Bachelor’s Degrees

- Bachelor of Business
- Bachelor of Commerce
- Bachelor of Communication

Master of Business Administration

Full-time
Trusted quality education since 1964.
About PSB Academy

Our Vision
To be the premier tertiary education provider nurturing future talents with global orientation

Our Mission
Committed to providing accessible quality education that nurtures and shapes individuals to achieve their personal and professional best

Our Values
Forward Thinking by being agile, innovative and proactive to be future-ready
Passion in delivering our best to help everyone achieve their best
Excellence in providing holistic, best-in-class education and development for all
Nurturing to foster a caring learning environment by supporting students, staff and partners

PSB Academy is one of the top private education institutions of choice in Singapore with 50 years of experience in providing high quality education to individuals. Our holistic approach to education sets us apart, giving our students the edge and helping them stay competitive in today’s economy.

We offer a comprehensive suite of full-time and part-time programmes to over 11,000 local and international students annually. The programmes range from certificates, diplomas, undergraduate to postgraduate degrees across multi-disciplines: Accounting & Finance, Business & Communications, Engineering & Technology, Life & Physical Sciences and English Language.

The degree programmes are offered in conjunction with premier universities from Australia and the United Kingdom. Our academic staff of over 600 place emphasis on academic rigour and excellence, and aim to equip our students with the knowledge and skills that are relevant to the industry.

With our well equipped campus, students can look forward to a nurturing and vibrant environment to pursue their desired programmes, enjoy campus facilities and participate in an array of activities that will enhance their learning journey.

Certification and Registration

4-year EduTrust Certification and PEI Registration
Awarded by the Council for Private Education (CPE), a statutory board of the Ministry of Education, Singapore.
Our Support for Students

Why study at PSB Academy?

At PSB Academy, we believe experience is just as important as knowledge. With 5 decades of applied experience, we possess both knowledge and practical experience to provide education in its highest quality for all our students. We also believe in helping every student achieve their potential beyond academic results by providing a holistic learning experience.

- Well-equipped campuses located near MRT stations
- State-of-the-art facilities to facilitate learning
- Equipped with PC, engineering and life sciences laboratories
- Full-fledged campus with basketball court, gym, multi-purpose hall, street soccer court, library and student study areas
- Vibrant student life with 7 clubs, 8 associations and more than 40 events per year

Student Life

We have a vibrant campus that encourages learning beyond the classroom. Through our Student Council, we organise campus-wide activities for our student community. In addition, our Sports Clubs (badminton, basketball, soccer), Student Clubs (community service, dance, music, photography) and International Student Associations are open to all students to participate in their activities.

Academic Consultation

Our lecturers will be available for consultation after scheduled lessons to help students who require further clarification or explanation, or guidance on their project work.

Career Services

Our Career Services team organises career preparation programmes to assist full-time graduating students embark on their job search. Students attend career workshops to learn resume writing and interview skills. We also organise Career Fair within the campus for graduating students to meet with prospective employers. To assist students in their job search, we have a Career Portal for students to upload their resumes, and for employers to select potential candidates for job vacancies.

Alumni Services

We encourage all our graduates to continue to stay connected with PSB Academy by being part of the Alumni Family. Alumni members can look forward to events specially organised for them, including workshops, social and networking events.
About The University of Newcastle, Australia

Our Vision for 2015
The University of Newcastle, Australia aspires to be a global leader in each of its spheres of achievement. Through engagement with our partners, the University will deliver world-class innovation to support the development of strong regional communities.

An Education for the World of the Future
The University of Newcastle, Australia has a proud history of achievement and we celebrate our successes as individuals and as an institution. Established in 1965 and in less than 50 years, we have achieved a long list of accolades and our world-class researchers are recognised for their contribution to many fields of inquiry. Our remarkable students continue to impress with stories of success both at home and on the world stage.

The history of the University, as for all great universities, has been characterised by leaders who have been willing to transform fields of education and research. Since its foundation, the staff, students and leaders of the University have introduced unique ways of thinking and operating that have led to remarkable outcomes. The University has a student population of over 37,000. Over 85 undergraduate programmes are on offer and postgraduate study options are continually growing. Programmes are delivered via five Faculties – Business and Law; Education and Arts; Engineering and Built Environment; Health; and Science and Information Technology.

The University undertakes academic research that impacts on the world, with strengths in energy and environment, and science and engineering. Graduates from The University of Newcastle, Australia are in high demand and can look forward to career opportunities from all over the world.

The University offers a range of degree programmes in Singapore including Environmental and Occupational Health and Safety, Engineering, Business, Commerce, Communication and Information Technology.

 Ranked 1st in Australia in “Top 100 under 50”
(Times Higher Education 100 Under 50 universities 2014)

 Ranked 1st in Australia in “Top 50 under 50”
(QS World University Rankings 2014-2015)

 Ranked 11th in Australia
(Times Higher Education World University Rankings, 2014-2015)

 Awarded rating of 5-Stars (QS Stars 2014)

 Rank 28th in the world in the world “Top 100 under 50”
(Times Higher Education World University Rankings 2014)

 Ranked 19th in “Top 50 under 50”
(QS World University Rankings 2014-2015)

 Associate Member of the Group of Eight Deans of Engineering and Associates
(Group of Eight Australia)
The University of Newcastle brings the best in Australian Higher Education to Singapore

This is the story of how the University of Newcastle, Australia has successfully brought the very best that it offers to Singapore, and steadily built a reputation for higher education excellence in the region. From humble beginnings, the University now offers a range of undergraduate and postgraduate degrees and enrolls almost 2000 students in Singapore. The University's Singaporean alumni are prestigious and active participants in the life of the University. We are exceptionally delighted to count among our alumni, Colombo Plan Scholars - Minister Khaw Boon Wan, Singapore's Minister for National Development; Dr. Cheong-Chua Koon Hean, CEO of the Housing Development Board; Dr. Tan Chin Nam, Winner of the Australian High Commission Distinguished Alumni Award 2012, and Mr. Peter Tay former CEO of Singapore Food Industries Ltd.

With Vice-Chancellor Professor Caroline McMillen at its helm, the University of Newcastle's achievements are remarkable. In 2014, QS ranking placed the University of Newcastle at 19 in the world's top 50 universities under the age of 50. The Times Higher Education (THE) ranked the University 28 in the world's top 100 universities under the age of 50. Nationally, UON has moved up to rank 1st in Australia amongst the universities under 50 years. In October 2013, THE ranked the University in the top 251-275 group of universities, up from 276-300 in 2012. Taking a closer look at the 2013 QS World University Rankings, 10 disciplines rank in the top 200 universities across the globe and each is an improvement on previously recorded rankings. Our Mechanical and Electrical Engineering disciplines are in the world’s best 150. These outstanding results highlight our consistent delivery of high-impact research and world-class education outcomes. We just keep getting better.

The University exhibits an international reputation for research excellence. In 2012, Excellence in Research Australia (ERA) ranked us equal 7th for our research that is “well above world standard”, with the maximum score of five in 22 broad categories. The Excellence in Research for Australia (ERA) 2012 assessment is conducted by the Australian Government to measure the research performance of Australia's higher education institutions.

Singapore is a dynamic location for transnational education because of the political stability, economic achievement and the focus on productivity and innovation, which provides a professional and progressive environment for students. The University’s growing success in Singapore has been matched by its long-term commitment and local investment. In 2006, the University established a wholly-owned entity; UON Singapore Pte Ltd. It employs a Pro Vice-Chancellor (Singapore), full-time academic staff and professional staff.

We are very positive of our program offerings in Singapore. We look forward to you joining the program and we will continue to bring the very best the University has to offer to Singapore.

Professor Amir Mahmood
Pro Vice-Chancellor (Singapore)
University of Newcastle, Australia
Chief Executive Officer
UON Singapore Pte Ltd
This programme is one of the most popular and dynamic degrees offered by The University of Newcastle's Faculty of Business and Law. The Management and Marketing majors cover knowledge that is necessary in numerous job functions in a business setting – an excellent all round choice for those who wish to progress in a business management career.

Programme Structure
This is an accelerated programme which allows a typical 3 year academic degree to be completed in 2 calendar years.

