

**Description:** This subject will include a background to retailing, the scope of retailing, retailing strategies, merchandise and store management. Particular emphasis will be placed on case analysis in order to bring as much of the real world as possible into the classroom.

---

**MGMT908      Human              Resource  
Development**

**Description:** This subject provides an advanced perspective on the use of Human Resource Development (HRD) in

enhancing the competitive advantage of organisations, by building up the intellectual and learning system capacities of the organisation to cope with a rapid change, customer focused environment. The concept of the Learning Organisation will be developed through the perspective of the HRD policies and actions required to develop and change organisations through their human capital and capabilities.

---

**MGMT910      Strategic Management**

**Exclusion:** TBS921, ENGG954

**Description:** This subject introduces students to theories, concepts and practical issues associated with the strategic management. Topics examined include strategy formulation, choice and implementation; strategy and structure and the organisational context; industry analysis; strategy and competitive advantage.

---

**MGMT915      Management of Change**

**Description:** This subject analyses how managers can conceptualise and lead the process of organisational change. Issues under discussion will be: organisational change theories and models; forces for change; resistance to change; coping with change; recognising, diagnosing, planning and implementing change; organisational development; contingency approaches to change; and aspects of cultural change management.

## **MGMT920 Organisational analysis**

**Description:** This subject provides students with an understanding of the main theoretical frameworks and conceptual tools used to analyse organisations. The subject approaches organisational analysis using four perspectives: bureaucratic, contingency, political, and cultural. Emphasis is placed on understanding the basis in theory and metaphorical roots of each perspective, as the foundation for using a multiple perspectives approach to identify the key dynamics of organisations.

is defined as an ongoing communication process that involves both the performance manager and employee. Key aspects of this process are examined. Topics include: identifying and describing essential job functions and relating them to the mission and goals of the organisation; developing performance standards; giving and receiving feedback about performance; writing and communicating constructive performance evaluations, and planning education and development activities to maintain and improve or build on employee work performance.

## **MGMT930 Strategic Human Resource Management**

**Pre-requisite:** Capstone Subject. This subject should be taken in the final semester of MSHRM degree program

**Description:** This subject examines strategic management concepts and frameworks, and explores the links between strategic management and human resource management. A number of models of strategic HRM are considered, in terms of their theoretical foundations and practical utility. The overall focus is on using the conceptual and analytical frameworks of strategic HRM to develop and implement effective human resource strategies.

## **MGMT953 Human Resource Management**

**Description:** This subject addresses key areas associated with the functional specialisation of human resource management, and expects these to broaden the organisational context. It focuses on major functional policies and programs such as human resource planning, strategic HRM, job analysis, employment law, recruitment and selection, performance management, compensation, human resource development, occupational health and safety and international HRM. Students are encouraged to draw upon their work experiences in classes and assignments to enhance learning.

## **MGMT949 Performance Management**

**Description:** This subject examines the area of performance management, which

## **MGMT969 Job Analysis, Recruitment and Selection**

**Description:** This subject examines contemporary issues and theory related to the environment and processes of organisational entry, involving the key phases of job analysis, recruitment, selection and socialisation. Traditional recruitment strategies are assessed from the perspective of the organisation and the individual in light of contemporary theoretical developments. A range of personnel selection techniques is examined in relation to issues of reliability, validity, fairness and applicability. In addition, there will be a focus on major challenges faced in these processes in the light of rapidly changing technologies and globalisation. Organisational entry processes will be critically evaluated in the context of differing cultural expectations and practices. A range of practical skills in recruitment and selection processes will also be developed.

---

**MGMT978      Cross                      Cultural  
Management**

**Description:** The subject addresses key issues and problems associated with managing across cultural boundaries in a context of increasing global contact. Topics include: cross cultural communication, technology, comparative management practices, managing with multicultural policies, and the challenges cultural differences posed for international/global managers.

---

**TBS901                      Accounting for  
Managers**

**Exclusion: TBS980**

**Description:** This subject is intended for those who need to obtain a better understanding of the principles of accounting and financial management. No previous knowledge or experience is assumed. The subject will introduce you to the role that effective financial management makes within an organisation. The aim is to make you proficient in the use of the accounting data that you receive in your work environment, as well as making you aware of the basis on which key financial decisions are made. You will be introduced to the basic concepts of financial decision-making and the role of financial management in both private and public sector organisations. The concepts and techniques will assist you in the use and interpretation of accounting data and you will become better acquainted with the planning and controlling of resources you have at your disposal.