## Modules

### 1st Trimester
- ACFI1001 Accounting for Decision Makers
- ECON1001 Microeconomics for Business Decisions
- IRHR1001 Managing the Organisation
- STAT1060 Business Decision Making

### 2nd Trimester
- EBUS2000 Information and Communication in Business
- LEGL1001 Foundations of Law
- MKTG2100 Principles of Marketing

### 3rd Trimester
- IRHR2270 Introduction to Human Resource Management
- MKTG2010 Marketing Research
- MKTG3040 Services Marketing

### 4th Trimester
- ACFI2005 Finance
- ECON1002 Macroeconomics in the Global Economy
- MNGT2001 Business Strategy

### 5th Trimester
- MKTG2102 Advertising and Promotion Strategy
- MNGT3003 Leadership and Entrepreneurship
- MKTG3004 Organisational Structures and Design
- POLI3001 Organisations, Politics and Society

### 6th Trimester
- MKTG3000 Strategic Marketing Management
- MKTG3060 International Marketing
- MKTG3005 Managing Organisational Change
- TOUR3003 Tourism Marketing

Career Opportunities
- Marketing • International Marketing and Investments • Business Management
- Advertising & Promotions Management • Human Resource Management • International Trade
- Retail Management • Small & Medium Enterprise Management • Industrial Relations, etc.
ACFI1001
Accounting for Decision Makers
Financial accounting and management accounting concepts provide the very foundation for business decision-making. This module provides an introduction to financial accounting by analysing the accounting function and the preparation of conventional financial statements. Students will develop the initial skills of financial management while beginning to engage in appropriate ethical practices.

ACFI2005
Finance
This module provides students with an introduction to the Australian financial markets and an evaluation of the institutions, instruments and participants involved in the industry. The markets to be evaluated include the equity, bond, futures, and options markets. The module systematically reviews each of these financial markets and examines the various institutional participants and the different types of financial instruments offered. Information is vital to the today’s financial professional. Accessing, processing, analysing and communicating information is an important attribute developed within the module.

EBUS2000
Information and Communication in Business
Introduces information and communication technologies (ICTs) that are used to support organisations, and discusses how they are used:
- within organisations
- to streamline interactions between organisations
- to compete in an increasingly connected and competitive world.
Provides practical experience in using a selection of ICT applications that support business.

ECON1001
Microeconomics for Business Decisions
The study of Economics is essential for informing business decisions and public policy choice. This module applies microeconomic principles and tools to the management of firms, including both small price-taker firms as well as large dominant firms with market power. You will develop an understanding of the economic and political environment in which firms operate and begin to think strategically about firm-to-firm, firm-to-consumer, and firm-to-government interactions. Concepts that assist managers to operate strategically include learning about market failure, pricing strategies, cooperative behaviour, decision-making under uncertainty, reactions to competitors and government intervention. Also examined are the underlying reasons for the existence of cartels, collusion, price discrimination, regulation, and trade barriers.
The module also addresses contemporary public policy issues that impact on firms, such as pollution, resource depletion, provision of public goods and services, rental controls, minimum wages, and taxes and subsidies. Designed for students from varied academic backgrounds, the module develops both communication and critical analysis attributes allowing you to evaluate numerous day-to-day economic events at the local, national and international scale.

ECON1002
Macroeconomics in the Global Economy
The state of the macroeconomy is a major influence on employment opportunities and pay, which impacts directly on the economic and social welfare of most citizens. This is most apparent at times of economic crisis. This module provides a coherent theoretical framework within which to analyse and understand the evolution of (macro)economies over time, and the impact of policies. Key economic issues including the Global Financial Crisis and its real manifestation in the form of persistent unemployment, high public debt, and growing poverty are investigated.
Highly contested, contemporary policy debates with respect to issues such as inflation, exchange rate regimes, fiscal rules and prudential regulation, are also reviewed, along with their impact on business organisations and households. Students will have the opportunity to develop an international macroeconomic perspective, while developing attributes, including critical and adaptive thinking, the capacity to synthesise competing points of view and effective communication.

IRHR1001
Managing the Organisation
People management within continually changing organisations plays a paramount role to corporate success. This module examines the theories and ideas underlying management and organisational behaviour. Topics are organised to give a general introduction to the three levels of: individual behaviour in organisations, the study of groups and group processes, and the management of the organisation as an entity. With a variety of real life global case studies you will be exposed to the world of management and management practice.

IRHR2270
Introduction to Human Resource Management
Human Resource Management links people-related activities to business strategy. The module develops a critical understanding of the role and functions of the various human resource activities in an organisation, providing students with a comprehensive review of key HRM concepts, techniques and issues. Topics include job analysis and design, recruitment and selection, evaluation, performance management, occupational health and safety, and the strategic contribution of HRM to organisational performance and evaluating HRM effectiveness. Working with contemporary case studies, students not only engage in collaborative and individual work processes but use communication and discourse characteristic of the HRM context and environment.
LEGL1001

Foundations of Law
Law, the legal system, and political system impact our daily lives. This is particularly so for those engaged in business, commerce, public service and professions. The module introduces a broad framework of Australia’s legal and political system, and examines the sources of law, important provisions of the state and federal constitutions, court hierarchy and jurisdiction, precedent, civil liability, aspects of professional negligence and introduces consumer protection law, business organisations, contract and agency. It establishes a solid legal knowledge foundation for business and commerce and contributes to the enhancement of student attributes in analysis and problem solving.

MKTG2010

Marketing Research
Solving business problems and identifying market opportunities involves the employment of varied research techniques. Focusing upon their role, you will apply marketing concepts and theory to market research design; define techniques and methods of research used in the marketing process; develop skills in basic analysis of both qualitative and quantitative data, including the use of computer based statistical analytical packages, and the methods by which the data can be turned into useful information. Engaging in both independent and group research enriches problem solving and decision making attributes valued within marketing environments.

MKTG2100

Principles of Marketing
To achieve business success requires constant review of marketing strategies and maintenance of marketing knowledge. The Principles of Marketing introduces foundational concepts/ frameworks in marketing and develops both strategic and short-term marketing and planning perspectives. Topics include the marketing environment, market segmentation, new product development and the marketing mix, as well as mix interactions, strategies, implementations and controls. This module develops communication and team processes which are valued attributes within marketing environments.

MKTG2101

Consumer Behaviour
Understanding how and why consumers behave in a given way enables marketers to design and implement better marketing strategies. Consumer Behaviour focuses upon understanding consumer decision-making processes and the various factors that influence these processes. Collaborative work processes, inquiry and communication skills within marketing contexts are focused upon for student attribute development.

MKTG2102

Advertising and Promotion Strategy
Business and marketing objectives define effective communications strategy. The nature and design of communication strategies in terms of customer-marketer interaction is examined with the traditional theories and the future implications of emerging technologies considered. Wherever appropriate, the content is international in its perspective. Students engage in independent and collaborative work processes to design and communicate strategies reflective of authentic practice in Advertising and Promotion.

MKTG3000

Strategic Marketing Management
Strategic Marketing Management encompasses marketing strategy elements and their integration. Focus will be upon developing your abilities to apply various principles and theories to specific problems. Competitive marketing strategies are introduced, and theories are applied to different economic environments as well as to different competitive environments. Encouraging a practical approach to strategy, students engage in interactive problem solving, field work and contemporary case analysis.

MKTG3040

Services Marketing
Service industries dominate advanced economies. Services Marketing examines the differences between the marketing of goods and services and extends the traditional strategic marketing mix to include additional elements appropriate to the distinct features of services. Other topics include internal marketing, managing evidence, relationship marketing, services and globalisation, quality service delivery and measurement and service customisation. Independently and collaboratively, students engage in Services Marketing inquiry and research developing valued problem solving and decision making attributes.

MKTG3060

International Marketing
Remaining competitive in a changing environment requires organisations to continuously adapt to market forces. The complexities of marketing in an international environment are examined while addressing local market characteristics. Marketing theory and consumer behaviour addressed in other marketing modules is expanded upon as well as incorporating theory specific international/global marketing management. Communication and collaborative work processes are emphasised as important attributes for the international marketing professional.
MNGT2001
Business Strategy
Business Strategy analyses how business enterprises use competencies and capabilities to create and sustain competitive advantage in contested markets. The focus is on both the firm’s behaviour and managerial decision-making, which determine the boundaries of the firm (what the firm does and does not do); the design of the firm’s internal architecture of control and information flows; the geographical reach of the firm; and the firm’s product mix and diversification. The growth of the firm is placed in the context of competitor analysis, environmental changes, and the firm’s learning, research, differentiation and innovation strategies. Business Strategy emphasises the development of decision-making, problem-solving and communication attributes.

MNGT3003
Leadership and Entrepreneurship
The nature of leadership and entrepreneurship exposes differences and similarities evident in the behaviours, strategies and achievements of leaders across a wide range of settings, including organisational size, industry type, strategic focus, and cultural orientation. The theories and practices in modern global organisations, inclusive of those strategies underpinning entrepreneurship, not just within new, independent small businesses, but also within medium-sized and larger organisations are examined. Students engage in critical analysis, discussion and experiential exercises developing valued professional knowledge and attributes.

MNGT3004
Organisational Structures and Design
The fundamental issues of organisation structure and design are examined exposing students to the various theories and models underlying trade-offs and choices in organisation structures. The module delineates the problems which arise in designing effective organisations and addresses the central issues of the relationship between the structures and processes of organisations. Critical discussion, analysis, and experiential exercises enhance your knowledge, skills and attributes.

MNGT3005
Managing Organisational Change
Managing Organisational Change examines the theories, frameworks and models of change within the organisational setting and addresses the viability of the contemporary organisation. The increasing dynamism of external and internal organisational environments is seen as both a strategic determinant and rationale for change within organisations and seeks to show how and why managerial responses to such dynamism are increasingly centred on the successful management of change processes. In this context, we explore the mechanisms of change and improvement in organisations, engaging in workshops, case studies, and experiential exercises designed to bridge the gap between theory and practice.

POLI3001
Organisations, Politics and Society
Business organisations exist in an interactive relationship with political and social institutions. Particular attention is paid to the structural dimensions of government-business relations, the various ideas and values that shape and influence these relations and the challenges posed by global competition and regulation. Case studies explore the different aspects of business-government relations. Case topics include risks posed by corruption, terrorism and organised crime; nationalisation and State power; geopolitical constraints on business; environmental, energy and water resource issues; “fair trade” and ethical business behaviour; and governance and corporate social responsibility. Students develop global perspectives informed by an integrated knowledge of business, political and social interaction.

STAT1060
Business Decision Making
STAT1060 is an introductory module in qualitative and quantitative methods which underpins effective business decision-making. It is taught within a business context having been designed for undergraduate students in the Faculty of Business & Law. The module develops a student’s ability to incorporate statistical thinking and to take account of variation in the real world during processes of establishing project initiatives, defining objectives, data collection, data presentation, data analysis, reporting and decision making.

TOUR3003
Tourism Marketing
Increasing the development and promotion of sustainable tourism is a planned and progressive strategy. Building upon the ‘Principles of Marketing’ offered in the Bachelor of Business core, this module investigates a range of approaches and issues associated with marketing destinations and the tourism experience. Using selected case studies from around the world the module examines the challenges of contemporary marketing approaches to the development and promotion of sustainable tourism. Working through experiential exercises you will undertake research and marketing strategies reflective of current professional practice.
Tourism in Asia has not only grown by leaps and bounds in recent years, it is also one of the country’s key economic pillars and is set to become a lot more exciting and challenging in the coming years. The Bachelor of Business with the Marketing and Tourism majors will equip you with the relevant knowledge and expertise to excel in today’s booming tourism and hospitality industry. It is one of the most popular and dynamic degrees offered by The University of Newcastle, Australia.

Programme Structure
This is an accelerated programme which allows a typical 3 year academic degree to be completed in 2 calendar years.

Career Opportunities

- Marketing
- International Marketing and Investments
- Advertising & Promotions Management
- Tourism Management
- Hospitality Services
- Travel Business
- Resorts and Club Management
- Meetings, Incentives, Conventions and Exhibitions
- Destination Planning and Development, etc.

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**Bachelor of Business**

(Major in Marketing and Tourism)

<table>
<thead>
<tr>
<th>Modules</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Trimester</strong></td>
<td></td>
</tr>
<tr>
<td>ACFI1001</td>
<td>Accounting for Decision Makers</td>
</tr>
<tr>
<td>ECON1001</td>
<td>Microeconomics for Business Decisions</td>
</tr>
<tr>
<td>IRHR1001</td>
<td>Managing the Organisation</td>
</tr>
<tr>
<td>STAT1060</td>
<td>Business Decision Making</td>
</tr>
<tr>
<td><strong>2nd Trimester</strong></td>
<td></td>
</tr>
<tr>
<td>EBUS2000</td>
<td>Information and Communication in Business</td>
</tr>
<tr>
<td>LGL1001</td>
<td>Foundations of Law</td>
</tr>
<tr>
<td>MKTG2100</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>TOUR1000</td>
<td>Tourism Principles and Practices</td>
</tr>
<tr>
<td><strong>3rd Trimester</strong></td>
<td></td>
</tr>
<tr>
<td>MKTG2010</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MKTG2101</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>MKTG3040</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>TOUR2000</td>
<td>EcoTourism and Resource Management</td>
</tr>
<tr>
<td><strong>4th Trimester</strong></td>
<td></td>
</tr>
<tr>
<td>ACFI2005</td>
<td>Finance</td>
</tr>
<tr>
<td>ECON1002</td>
<td>Macroeconomics in the Global Economy</td>
</tr>
<tr>
<td>MNGT2001</td>
<td>Business Strategy</td>
</tr>
<tr>
<td>TOUR2002</td>
<td>Visitor Management</td>
</tr>
<tr>
<td><strong>5th Trimester</strong></td>
<td></td>
</tr>
<tr>
<td>MKTG2102</td>
<td>Advertising and Promotion Strategy</td>
</tr>
<tr>
<td>POLI3001</td>
<td>Organisations, Politics and Society</td>
</tr>
<tr>
<td>TOUR3001</td>
<td>Tourism Planning and Policy</td>
</tr>
<tr>
<td>Elective</td>
<td></td>
</tr>
<tr>
<td><strong>6th Trimester</strong></td>
<td></td>
</tr>
<tr>
<td>MKTG3000</td>
<td>Strategic Marketing Management</td>
</tr>
<tr>
<td>MKTG3060</td>
<td>International Marketing</td>
</tr>
<tr>
<td>TOUR3002</td>
<td>Events Management</td>
</tr>
<tr>
<td>TOUR3003</td>
<td>Tourism Marketing</td>
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</tbody>
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ACR1001
Accounting for Decision Makers
Financial accounting and management accounting concepts provide the very foundation for business decision-making. This module provides an introduction to financial accounting by analysing the accounting function and the preparation of conventional financial statements. Students will develop the initial skills of financial management while beginning to engage in appropriate ethical practices.

ACR2005
Finance
Financial institutions and markets are the cornerstones of the modern financial system, and as such knowledge of these organisations is important in any professional career in the business world. This module provides students with an introduction to the Australian financial markets and an evaluation of the institutions, instruments and participants involved in the industry. The markets to be evaluated include the equity, bond, futures, and options markets. The module systematically reviews each of these financial markets and examines the various institutional participants and the different types of financial instruments offered. Information is vital to the today's financial professional. Accessing, processing, analysing and communicating information is an important attribute developed within the module.

Concepts that assist managers to operate strategically include learning about market failure, pricing strategies, cooperative behaviour, decision-making under uncertainty, reactions to competitors and government intervention. Also examined are the underlying reasons for the existence of cartels, collusion, price discrimination, regulation, and trade barriers.

EBUS2000
Information and Communication in Business
Introduces information and communication technologies (ICTs) that are used to support organisations, and discusses how they are used:
- within organisations
- to streamline interactions between organisations
- to compete in an increasingly connected and competitive world.
Provides practical experience in using a selection of ICT applications that support business.

ECON1001
Microeconomics for Business Decisions
The study of Economics is essential for informing business decisions and public policy choice. This module applies microeconomic principles and tools to the management of firms, including both small price-taker firms as well as large dominant firms with market power. You will develop an understanding of the economic and political environment in which firms operate and begin to think strategically about firm-to-firm, firm-to-consumer, and firm-to-government interactions.