---

**TBS903                      Managing People in  
Organisations**

**Exclusion: TBS981 (Managing in Multi-National companies)**

**Description:** This subject introduces students to ideas about managing people in organisations which thematically combine theories and research in organisational behaviour and human resource management. The subject encourages students to think about management and organisations in ways which are multi-disciplinary, problem

solving and critical. It encourages intellectual inquiry and debate using a range of sources: theoretical, journalistic, historical, comparative and quantitative. The subject encourages students to evaluate popular management fads in the light of more rigorous theorising and research. It aims to improve the research, critical thinking, writing and speaking skills of students

---

## **TBS904 Marketing Management**

**Exclusion:** MARK922

**Description:** This subject examines the contemporary view of marketing and focuses on the following areas: identification of marketing opportunities; market segmentation; targeting and positioning; product life cycle; new product development; services marketing and marketing mix decisions.

---

## **TBS905 Economic Analysis of Business**

**Description:** This subject aims to introduce students, and develop their understanding of, core economic concepts relevant to business and managerial decision-making, in order that they may identify and interpret those economic events and circumstances which influence the operations of business. Commencing with the (microeconomic) examination of the behaviour of individual economic units, the subject develops to provide a view of macroeconomics and its application to the functioning of the economy overall. National accounts systems are introduced,

and the macroeconomic approach that is relevant to an open economy of the type in which real businesses operate. It is a course objective to equip students to be able to read and understand published articles on business and the broader economy, and interpret these as to their impact on business and government organisations, and such material will be used in class.

---

## **TBS906 Information Systems for Managers**

**Description:** This subject provides an understanding of the management of information systems in organisations, in particular, it provides an analysis of the approaches to managing information and knowledge as well as the techniques for ensuring information quality. Other issues considered are the creation of strategies to resource and control information flows and usage within an organisation; the management of information system projects and the impact of change their implementation has on staff; the use of technology and people to improve the quality information services.

---

## **TBS907 Financial Strategy**

**Pre-requisite:** TBS901

**Exclusion:** FIN921

**Description:** This subject provides an introduction to the theory and practice of financial management. The financial manager plays a key role in the development of a company's strategic plan. In particular s/he is concerned with

providing advice on which investment opportunities should be undertaken and how they should be financed. Both of these decisions should be taken in the context of maximising the value of the investment made in the company by its shareholders. Investment of funds in assets determines the size of the company, its profits from operations, its business risk and its liquidity. Obtaining the best mix of financing and dividends determines the company's financial charges and its financial risk; which in turn impacts on its valuation. It is the aim of this course to examine many of these issues.

---

### **TBS908 Supply Chain Management**

**Description:** Supply Chain Management extends the study of logistics beyond the boundaries of a single organisation, and places particular emphasis on the interfaces between the 'chain' or 'network' of enterprises engaged in moving products, services, and information, from suppliers through intermediaries to end users/consumers. The early part of the subject focuses on understanding the concepts and principles of supply chain management. Supply chain infrastructure and operations topics are reviewed giving emphasis on topics such as JIT, lean, and agile supply chain. Channel relationships between suppliers, manufacturers, and distributors is also reviewed, particularly as leading organisations are now openly embracing more collaborative behaviour

for mutual benefit. Transformational change in supply chains is studied from two perspectives, i.e., re-alignment inside the supply chain itself, and new advanced forms of 'outsourcing'. Finally, we live in Asia Pacific, so it is important to understand the regionalisation of supply chains which is well underway, and in some cases, globalisation.

---

### **TBS912 Quantitative Methods for Decision Making**

**Description:** This subject focuses on the quantitative techniques available to managers in problem solving and decision making in businesses. The subject aims to develop in students the skills necessary for data analysis, model building and analysis for business decision-making. To this end the subject covers areas such as decision making under certainty and uncertainty, linear programming, transportation and transshipment techniques, project scheduling with certainty and uncertainty, waiting line models, goal programming, Analytic Hierarchy Process and simulations. In this subject, the emphasis is given on the analysis and interpretation of the results provided by the models.

---

### **TBS918 Strategic Supply Chain Management**

**Pre-requisite:** Capstone subject. This subject should be taken in the final semester of the MSL degree program

**Description:** This subject extends the study of Supply Chain Management from the introductory level and examines the development of organisational strategy in the context of supply chain management. The overarching framework around which the course content is organised is the supply chain management performance/capability continuum, which consists of three critical components: operational excellence, supply chain integration, and collaboration and virtual supply chains. Also covered is how information systems can be used to bring strategic competitive advantage to supply chains.