ECON1002
Macroeconomics in the Global Economy
The state of the macroeconomy is a major influence on employment opportunities and pay, which impacts directly on the economic and social welfare of most citizens. This is most apparent at times of economic crisis. This module provides a coherent theoretical framework within which to analyse and understand the evolution of (macro)economies over time, and the impact of policies. Key economic issues including the Global Financial Crisis and its real manifestation in the form of persistent unemployment, high public debt, and growing poverty are investigated. Highly contested, contemporary policy debates with respect to issues such as inflation, exchange rate regimes, fiscal rules and prudential regulation, are also reviewed, along with their impact on business organisations and households. Students will have the opportunity to develop an international macroeconomic perspective, while developing attributes, including critical and adaptive thinking, the capacity to synthesise competing points of view and effective communication.

IRHR1001
Managing the Organisation
People management within continually changing organisations plays a paramount role to corporate success. This module examines the theories and ideas underlying management and organisational behaviour. Topics are organised to give a general introduction to the three levels of: individual behaviour in organisations, the study of groups and group processes, and the management of the organisation as an entity. With a variety of real life global case studies you will be exposed to the world of management and management practice.

LEGL1001
Foundations of Law
Law, the legal system, and political system impact our daily lives. This is particularly so for those engaged in business, commerce, public service and professions. The module introduces a broad framework of Australia’s legal and political system, and examines the sources of law, important provisions of the state and federal constitutions, court hierarchy and jurisdiction, precedent, civil liability, aspects of professional negligence and introduces consumer protection law, business organisations, contract and agency. It establishes a solid legal knowledge foundation for business and commerce and contributes to the enhancement of student attributes in analysis and problem solving.

MKTG2010
Marketing Research
Solving business problems and identifying market opportunities involves the employment of varied research techniques. Focusing upon their role, you will apply marketing concepts and theory to market research design; define techniques and methods of research used in the marketing process; develop skills in basic analysis of both qualitative and quantitative data, including the use of computer based statistical analytical packages, and the methods by which the data can be turned into useful information. Engaging in both independent and group research enriches problem-solving and decision-making attributes valued within marketing environments.
MKTG2100

Principles of Marketing

To achieve business success requires constant review of marketing strategies and maintenance of marketing knowledge. The Principles of Marketing introduces foundational concepts/ frameworks in marketing and develops both strategic and short-term marketing and planning perspectives. Topics include the marketing environment, market segmentation, new product development and the marketing mix, as well as mix interactions, strategies, implementations and controls. This module develops communication and team processes which are valued attributes within marketing environments.

MKTG2101

Consumer Behaviour

Understanding how and why consumers behave in a given way enables marketers to design and implement better marketing strategies. Consumer Behaviour focuses upon understanding consumer decision-making processes and the various factors that influence these processes. Collaborative work processes, inquiry and communication skills within marketing contexts are focused upon for student attribute development.

MKTG2102

Advertising and Promotion Strategy

Business and marketing objectives define effective communications strategy. The nature and design of communication strategies in terms of customer-marketer interaction is examined with the traditional theories and the future implications of emerging technologies considered. Wherever appropriate, the content is international in its perspective. Students engage in independent and collaborative work processes to design and communicate strategies reflective of authentic practice in Advertising and Promotion.

MKTG3000

Strategic Marketing Management

Strategic Marketing Management encompasses marketing strategy elements and their integration. Focus will be upon developing your abilities to apply various principles and theories to specific problems. Competitive marketing strategies are introduced, and theories are applied to different economic environments as well as to different competitive environments. Encouraging a practical approach to strategy, students engage in interactive problem solving, field work and contemporary case analysis.

MKTG3040

Services Marketing

Service industries dominate advanced economies. Services Marketing examines the differences between the marketing of goods and services and extends the traditional strategic marketing mix to include additional elements appropriate to the distinct features of services. Other topics include internal marketing, managing evidence, relationship marketing, services and globalisation, quality service delivery and measurement and service customisation. Independently and collaboratively, students engage in Services Marketing inquiry and research developing valued problem solving and decision making attributes.

MKTG3060

International Marketing

Remaining competitive in a changing environment requires organisations to continuously adapt to market forces. The complexities of marketing in an international environment are examined while addressing local market characteristics. Marketing theory and consumer behaviour addressed in other marketing modules is expanded upon as well as incorporating theory specific international/global marketing management. Communication and collaborative work processes are emphasised as important attributes for the international marketing professional.

MNGT2001

Business Strategy

Business Strategy analyses how business enterprises use competencies and capabilities to create and sustain competitive advantage in contested markets. The focus is on both the firm's behaviour and managerial decision-making, which determine the boundaries of the firm (what the firm does and does not do); the design of the firm's internal architecture of control and information flows; the geographical reach of the firm; and the firm's product mix and diversification. The growth of the firm is placed in the context of competitor analysis, environmental changes, and the firm's learning, research, differentiation and innovation strategies. Business Strategy emphasises the development of decision making, problem solving and communication attributes.

POLI3001

Organisations, Politics and Society

Business organisations exist in an interactive relationship with political and social institutions. Particular attention is paid to the structural dimensions of government-business relations, the various ideas and values that shape and influence these relations and the challenges posed by global competition and regulation. Case studies explore the different aspects of business-government relations. Case topics include risks posed by corruption, terrorism and organised crime; nationalisation and State power; geopolitical constraints on business; environmental, energy and water resource issues; “fair trade” and ethical business behaviour; and governance and corporate social responsibility. Students develop global perspectives informed by an integrated knowledge of business, political and social interaction.

STAT1060

Business Decision Making

STAT1060 is an introductory module in qualitative and quantitative methods which underpin effective business decision making. It is taught within a business context having been designed for undergraduate students in the Faculty of Business & Law. The module develops a student's ability to incorporate statistical thinking and to take account of variation in the real world during processes of establishing project initiatives, defining objectives, data collection, data presentation, data analysis, reporting and decision making.

The module also addresses contemporary public policy issues that impact on firms, such as pollution, resource depletion, provision of public goods and services, rental controls, minimum wages, and taxes and subsidies. Designed for students from
varied academic backgrounds, the module develops both communication and critical analysis attributes allowing you to evaluate numerous day-to-day economic events at the local, national and international scale.

**TOUR1000 Tourism Principles and Practices**

This module introduces and contextualises the phenomenon of tourism within the broader social, cultural, economic and natural environments. It provides a historical overview of the development of tourism, describes the tourism industry and its constituent sectors, presents theories of tourism motivation and tourist behaviour, and outlines different types of tourism and their impacts on the various environments within which it operates. The module engages with the principles of sustainability as they apply to tourism management and planning, and critically examines issues relating to sustainable tourism development.

**TOUR2000 EcoTourism and Resource Management**

Ecotourism, an important form of resource use, will be comprehensively introduced with recent developments and possible futures examined. How resources are developed and managed to provide a quality environment for sustained and satisfying experiences of ecotourism in diverse natural settings is the primary focus of the module. The module will also examine international trends and issues related to ecotourism and other forms of nature-based tourism, models of tourism and recreation planning, and ecotourism accreditation systems.

**TOUR2002 Visitor Management**

The very foundation for developing quality visitor services including tourism information, tour guiding services and tour development strategies is their prospective alignment to tourist and leisure traveller motivation, behaviour, and satisfaction. Theoretical material sourced from studies of tourism psychology, consumer behaviour in tourism, recreational planning, tourism management, and tourism policy and planning inform the topic areas covered in this module. The key operational issues associated with the global concern of risk assessment and management are explored together with the growth in demand for alternative risk recreation and tourism experiences such as Volunteer and Adventure Tourism. Particular emphasis is applied to developing an understanding of group dynamics and leadership skills relevant to managing individual visitors and tour groups. Designed to enhance graduate attributes, you will develop skills in engaging theory with field work through experiential exercises and communication formats and contexts reflective of current and future professional tourism practice.