**TBS920 International Business Strategy**

**Pre-requisite:** It is highly recommended to be take this subject after completion of at least TBS901, TBS903, TBS904 and TBS905

**Exclusion:** TBS984

**Description:** This subject provides a detailed introduction to management within an international business perspective. Business is becoming increasingly global and firms require managers who understand and can resolve the challenges faced in surviving and succeeding in this competitive, diverse and dynamic environment. The subject seeks to integrate a range of disciplines including economics, management, global finance, marketing, operations management, and socio-cultural and political sciences, into a

program focussed on the application of such disciplines to real business challenges. The subject therefore intends to build the students awareness of the complexity and dynamic nature of international business, and build their capacity to think and respond strategically. Managers capable of operating effectively in this environment will have truly global skills and will enhance their career prospects in today's exciting international business context.

**TBS921 Strategic Decision Making**

**Pre-requisite:** Capstone subject. This subject should be taken in the final semester of the MBA degree program

**Description:** This subject is theory and case based and will provide a study of the development of strategic decision-making and its application to corporate strategy. The subject consists of three main sections: strategic analysis, strategic choice and strategy implementation. However, it is more realistic to consider these from an integrated point of view and students will be strongly encouraged to develop holistic ideas of strategic decision-making, with emphasis on solutions to actual business challenges. Students should also realise that much of the strategic thinking that will be covered in this subject is also relevant to not for profit organisations. The theme throughout the subject will be to assess strategic capability and determine appropriate

strategic actions, by developing a sound understanding of the mechanisms behind industry opportunities and threats. That is not to say that a purely mechanistic view is appropriate. Creativity, divergent lateral thinking and some understanding of risk management are essential requirements. The ability to find company information and develop a sophisticated understanding of case information are also skills that will be developed to encourage an educated approach to strategic decision-making.

---

### **TBS925 Inventory Management**

**Description:** This subject aims to provide the student with state-of-the-art knowledge of inventory management theory and practice. Topics included will be as follows: materials management; management of storage and retrieval facilities; types of inventory problems; measuring inventory performance; inventory management systems for independent demand items; influence of forecasts and uncertainties of demand and lead time; dependent demand inventory systems; multi-echelon inventory management; decision models for inventory management; simulation models of inventory management systems; and case studies of world-class inventory management.

---

### **TBS927 Process and Change Management**

**Description:** This subject combines the process reengineering and change

management. The topics covered in this context include mass customisation, business process reengineering, and change management for process change. Cases are studied to provide a unifying theme in terms of organisational change, supply chain reengineering and integration aspects.

---

### **TBS928 Logistics System**

**Description:** Logistics Systems is an advanced course in logistics and supply chain management. It involves design and management of supply chain systems. It prepares students for logistics management positions in manufacturing, transportation and distribution firms. The application of analytical techniques, simulations and computer software to selected aspects of distribution management is explored in the course. Attention will be given to areas of network planning, inventory control, facility location, vehicle routing and scheduling of logistics systems. Mathematical models in these areas will be discussed in terms of their ability to represent the problem and usefulness to the managers. Cases will be used to demonstrate the nature of decision making problems managers' face in logistics and supply chain management in contemporary business and class discussion will take place about the repercussions of alternative decisions.

---

### **TBS930 Operations Management**

**Description:** This subject is a study of the design, analysis, decision-making and operations of activities for the production and delivery of goods and services. Topics include: strategic issues, qualitative and quantitative forecasting, facility location, capacity and layout, production planning, scheduling, management of quality, supply chain management and e-business, just-in-time and lean manufacturing, and project management. Whilst some calculations will be part of this subject, the emphasis will be more on the managerial interpretation of the methods and results.

---

## **TBS931 Manufacturing and Operations Management**

**Pre-requisite:** TBS908 and TBS928

**Description:** This course combines manufacturing and operations strategies in matching the characteristics of the operations function with the requirements of the manufacturing in order to fulfil the needs of the customer. A proper appreciation of this process requires not merely an understanding of the ideas and methods used to develop an operations strategy but also knowledge of the techniques and principles involved in its implementation.

---

## **TBS932 Service Operations Management**

**Pre-requisite:** TBS908

**Description:** The purpose of this subject is to provide the student with an understanding of the basic issues, concepts, methods, tools and some

quantitative models in Service Operations Management (SOM). The subject is designed for students with no previous study in Service Operations Management but aims to develop an understanding and level of skill commensurate with postgraduate study, though at an introductory level rather than that required by a professional service operations manager. Subject Aims: 1) To develop an appreciation of the significance of SOM to the success or failure of a business; 2) To be aware of and to understand some of the key activities involved in SOM; 3) To develop an insight into some of the many different tools and techniques used by Service Operations Management.

---

## **TBS933 Procurement and Inventory Management**

**Pre-requisite:** None

**Description:** Today, the function that used to be called purchasing or procurement, has expanded to become supply management. Supply management is a progressive approach to managing the supply base that differs from a traditional arm's length or adversarial approach with suppliers. This subject looks at the expanded responsibility of procurement and its integration with long-term strategic corporate planning. Procurement now includes participating collaboratively in key material requirements determinations, supply management and warehousing and inventory management. It focuses on the management of supplier relations and performance. This subject incorporates all

these areas in the development of procurement and supply chain management. Also included are key elements of supply chain inventory management. Also included are key elements of supply chain inventory management.

## **TBS934      Logistics      Information Systems**

**Description:** This subject centres on how information technologies will transform the business landscape, with a particular emphasis on logistics and supply chains. Lectures highlight logistics management process analysis, value and productivity performance measurement of information technology investments, and the impact of ERP and RFID on supply chain strategy.

## **TBS950      Quality in Management**

**Description:** This subject addresses the quality issues from the supply chain perspective. It covers the following topics: the quality imperative for the open economy; concepts of quality; quality in service and manufacturing organisations; quality control and assurance; quality costs; tools of TQM; quality function deployment; six sigma implementation; principles of Taguchi methods and robust quality; international quality assurance standards; HRM in quality; case studies in quality management.

## **TBS951      Statistics for Quality Management**

**Description:** Topics covered in this subject include quality theory including 'six sigma' and the 'seven tools of quality'. This subject has a comprehensive approach to statistics to meet the needs of students from diverse backgrounds. The subject provides a theoretical and practical grounding in statistical process quality (SPC). Students will be required to demonstrate their understanding of SPC using real case studies from organisations or companies selected by the student. The subject will create a direct link between statistical concepts delivered in lectures and real cases in the area of quality and a direct link between SPC and regression analysis.

## **TBS952      Implementing Quality Systems**

**Pre-requisite:** TBS950

**Description:** This subject briefly reviews basic Quality philosophies - with an emphasis on system, cost, problem solving and people improvement. It concentrates on systems thinking as a key factor in understanding and improving quality, the development of a learning organisation, and ultimately the achievement of customer loyalty. This subject also reviews the fundamentals of the Quality organisation: ISO 9000, Six Sigma and other Quality systems that play a role in TQM. The course introduces practical Quality systems (eg: Kaizen, improvement methodologies and QI tools), Quality Function Deployment (QFD), measure of conformance and the

prevention of non-conformance. The behaviour, commitment, and involvement of people in a Quality organisation are explored, including: team working, the team approach to problem solving, and the roles of management, suppliers, and customers in a Quality environment. Implementation examples are provided through a case study that features the identification and improvement of quality systems.

---

**TBS953 Management of Service Quality**

**Pre-requisite:** TBS950

**Description:** This subject explores the dimensions of successful service firms. It prepares students for enlightened management and suggests creative entrepreneurial opportunities. Outstanding service organizations are managed differently than their "merely good" competitors. Actions are based on totally different assumptions about the way success is achieved. The results show not only in terms of conventional measures of performance but also in the enthusiasm of the employees and quality of customer satisfaction. Beginning with the service encounter, service managers must blend marketing, technology, people, and information to achieve a distinctive competitive advantage. This subject will study service management from an integrated viewpoint with a focus on customer satisfaction. The material will integrate operations, marketing, strategy, information technology and organizational

issues. Finally, because the service sector is the fastest-growing sector of the economy, this course is intended to help students discover entrepreneurial opportunities.

---

**TBS955 Quality Assurance**

**Pre-requisite:** Capstone Subject. This subject should be taken in the final semester of the MQM degree

**Description:** This course provides an opportunity for specialised study within the Quality management program, by developing the following frameworks of understanding: 1) the terminologies and purposes of Quality Assurance; 2) studies of selected methodologies Quality Assurance; 3) a case study in quality assurance; 4) preparing an organisation for a selected QA accreditation.