**TOUR3001 Tourism Planning and Policy**

This module examines tourism planning as both a process and as a set of techniques for sustainable tourism development. Tourism is a dynamic industry sector which is heavily influenced by political forces and their policies. Public policy determines the manner in which the tourism industry exists within communities and operates in the marketplace as it guides industry practice, tourism planning and development. To develop sustainable patterns within the tourism sector requires knowledge of the processes of policy development, stakeholder involvement, questions of implementation and the consequences thereof. In this module you will evaluate public and private sector roles relating to the nature of tourism development in specific settings, its parameters and constraints. You will study the physical environment of strategic planning, and the social, cultural and political contexts of tourism planning and policy making. This module is designed to develop both professional knowledge and skills in tourism policy-making processes, strategic tourism planning and the evaluation of tourism plans and policies from local, national and international industry perspectives.

**TOUR3002 Events Management**

Festivals and events assume special places in societies and cultures because they unite people in ways that range from creative celebration to political debate. Within the contemporary tourism industry, festivals and events (including conferences and conventions) exist due to historical, social, political, cultural and environmental significance. This module will facilitate your understanding of the contextual environment within which special events and festivals are located; their relationships with the broader tourism industry both at a national and international scale; and their associated economic, social and cultural impacts. Through the analysis and critique of selected events and festivals, you will gain valuable skills relating to their planning, management and evaluation. Designed to ensure the specialised skills and knowledge required of a tourism professional, you will experience the preparation of an event feasibility document, the development of an event program, the development of budgets and marketing strategies, and ways to identify and develop strategies for resolving potential management issues.

**TOUR3003 Tourism Marketing**

Increasing the development and promotion of sustainable tourism is a planned and progressive strategy. Building upon the ‘Principles of Marketing’ offered in the Bachelor of Business core, this module investigates a range of approaches and issues associated with marketing destinations and the tourism experience. Using selected case studies from around the world the module examines the challenges of contemporary marketing approaches to the development and promotion of sustainable tourism. Working through experiential exercises you will undertake research and marketing strategies reflective of current professional practice.
The Bachelor of Commerce (Major in Accounting) programme offers you the first step to becoming a fully qualified accountant. This programme embodies solid theoretical studies that are complemented with real-world applications. As accountancy is at the very heart of all organisations, you will find the programme offers enormous scope and opportunities. Graduates may apply for associate membership of CPA (Australia) and for entry to the Chartered Accountants Programme of the Institute of Chartered Accountants in Australia.

Programme Structure
This is an accelerated programme which allows a typical 3 year academic degree to be completed in 2 calendar years.

<table>
<thead>
<tr>
<th>Modules</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Trimester</td>
<td></td>
</tr>
<tr>
<td>ACFI1001</td>
<td>Accounting for Decision Makers</td>
</tr>
<tr>
<td>ECON1001</td>
<td>Microeconomics for Business Decisions</td>
</tr>
<tr>
<td>IRHR1001</td>
<td>Managing the Organisation</td>
</tr>
<tr>
<td>STAT1060</td>
<td>Business Decision Making</td>
</tr>
<tr>
<td>2nd Trimester</td>
<td></td>
</tr>
<tr>
<td>ACFI1002</td>
<td>Accounting Practice</td>
</tr>
<tr>
<td>EBUS2000</td>
<td>Information and Communication in Business</td>
</tr>
<tr>
<td>LEGL1001</td>
<td>Foundations of Law</td>
</tr>
<tr>
<td>MKTG2100</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>3rd Trimester</td>
<td></td>
</tr>
<tr>
<td>ACFI2001</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>ACFI2002</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>ACFI2003</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>LEGL2002</td>
<td>Law of Business Organisations</td>
</tr>
<tr>
<td>4th Trimester</td>
<td></td>
</tr>
<tr>
<td>ACFI2004</td>
<td>Advanced Management Accounting</td>
</tr>
<tr>
<td>ACFI2005</td>
<td>Finance</td>
</tr>
<tr>
<td>ECON1002</td>
<td>Macroeconomics in the Global Economy</td>
</tr>
<tr>
<td>MNGT2001</td>
<td>Business Strategy</td>
</tr>
<tr>
<td>5th Trimester</td>
<td></td>
</tr>
<tr>
<td>ACFI3001</td>
<td>Accounting Theory</td>
</tr>
<tr>
<td>MNGT3003</td>
<td>Leadership and Entrepreneurship</td>
</tr>
<tr>
<td>POLI3001</td>
<td>Organisations, Politics and Society</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
</tr>
<tr>
<td>6th Trimester</td>
<td></td>
</tr>
<tr>
<td>ACFI3002</td>
<td>Issues in Financial Accounting</td>
</tr>
<tr>
<td>ACFI3004</td>
<td>Taxation</td>
</tr>
<tr>
<td>ACFI3005</td>
<td>Auditing and Assurance</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
</tr>
</tbody>
</table>

Career Opportunities

- Chartered Accounting
- Public Practice
- Tax
- Auditing
- Public Sector Accounting
- Not-for-profit Sector Accounting
- Management, etc.
ACFI1001

Accounting for Decision Makers

Financial accounting and management accounting concepts provide the very foundation for business decision making. This module provides an introduction to financial accounting by analysing the accounting function and the preparation of conventional financial statements. Students will develop the initial skills of financial management while beginning to engage in appropriate ethical practices.

ACFI1002

Accounting Practice

Accounting Practice extends both the knowledge and skills developed in Accounting for Decision Makers (ACFI1001). It examines the fundamental principles underpinning accrual accounting and financial reporting providing you with the technical skills of accounting, including the analysis, recording, preparation and interpretation of accounting information. Your understanding of the accounting professions’ standards of practice will be further enhanced.

ACFI2001

Company Accounting

Company financial statements are a crucial part of the information that stakeholders use in making assessments of companies. Company Accounting is concerned with the mechanisms that underpin the preparation of financial records for corporations including consolidated accounts. The provisions of the Corporations Act, Australian Accounting Standards, International Accounting Standards and Australian Securities Exchange Listing requirements that are relevant to corporate accounting and reporting are highlighted. The analysis, application and communication of financial information is emphasised as an essential professional attribute.

ACFI2002

Financial Accounting

Financial Accounting develops along two main themes. Firstly, it introduces various theoretical models of accounting and accounting policy choice and secondly it investigates selected applied issues in financial accounting. Students develop extended accounting knowledge and skills, analysing multiple sources of information to support their accounting outcomes and conclusions.

ACFI2003

Management Accounting

Reliability and consistency guided by relevance shape costing methodologies that inform management decision-making. Management accounting equips students with the principles, methods, processes and systems in management accounting to inform decision makers in an organisation through the examination of the theory and practice of the main accounting models used in cost determination. The range of cost determination models are explored in terms of their consistency with governing accounting principles and the usefulness of the cost measures for management’s decision-making needs. Engaging in problem based oriented learning you develop complex problem solving skills designing solutions supported by theory, research and assessment of current practice.

ACFI2004

Advanced Management Accounting

The management accounting function has both an informational and motivational role in organisational decision making. Analysis of information is considered within the context of activity-focused-costing systems and the assessment of non-financial performance measures. The motivational effects of budgets, control processes and performance measures are considered. Issues in human information processing are introduced. Students engage in problem based learning applying strategies to conceptualise problems and formulate optimal solutions.

ACFI2005

Finance

Financial institutions and markets are the cornerstones of the modern financial system, and as such knowledge of these organisations is important in any professional career in the business world. This module provides students with an introduction to the Australian financial markets and an evaluation of the institutions, instruments and participants involved in the industry. The markets to be evaluated include the equity, bond, futures, and options markets. The module systematically reviews each of these financial markets and examines the various institutional participants and the different types of financial instruments offered. Information is vital to the today’s financial professional. Accessing, processing, analysing and communicating information is an important attribute developed within the module.

ACFI3001

Accounting Theory

Theory defines practice; its success depends upon its value to the user. Various issues associated with the formulation of accounting theory are investigated. General parameters established by reference to alternate organisational structures and theories are used to evaluate the requirements of accounting in major managerial activities. Self-directed learning and critical thinking skills are emphasised as essential professional attributes.
ACFI3002
Issues in Financial Accounting
Focusing upon a wide range of resources incorporating both accounting standards and national and international information sources, the module evaluates issues arising from the use of financial accounting data in a globalised environment. Teaching modes include seminars, workshops and guest lecturers, designed to deliver relevant and practical perspectives on contemporary issues.