---

**TBS980 International Financial Management**

**Exclusion:** TBS901

**Description:** This subject introduces students to financial management in an international context. The topics covered include the following: financial environment of international corporate activity; foreign exchange and derivatives markets; methods of foreign exchange risk measurement and management; overview of international financial markets and instruments; financing of foreign trade and foreign direct investments; international working capital management; investment decision making in an international

context, including country risk analysis; international aspects of controlling, reporting and performance analysis; effects of government regulation on management decision making.

---

## **TBS981 Managing in Multi-National Companies**

### **Exclusion: TBS903 Managing People in Organisations**

**Description:** This subject will outline the factors affecting the management of people in multi-national enterprises, both the international regulatory organisations such as the International Labour Organisation and internal business criteria such as the effect of different business strategies and environments on people management practices. The course will discuss leadership, motivation, communication, performance management, diversity and corporate social responsibility as practised in multi-nationals, relating academic theory to real world examples. Students will be encouraged to think, to analyse, to discuss, to research, and to propose solutions to the problems they analyse.

---

## **TBS982 Marketing in a Global Economy**

**Description:** The objective of this subject is to provide a background in global marketing and both a theoretical and practical perspective to advertising communications and promotion management in a global economy. Thus, by adopting the perspective of the product

manager or marketing manager, the subject examines the development and implementation of advertising and promotional programmes to facilitate global marketing.

---

## **TBS983 International Business Economic Environment**

**Description:** This subject aims to introduce to students, and develop their understanding of, those factors shaping the international economic environment in which business now operates. The subject examines the background to globalisation and then three core areas of international business. These (trade and trade barriers, international investment and foreign exchange) will be considered separately and then together in the context of the major international institutions charged with promoting trade, investment and monetary stability.

---

## **TBS984 International Business**

**Pre-requisite: Capstone subject. This subject should be taken in the final semester of the MIB degree program**

### **Exclusion: TBS920**

**Description:** This subject provides an introduction to management within an international business perspective. Business is becoming increasingly global and firms require managers who understand and can resolve the challenges faced in surviving and succeeding in this competitive environment. Greater internationalisation



of business requires firms to be more competitive, dynamic, and interdependent. Managers must understand the complexities of global cultural, political, economic, organisational, and financial forces and recognise how they affect their firm. Management challenges include dealing with the uncertain external

environment, handling the increased risk of international operations, and developing appropriate international strategies. Managers capable of operating in this environment will have truly global skills and will enhance their career prospects in today's exciting international business context.

---

## **Part IV: Academic Policies, Rules and Regulations**

The policies at the University of Wollongong in Dubai guide students as to what is expected and procedures to follow in different situations. Policies provide directions and timelines for completing a procedure. Students are encouraged to read up on the policies and submit appropriate paperwork to ensure timely and accurate process in addressing issues.

All policies are available on the <https://my.uowdubai.ac.ae> under the link policies.

Forms related to polices

### **Academic and Student related policies**

<b>Policy</b>	<b>Description</b>
Academic Grievance - Students	This policy sets out the informal and formal procedures which students should follow in pursuing grievances regarding their academic experience.
Admissions Procedures and Processes	This document outlines the admissions procedure for both undergraduate and postgraduate students and also the rules governing articulation into postgraduate degrees.
Advanced Standing Policy	Students may apply for advanced standing (credit transfer) on the basis of tertiary studies satisfactorily completed at other approved Universities or institutions. This policy explains the general rules governing the advanced standing towards undergraduate and postgraduate programs.
Alternative Assessment for Students With a Disability	This policy outlines principles for alternative assessments for disabled students including examination arrangements. It describes broadly the negotiation process between student and the university, alternatives for special arrangements, special consideration and grievance issues.
Anti-Bullying Guidelines	University of Wollongong in Dubai is committed to ensuring an environment conducive to good work/study outcomes and practices, which value people. To this end UOWD considers bullying unacceptable. The policy provides a broad overview of the types of workplace bullying, and explains the complaint procedures to be followed in case of bullying.

Assessment Policy	The Assessment Policy ensures that educational standards are maintained and that student learning experiences are supported to enhance further learning in accordance with the University's Learning and Teaching Strategic Plan.
Attestation Guidelines	The UAE Ministry of Higher Education and Scientific Research require that all students pursuing their studies in UAE must have their certificates attested by the Ministry. The purpose of this document is to outline the procedures for obtaining an Equivalency Certificate, which is required for gaining admission in an undergraduate or postgraduate degree program.
Bachelor Degree Rules	The rules outlined in the policy apply to a candidate registered for a bachelor degree and provides information on WAM requirements for the completion of a bachelor's degree. The policy is to be read in conjunction with relevant provisions of the Assessment Policy.
Client Services Complaints Handling	The purpose of this procedure is to set a clear procedure for dealing with client feedback and ensuring continuous improvement.
Code of Conduct - Library Users	The purpose of this Code of Conduct is to explain to users the conditions of library use, and the responsibility of users to assist in maintaining the library as a place which is conducive to study.
Code of Practice - Students	This policy outlines responsibilities of students with regards to ensuring teaching and learning is carried out effectively through compliance to university rules and regulations, and respecting the rights of other staff and students.
Code of Practice - Teaching and Assessment	The University of Wollongong In Dubai values good teaching practice and is responsible for providing a quality learning environment. The policy outlines the principles governing the good practices in teaching and assessment and outlines the responsibilities of students, faculty deans and other staff members with regards to ensuring fair and open practices on assessment.
Constitution of the UOWD Student Representative council	The documents outlines the objectives and responsibilities the Student representative council, its constitution, membership and election process.
Continuous Improvement	The purpose of this system procedure is ensure any adverse impacts on the quality of

	<p>service are identified, documented, reported to management, corrected and recurrence prevented. It also describes how process improvements are carried out and to make them more efficient and effective.</p>
Copyright Policy	<p>The purpose of this policy is to define the rights and responsibilities of the University of Wollongong in Dubai, its staff, students and other members of the UOWD community regarding the use of third party copyright materials and in accordance with United Arab Emirates (UAE) and international copyright legislation. The policy establishes standards of conduct in relation to copyright guidelines and information and the provision of the same.</p>
Corruption Prevention Policy	<p>The purpose of this policy is to provide the University with an overarching framework upon which to build a corruption resistant culture.</p>
Deans Merit List Rules	<p>This document outlines the procedure for the inclusion of students in the list.</p>
Enrolment Policy	<p>The document details the procedures which ensure the effective management of student enrolment. The policy covers various aspects such as general rules of enrolment, variation of program or subjects, rules for enrolment in additional subjects etc.</p>
Examination Policy	<p>This Policy deals with the infrastructure, invigilation responsibilities, student behaviour, and other aspects of the examination process for examinations held at the University of Wollongong in Dubai.</p>
Fees and Refund Policy - Postgraduate	<p>The purpose of this document is to outline the fee payment and refund policies for postgraduate Programs.</p>
Fees and Refund policy - Undergraduate	<p>The purpose of this document is to outline the tuition fees payment plans and refund policies for undergraduate programs at the University of Wollongong in Dubai (UOWD).</p>
Harassment Policy	<p>The policy provides a broad overview of what is considered as harassment and explains the complaint procedures to be followed in case of harassment. The policy</p>

	explains the responsibilities of staff and students in terms of preventing harassment on campus in order to promote good employment or study relationships with each other.
Information Literacy's Rule	ILIP has been designed to assist students by providing them with the knowledge to use the University's information environment effectively and efficiently. ILIP provides an essential foundation upon which to build further information literacy skills during both formal study, and the students post graduate career.
ITTS Account Regulations	This policy applies to all account holders of the University ITTS facilities. All users are required to comply with the policy and should be aware of their responsibilities and legal obligations.
Library Client Service Charter	The Client Service Charter reflects the library's commitment to delivering high quality service to our clients. It formalises our collaborative approach to improving and maintaining service excellence.
Library Quality Policy Statement	This policy outlines the overarching principles that govern the functioning of the UOWD library.
Library Regulations	It outlines the rules and regulations pertaining to the use of library by staff and students. It also details the duties and responsibilities of library staff in ensuring that quality service is provided to all its clients.
Master Degree Rules	These Rules apply to a candidate registered for a Masters Degree at the University of Wollongong in Dubai (UOWD) and is to be read in conjunction with relevant provisions of the Assessment Policy.
Medical Centre Practices	The UOWD Medical Centre is committed to providing quality health care, a variety of health services, and health education to the students and staff of UOWD. The policy outlines the rights and responsibilities of patients and the services provided by the medical centre.
Minimum Rate of Progress Policy	The purpose of this policy is to ensure that students are given every opportunity and assistance in order to successfully complete the requirements of their chosen degree