ACFI3004
Taxation
Australian income tax laws are complex and varied. This module introduces you to Australian income tax laws with specific emphasis on how to access provisions of the Income Tax Assessment Act and related legislation. In addition, you will be made aware of tax planning issues that exist in relevant personal and business environments and learn how to communicate technical tax information to client taxpayers. The graduate qualities of problem solving, decision making and communication are enhanced throughout.

ACFI3005
Auditing and Assurance
In the absence of an independent audit, the users of financial statements would be constrained in respect of the amount of reliance that they could place on the financial statements. Consequently, the provision of an independent and professional audit opinion improves the quality and reliability of financial information presented to decision makers. The major conceptual and technical aspects of auditing are introduced, while emphasis is upon financial statement audits conducted under the Corporations Act 2001. Students will also be exposed to other types of audit and assurance activities while examining the legal, ethical and societal role and responsibilities of the auditor.

EBUS2000
Information and Communication in Business
Introduces information and communication technologies (ICTs) that are used to support organisations, and discusses how they are used:
- within organisations
- to streamline interactions between organisations
- to compete in an increasingly connected and competitive world.

Provides practical experience in using a selection of ICT applications that support business.

ECON1001
Microeconomics for Business Decisions
The study of Economics is essential for informing business decisions and public policy choice. This module applies microeconomic principles and tools to the management of firms, including both small price-taker firms as well as large dominant firms with market power. You will develop an understanding of the economic and political environment in which firms operate and begin to think strategically about firm-to-firm, firm-to-consumer, and firm-to-government interactions. Concepts that assist managers to operate strategically include learning about market failure, pricing strategies, cooperative behaviour, decision-making under uncertainty, reactions to competitors and government intervention. Also examined are the underlying reasons for the existence of cartels, collusion, price discrimination, regulation, and trade barriers.

The module also addresses contemporary public policy issues that impact on firms, such as pollution, resource depletion, provision of public goods and services, rental controls, minimum wages, and taxes and subsidies. Designed for students from varied academic backgrounds, the module develops both communication and critical analysis attributes allowing you to evaluate numerous day-to-day economic events at the local, national and international scale.

ECON1002
Macroeconomics in the Global Economy
The state of the macroeconomy is a major influence on employment opportunities and pay, which impacts directly on the economic and social welfare of most citizens. This is most apparent at times of economic crisis. This module provides a coherent theoretical framework within which to analyse and understand the evolution of (macro)economies over time, and the impact of policies. Key economic issues including the Global Financial Crisis and its real manifestation in the form of persistent unemployment, high public debt, and growing poverty are investigated. Highly contested, contemporary policy debates with respect to issues such as inflation, exchange rate regimes, fiscal rules and prudential regulation, are also reviewed, along with their impact on business organisations and households. Students will have the opportunity to develop an international macroeconomic perspective, while developing attributes, including critical and adaptive thinking, the capacity to synthesise competing points of view and effective communication.

IRHR1001
Managing the Organisation
People management within continually changing organisations plays a paramount role to corporate success. This module examines the theories and ideas underlying management and organisational behaviour. Topics are organised to give a general introduction to the three levels of: individual behaviour in organisations, the study of groups and group processes, and the management of the organisation as an entity. With a variety of real life global case studies you will be exposed to the world of management and management practice.
LEGL1001  
Foundations of Law  
Law, the legal system, and political system impact our daily lives. This is particularly so for those engaged in business, commerce, public service and professions. The module introduces a broad framework of Australia’s legal and political system, and examines the sources of law, important provisions of the state and federal constitutions, court hierarchy and jurisdiction, precedent, civil liability, aspects of professional negligence and introduces consumer protection law, business organisations, contract and agency. It establishes a solid legal knowledge foundation for business and commerce and contributes to the enhancement of student attributes in analysis and problem solving.

LEGL2002  
Law of Business Organisations  
Law of Business Organisations introduces students to two of the main legal forms for carrying on a business: partnerships and companies. It considers how the organisation deals with the issues of formation, financing, accountability, internal and external relations and insolvency and how the legislative framework operates within the broader business and social context.

MKTG2100  
Principles of Marketing  
To achieve business success requires constant review of marketing strategies and maintenance of marketing knowledge. The Principles of Marketing introduces foundational concepts/frameworks in marketing and develops both strategic and short-term marketing and planning perspectives. Topics include the marketing environment, market segmentation, new product development and the marketing mix, as well as mix interactions, strategies, implementations and controls. This module develops communication and team processes which are valued attributes within marketing environments.

MNGT2001  
Business Strategy  
Business Strategy analyses how business enterprises use competencies and capabilities to create and sustain competitive advantage in contested markets. The focus is on both the firm’s behaviour and managerial decision-making, which determine the boundaries of the firm (what the firm does and does not do); the design of the firm’s internal architecture of control and information flows; the geographical reach of the firm; and the firm’s product mix and diversification. The growth of the firm is placed in the context of competitor analysis, environmental changes, and the firm’s learning, research, differentiation and innovation strategies. Business Strategy emphasises the development of decision making, problem solving and communication attributes.

MNGT3003  
Leadership and Entrepreneurship  
The nature of leadership and entrepreneurship exposes differences and similarities evident in the behaviours, strategies and achievements of leaders across a wide range of settings, including organisational size, industry type, strategic focus, and cultural orientation. The theories and practices in modern global organisations, inclusive of those strategies underpinning entrepreneurship, not just within new, independent small businesses, but also within medium-size and larger organisations are examined. Students engage in critical analysis, discussion and experiential exercises developing valued professional knowledge and attributes.

POLI3001  
Organisations, Politics and Society  
Business organisations exist in an interactive relationship with political and social institutions. Particular attention is paid to the structural dimensions of government-business relations, the various ideas and values that shape and influence these relations and the challenges posed by global competition and regulation. Case studies explore the different aspects of business-government relations. Case topics include risks posed by corruption, terrorism and organised crime; nationalization and State power; geopolitical constraints on business; environmental, energy and water resource issues; “fair trade” and ethical business behaviour; and governance and corporate social responsibility. Students develop global perspectives informed by an integrated knowledge of business, political and social interaction.

STAT1060  
Business Decision Making  
An introductory module in qualitative and quantitative methods which underpin effective business decision making. It is taught within a business context having been designed for undergraduate students in the Faculty of Business & Law. The module develops a student’s ability to incorporate statistical thinking and to take account of variation in the real world during processes of establishing project initiatives, defining objectives, data collection, data presentation, data analysis, reporting and decision making.
Bachelor of Communication
(Major in Public Relations and Journalism)

This programme prepares students to work creatively and analytically in the communication and cultural industries, and for further study and research in the discipline. Graduates will have an understanding of the theory practice continuum that operates within communication, and will be critically and analytically aware of the cultural, economic and social significance of communication in a complex and rapidly changing global environment.

Programme Structure
This is an accelerated programme which allows a typical 3 year academic degree to be completed in 2 calendar years.

<table>
<thead>
<tr>
<th>Modules</th>
<th>1st Trimester</th>
<th>2nd Trimester</th>
<th>3rd Trimester</th>
<th>4th Trimester</th>
<th>5th Trimester</th>
<th>6th Trimester</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CMNS1000 Introduction to Digital Communication</td>
<td>CMNS1230 Foundations of Media Production</td>
<td>CMNS2280 Feature Writing</td>
<td>CMNS3200 Radio Journalism</td>
<td>CMNS3270 Communication and Discourse</td>
<td>CMNS3320 International Media Studies</td>
</tr>
<tr>
<td></td>
<td>CMNS1090 Introduction to Professional Writing</td>
<td>CMNS1280 Introduction to Journalism</td>
<td>CMNS2710 Public Relations Writing</td>
<td>CMNS3333 Television Journalism</td>
<td>CMNS3270 Communication and Discourse</td>
<td>CMNS3333 Television Journalism</td>
</tr>
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<td></td>
<td>CMNS1234 Introduction to Communication Theory</td>
<td>CMNS1290 Introduction to Public Relations</td>
<td>CMNS2720 Media, Law, Ethics</td>
<td>CMNS3333 Television Journalism</td>
<td>CMNS3510 Advanced Public Relations Studies</td>
<td>CMNS3300 Communication, Creativity and Cultural Production</td>
</tr>
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<td>CMNS3540 Public Relations Campaigns</td>
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</tbody>
</table>

Career Opportunities
- Public Relations
- Media Research and Analysis
- Journalism
- Audience Research and Analysis
- Corporate Communication
- Radio Broadcasting and Journalism
- Marketing Communication
- Research and Policy Development
- Professional and Creative Writing, etc.
CMNS1000
Introduction to Digital Communication
Introduces students to a range of digital media forms and practices. It deals with some of the social, political and cultural implications of digital media, focusing particularly on the Internet. Students will also gain skills in the use of the Internet as a research tool for communication culture.

CMNS1090
Introduction to Professional Writing
Introduces students to the basic forms and techniques of writing required for communication practice in journalism and public relations. Students are set writing tasks which offer the potential for publication. Workshops provide the opportunity for students to develop skills to meet new writing challenges, to critically examine examples of professional writing, to discuss their own work with their peers, and to consider the role of the professional writer in various social, cultural and professional contexts.

CMNS1230
Foundations of Media Production
Recorded moving images and recorded sounds are edited and mixed, separately and in combination, to produce creative editorial content. This content is presented in diverse forms to make television and radio programmes, Internet websites, and multimedia and other communication products. This module provides students with a comprehensive introduction to the skills, knowledge and ability required to produce media projects in post-production. Through a series of lectures and computer laboratory workshops, students will learn technical skills and respond to aesthetic experiences through the application of digital audio and video editing techniques as used in the production of media projects.

CMNS1234
Introduction to Communication Theory
This foundational survey module introduces students to major theoretical positions used in communication studies and gives an introduction to the basic communication models, key terms and concepts used in the discipline. It introduces students to a broad range of theories in order to evaluate communication in its many forms and investigate its relationship to society and culture. In doing this it not only gives an overview of the social and cultural contexts in which communication occurs but also requires students to think critically and analytically about this relationship.

CMNS1280
Introduction to Journalism
Introduces students to the professional practice of contemporary journalism through consideration of the nature and role of news and current affairs in society. Through a variety of assigned tasks, students will develop analytical, research, interviewing, production, multimedia and writing skills. Students will engage in the analysis and production of journalism with a focus on news and current affairs.

CMNS1290
Introduction to Public Relations
Allows students to develop the basic skills and knowledge required in public relations practice through lectures, workshops and group work. Considers the social, organisational, administrative, cultural and ethical context and implications of modern public relations practice.

CMNS2280
Feature Writing
Introduces students to the writing of feature articles as practised in professional journalism. Students will develop their research, interviewing and writing skills through a variety of assigned tasks and produce journalistic articles for publication in text and online forms. Students may be asked to attend guest lectures.

CMNS2300
Radio Journalism
Through a variety of assigned tasks and self-directed learning, students will develop and use research, interviewing and writing skills to prepare, record and edit a number of items for radio as well as online media. Students will develop a solid understanding of the ethical and legal obligations of journalism. Students intending to enrol in this module should be aware that technical proficiency in video and audio recording is required as these skills are assumed and not covered in depth during the module.

CMNS2500
Developing Multimedia Publications
The module will explore the development of publications for both print and on-line applications. Students will be producing traditional "desktop published" documents and expand their skills by the development of on-line document delivery techniques. As students will be generating documents for both print and on-line applications they will be introduced to the production requirements and professional practices required for both media.

CMNS2600
Audience Studies
Considers the way audiences are researched and positioned by media organisations and texts. Students study competing theories regarding the different ways audiences relate to media products and texts to meet individual needs, and the needs of producers and the media industries. Students will also explore specific instances of text/reader relationships as they apply to film, radio, popular music, print media and television and the Internet.
CMNS2710  
**Public Relations Writing**  
This module covers major writing genres associated with public relations including media releases, newsletter articles, brochures, speeches and copy for electronic and online media. The module is based on developing understanding of the principles and skills applicable to good professional writing in public relations practice through an emphasis on the application of those skills to practical writing exercises.

CMNS2720  
**Media, Law, Ethics**  
The module introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The module will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The module will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication.

CMNS3270  
**Communication and Discourse**  
Examines selected discourses to see in what ways professional practice can both constrain and enable. Students will also consider professional conventions, rules, institutional structures and the private and public practices of individuals and groups to see how power relationships are constructed and maintained.

CMNS3310  
**Communication, Creativity and Cultural Production**  
Students will analyse competing theoretical frameworks and study various individual and collective creative practices as well as discuss methods of enhancing creativity. They will examine and analyse the issues associated with creativity and cultural production such as originality and authenticity, the notion of individual genius and possible limitations placed upon creative freedom by culture industries. On completion, students will have gained an understanding of creativity as it applies to professional careers in radio, film and television, journalism, audio and other spheres of cultural production.

CMNS3320  
**International Media Studies**  
Examines the relationship between the media and the societies and cultures within which they exist, nationally, internationally and globally. It contributes to the student’s scholarship by developing advanced writing and research skills and a critical understanding of the global context of international media including social, cultural, political and economic influences and impacts.

CMNS3333  
**Television Journalism**  
Through a variety of assigned tasks and self-directed learning, students will develop further their research, interviewing and writing skills. They will prepare, record and edit a number of items for the broadcast medium of television news, and for online. Students will gain a solid understanding of the ethical and legal obligations of journalism. Students intending to enrol in this module should be aware that technical proficiency in video and audio recording and editing is required as these skills are assumed knowledge and are not covered in depth during the module. Students will be directed to resources that will develop their technical skills.

CMNS3420  
**Journalism**  
This module offers advanced study in journalism through explorations of the nexus between theory and practice. Through a variety of assigned and self-directed learning tasks, students will develop and use advanced research, interviewing and writing skills to prepare work targeted at specific audiences. Students will develop advanced problem-solving skills and a solid understanding of ethical issues pertinent to journalism.

CMNS3510  
**Advanced Public Relations Studies**  
This module contributes to the student’s depth and breadth of knowledge in the public relations field by examining the nexus between public relations theory and practice. Students integrate theoretical frameworks with contemporary public relations practice. A unifying concept is the exploration of the way meaning is socially constructed and enacted and what interests are served. Central themes that are covered are: the construction of publics, functionalist approaches to public relations and co-creational approaches to public relations.

CMNS3520  
**Public Affairs and Communication**  
Gives students the opportunity to study the processes of communication as they relate to the structures of government, and to other socio-political forces within society.

CMNS3530  
**Public Relations Strategy**  
This module will provide students with an understanding of the fundamental communication and relational concepts and processes that underpin public relations strategy. The module focuses on strategic communication and positioning; risk, issues and crisis communication; organisational communication; community relations and government relations. Students will develop a strategic communication plan and responses to address contemporary public relations issues focusing on public consultation and community engagement.
CMNS3540
Public Relations Campaigns
This unit of study focuses on theory and management of public relations campaigns. Students will be critically exposed to a range of public relations campaigns and different strategies and theories of public relations campaigns. Ethical issues in campaigning will be a major consideration. Students will learn about managing a campaign, including: planning of the project; developing budgets; preparing briefing notes and evaluation guidelines; identifying and managing required research; media relations and advocating the campaign plan to stakeholders and funders. Students will also be introduced to media management as it applies to campaigns across the range of mediums in which contemporary public relations is practised.

FMCS2000
Media, Structures and Practices
Media Structures and Practices interrogates the role of media within our society, and the ways in which media structures influence media practices and content. The module focuses on a variety of media forms, including newsmedia, television, film, and the internet, and considers media on local, national and global levels.

The module seeks to examine the role of governments, commercial practices, and changing technologies in influencing the media we consume. The media cannot be understood without also seeing how media is produced, and while the module largely examines media structures and practices from a theoretical perspective, there will also be a practical component wherein students will be given the opportunity to create their own media text. In each of the major assignments, students will be able to select which media industries they would like to focus on to enable a variety of interests and backgrounds to be reflected.
This programme is designed to provide students with a range of analytic, strategic and leadership skills which will prepare them for increasingly competitive careers in business management in the corporate and public sectors.

Recognition through Quality Education
PSB Academy, in partnership with The University of Newcastle, launched the Master of Business Administration programme in 2006. Ever since then, PSB Academy has been providing quality education for its University of Newcastle MBA students.