	<p>program in accordance with the relevant award</p> <p>Failure to meet the minimum acceptable rate of progress requirements results in a student's academic status being affected. Ultimately, failure, by the student, to rectify or improve their performance (and academic status) can lead to expulsion from the degree program and the university.</p>
Music, Video & Software Piracy Policy	<p>This document outlines the University's policy on Music, Video and Software Piracy. The University requires users to accept the Music, Video and Software Piracy Policy, and all other related IT policies, as a condition of the use of the University's IT facilities.</p>
Non-Discriminatory Language and Practice & Presentation Policy and Guidelines	<p>This policy endorses the university's principle of using non-discriminatory language practice and presentation in all academic and administrative activities of the University. It outlines some general guidelines that may be adopted to promote the use of non-discriminatory language and presentation.</p>
Occupational Health and Safety Policy	<p>The University of Wollongong is committed to the provision of a safe and healthy working environment for its staff, students and visitors. This policy seeks to support this aim by outlining the responsibilities of the various stakeholders in ensuring a working environment that is safe and without health risks.</p>
Occupational Health and Safety Procedures	<p>The purpose of this procedure is to outline the Company's approach to Occupational Health and Safety (OHS) and the way in which safety hazards and incidents are dealt with when they impact (or have the potential to impact) on the safety and wellbeing of employees, students and all visitors of UOWD.</p>
Plagiarism - Acknowledgement Practice	<p>This document gives an explanation of Plagiarism and the right means of acknowledging other's work</p>
Plagiarism Policy	<p>This policy lays out the procedures that will be followed on plagiarism cases.</p> <p><b><i>Plagiarism will not be tolerated and may led to expulsion from the University</i></b></p>
Privacy and Confidentiality of Students Personal Information	<p>The policy provides a framework to ensure that personal information of students will be managed in such a way that the confidentiality of student information is maintained. The policy provides an overview of the guiding principles pertaining to the collection, storage, usage, and disclosure of students' personal information. It also outlines the</p>

	<p>conditions under which student personal information may be disclosed. The policy details the student rights with regards to access to their personal information and also the students' appeal procedure for grievances regarding usage of personal information records.</p>
Refusal of Registration	<p>The policy outlines the conditions under which a student may be refused registration.</p>
Returned Cheques / Unprocessed Debit Orders	<p>The purpose of this system procedure is to ensure that the procedures for returned cheques / unprocessed debit orders are clearly defined and that records are maintained.</p>
Rules - Campus Access & Order	<p>The Campus of the University of Wollongong in Dubai is private property and the University has the right to regulate access to its Campus. These Rules apply to anyone who enters the University Campus, including but not limited to Students and Members of Staff and by entering the Campus an Entrant agrees to be subject to and bound by these Rule.</p>
Rules for Student Conduct and Discipline	<p>These rules seek to support the university goal of providing a safe and orderly environment for the university community by providing a clear and transparent process for dealing with alleged student misconduct.</p>
Rules for Student Lounges	<p>This policy clearly defines the rules governing the usage of facilities in Student Lounges at the University of Wollongong in Dubai and these rules apply to all users of the student lounge.</p>
Rules for Use of UOWD ITTS Facilities	<p>This policy and the associated rules apply to all usage of the UOWD provided IT facilities including telephones, facsimiles, mobile phones, desktops, remote systems accessed via UOWD IT facilities, printers, photocopiers, email, Web and similar resources.</p>
Rules Governing Conduct in the Student Residences	<p>These rules outline the disciplinary guidelines for students residing in UOWD residences. It also provides a clear and transparent process for dealing with alleged student misconduct in the Residences.</p>

<p>Rules Governing Sports and Recreation</p>	<p>The UOWD Sports section is committed to safely providing a wide range of sports and recreational opportunities to all UOWD students that encourages students of all skill levels to participate. Students representing UOWD at sporting events are expected to behave responsibly and ethically.</p> <p>These rules seek to support the achievement of this goal by providing clear and transparent guidelines for student conduct in sporting activities and use of sports facilities.</p>
<p>Scholarship and Tuition Grants Policy</p>	<p>This policy stipulates the principles and governance concerning the awarding and review of Scholarships and tuition grants to students studying at the University of Wollongong in Dubai (UOWD).</p>
<p>Smoke Free University Environment Policy</p>	<p>It outlines the general principles adopted by the university to ensure a smoke free workplace and thereby eliminate the involuntary exposure of employees, visitors and students to the hazard of tobacco smoking.</p>
<p>Special Consideration Policy</p>	<p>This policy has been developed to ensure equity and consistency across the University in the handling of special consideration requests. It applies to all Faculties, requiring them to ensure consistent procedures, criteria and results in the handling of requests for special consideration for all forms of assessment work. Assessment work includes; examinations, essays, tests, papers, quizzes, projects, case studies, computer programs, demonstrations, performances, presentations and any other work whatsoever whether written or otherwise within the meaning of any Program Rules, Degree Rules, Schedules or Subject Outlines.</p>
<p>Student Assignment of Intellectual Property Policy</p>	<p>This policy applies to all students of the University of Wollongong in Dubai (UOWD) for the period of their enrolment. It may also apply to other persons by agreement. This policy provides guidance on the approach taken by UOWD in relation to student assignment of Intellectual Property (IP). This policy, along with the Intellectual Property Policy, forms UOWD's IP policy framework.</p>
<p>Student Attendance Policy</p>	<p>The purpose of this policy is to define the student attendance requirements and non-</p>

	<p>attendance penalties in 000 and 100-level undergraduate subjects.</p> <p>The University recognises that poor student attendance can affect academic performance. It is envisaged that by improving student attendance rates, and therefore encouraging the development of effective study habits early in a degree program, student success rates in terms of academic performance should improve.</p>
Student Career Development Services Practices	<p>The Career Development Services (CDS) is committed to providing a diversified range of career advice and effective career advising services to students to better enable them to engage in a meaningful job search, to compete as professionals in the employment market and to make well informed decisions leading to long-term career satisfaction. The policy gives an overview of the services provided the UOWD career development centre.</p>
Student Visa Sponsorship - Visa / Passport / Deposits	<p>The policy outlines the eligibility criteria to be on a a university sponsored visa, conditions under which a student visa may be cancelled and the responsibilities of UOWD visa sponsored students.</p>
Subject Outline Information	<p>This document outlines the proper method of referencing and the rules and policies related to assessment</p>
Tertiary Literacy's	<p>The policy outlines a number of attributes and tertiary literacies that the university aims to pass on to all its graduates. These attributes reflect the university's mission and guiding principles.</p>
TOR - Student Disciplinary Committee	<p>The Committee shall upon receipt of a complaint, having received it through the Dean of Academic Affairs, and as promptly as possible, investigate the complaint and determine an outcome and, if relevant, a penalty.</p>
Wireless Network Acceptable Usage Policy	<p>This policy applies to the usage of the Wireless Network provided by the University of Wollongong in Dubai, which is managed and supported by the Department of Information Technology and Telecommunication Services, by students, faculty and staff.</p>

## Other Contact Information

Department/ Contact Person	Area of Service	Phone	Email	Location
Teena Chandy	Enrolment issues, official letter requests, visa issues	04 3672473	<a href="mailto:TeenaChandy@uowdubai.ac.ae">TeenaChandy@uowdubai.ac.ae</a>	Block 15, Ground Floor
Sabiha Banu	Graduation queries	04 3672411	<a href="mailto:SabihaBanu@uowdubai.ac.ae">SabihaBanu@uowdubai.ac.ae</a>	Block 15, Ground Floor
Nibal Massrani	Scholarships, advanced standing, change of degree/major	04 3672413	<a href="mailto:NibalMassrani@uowdubai.ac.ae">NibalMassrani@uowdubai.ac.ae</a>	Block 15, Ground Floor
ITTS	SOLS, MyUOWD account		<a href="mailto:TechnicalSupport@uowdubai.ac.ae">TechnicalSupport@uowdubai.ac.ae</a>	Block 5
Student Services	Student academic support	04 3900602	<a href="mailto:SASS@uowdubai.ac.ae">SASS@uowdubai.ac.ae</a>	Block 5, Room 019
Dr. Jayashree	TurnItIn issues	04 3753067	<a href="mailto:PayyazhiJayashree@uowdubai.ac.ae">PayyazhiJayashree@uowdubai.ac.ae</a>	Block 15, Room 1-02
Library	ILIP	04 3672 492	<a href="mailto:Library@uowdubai.ac.ae">Library@uowdubai.ac.ae</a>	Block 14
Susan Mathew	Career Advisor	04 3900629	<a href="mailto:SusanJohn@uowdubai.ac.ae">SusanJohn@uowdubai.ac.ae</a>	Block 5, room 035
Cornelio Gomes	Career Advisor	04 3900607	<a href="mailto:CornelioGomes@uowdubai.ac.ae">CornelioGomes@uowdubai.ac.ae</a>	Block 5, room 034