In May 2010, two students of PSB Academy, from The University of Newcastle MBA programme, earned second place in the highly acclaimed Summit Competition organised by S.P. Jain Centre of Management.

For Professionals from all Background
Individuals are now looking to postgraduate studies as a means to enhance their skills, increase their employability and to continue their upwards trajectory in the professional management arena. The MBA programme is suitable for you if you want:

Career change – adding a new area of specialisation to an existing qualification or employment background
Career mobility – promotion opportunities within existing or new employment situations
Professional development – experienced practitioners may be looking to top up qualifications and consolidate their knowledge
International recognition – a postgraduate qualification in business carries with it a level of prestige recognised internationally.

Programme Structure
This one-year programme offers grounding in fundamental business areas such as accounting, finance, organisational behaviour, economics, marketing and management. Analytic and problem-solving skills are emphasised through an applied understanding of the theoretical framework within which today’s managers must operate, as well as the acquisition of practical skills in teamwork, writing, presentation and time management. The ability to cope with rapid organisational and technological change is developed through an understanding of organisational behaviour, information systems and organisational change and development.

Programme Structure

<table>
<thead>
<tr>
<th>Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trimester 1</td>
</tr>
<tr>
<td>Economics of Competitive Advantage</td>
</tr>
<tr>
<td>Cross-Cultural Management</td>
</tr>
<tr>
<td>Managing Under Uncertainty</td>
</tr>
<tr>
<td>Corporate Governance and Social Responsibility</td>
</tr>
<tr>
<td>Trimester 2</td>
</tr>
<tr>
<td>Human Resource Management</td>
</tr>
<tr>
<td>Foundations of Business Analysis</td>
</tr>
<tr>
<td>Organisational Behaviour and Design</td>
</tr>
<tr>
<td>Marketing Management and Planning</td>
</tr>
<tr>
<td>Trimester 3</td>
</tr>
<tr>
<td>Accounting and Financial Management</td>
</tr>
<tr>
<td>Strategic Management</td>
</tr>
<tr>
<td>Managing HR in International Organisations</td>
</tr>
<tr>
<td>Globalisation</td>
</tr>
</tbody>
</table>

Career Opportunities
- Business/Enterprise Management
- Management Consultancy
- Senior Managers
- Senior/Top Management
Accounting and Financial Management
This module introduces accounting and financial management to non-accountants. It aims to provide an understanding of the main accounting concepts and the practical use of accounting and financial information for decision making and the achievement of business goals.

Corporate Governance and Social Responsibility
Corporate Governance and Social Responsibility examines how corporations respond to ethical dilemmas whilst taking stock of the needs of their various stakeholders and the expectations of national governments. This requires an understanding of the social responsibilities of business in a global environment. The roles of government regulation and community collaboration, as they impact on businesses operating across cultures, are also explored and current reforms of corporate governance are analysed.

Cross-Cultural Management
This module examines the ways in which cultural differences impact on the process of doing business and managing internationally. A range of conceptual frameworks are developed, including mental models and schemata as the source of cultural differences and difficulties in managing intercultural interactions. Using evidence and business practice, the module explores the nature of culture and how cultural differences impact on interpersonal interactions, intergroup interactions and the management of multi-cultural workforces (including expatriates). This module analyses the practice of management and negotiation in an international cross-cultural context, and the challenges of managing international business relationships are critically analysed. Topics include the nature and dimensions of culture, issues relating to cross-cultural problem solving, the dynamics of multi-cultural teams, managing global teams and leadership across cultures. How culture impacts on managerial decision-making of ethical and social responsibility issues is explored.

Economics of Competitive Advantage
In the dynamic global economy, managers are increasingly faced with multifaceted problems where a working knowledge of economic principles can provide useful insights. This module develops economics skills and competencies for problem solving by offering experiential analysis of the challenges that managers’ face and by demonstrating how the application of economic principles informs managerial decision-making. Students are encouraged to use the insights provided by this module - with its emphasis on concepts of competitive advantage and the economics of strategy - to investigate how competitiveness is created in industries and firms. Students develop an understanding of microeconomic principles and their practical application, and use this knowledge to analyse various issues including the impacts of government regulation and policies and the production and pricing decisions within an international business environment.

Foundations of Business Analysis
Intelligent business decisions rely upon timely and accurate analysis of information. This module introduces students to the concepts, knowledge and techniques required to identify business needs and solve business problems. Within the module, students develop the ability to collect data from stakeholders, and convert this data into actionable information that can assist in business decision-making. The skills developed throughout this module can be applied to new insights and understanding across all functional areas of business.

Globalisation
This module analyses the challenges and opportunities presented by the globalisation of markets and production for both domestic and multinational firms. The environment for global business is divided into three aspects; social and cultural; government and political; economic and technological. The module develops analytical frameworks encompassing economic and management theories; government policies; national differences in political, economic, legal and cultural systems to assess the challenges and opportunities presented by an increasingly integrated and interdependent global economy. Topics include the comparative economic, political, social environment of developed, emerging and transitional economies; cross-cultural management; managing geopolitics and international risk; assessing nongovernmental organisations and the regulation of the international economy such as the WTO and IMF; the costs-benefits of foreign investment; critiques of globalisation.

Human Resource Management
This module provides an introduction to human resource management (HRM), and to frameworks explaining the core functions of HRM i.e. planning, recruitment, development, reward, voice and exit. In particular, students will consider how responsibility for people management is distributed inside and outside the organisation. The module takes a very practical view of HRM, using many examples, exercises, and cases. Students are encouraged to think about what HRM means – how it differs according to the nature of work, by organisation, by industry sector, and in different regions and countries – and to consider what constitutes ethical human resource management.
Managing Human Resource in International Organisations
The achievement of corporate success can only be accomplished by people. In a global marketplace where “borderless organisations” are quickly becoming the norm, employees have an increasingly important role in the cultivation of company capability. This module examines the management of people in organisations across different countries and cultures. The primary aim is to discriminate the varying roles and functions of the various HRM activities within an international context. The module considers the challenges of managing expatriates in home and host countries, in the context of multinational and transnational corporations as well as other types of international organisations. In doing so, it draws on a cross-section of the literature in human resource management, organisational behaviour and comparative management.

Managing Under Uncertainty
Managing Under Uncertainty (MUU) develops introductory skills concerning managerial decision making. You will develop an understanding of decision making processes with a focus on critical judgment, analytical logical reasoning and creative problem solving. You will also be introduced to decision-making challenges and contexts that are faced by managers under incomplete information and bounded rationality.

Marketing Management and planning
Marketing plays a vital role in creating sustainable competitive advantage for organisations with limited resources, and that operate in dynamic competitive environments. In doing so marketing provides the focus for creating and maintaining value for customers and organisational profit. Drawing from a preliminary review of basic marketing concepts and processes, Marketing Management develops a set of key analytical tools to enhance managers’ understanding of, and the ability to, manage key strategic issues and decisions. Marketing Planning and Management is designed as a beneficial stand-alone unit for all managers and provides a strong foundation for further marketing studies.

Organisational Behaviour and Design
This module explores issues related to organisational structural form, human behaviour and the management of people in organisations. It allows students to examine different perspectives on managing people and designing organisations, and to understand the determinants of interpersonal and team interactions in organisational environments. Attention focuses on the major theoretical, conceptual and empirical contributions relevant to designing organisations, and understanding and managing human behaviour within organisations. Case studies are used to assist students to relate content material to practical management.

Strategic Management
Strategic Management informs students of issues and perspectives in strategic management and corporate policy as well as test knowledge and skills through a range of possible challenges such as debates and case studies participation in a corporate policy game or a management consultancy in addition to an exam.
Entry Requirements

**Bachelor's Degree**
- GCE A-Level (minimum 3 A-Level passes including Mathematics, excluding General Paper) and meeting the minimum entry requirement of the programme; OR
- Diploma from a local polytechnic or other recognised institutions; OR
- Completion of the Foundation of Business Studies from PSB Academy; OR
- Higher NITEC; OR
- Other diploma or equivalent qualification would be assessed on case by case basis

**Master’s Degree**
Direct entry into the Masters Programme (120 units) will be available for applicants who have:
- 3 year Bachelors Degree in the discipline; OR
- 3 year Bachelors Degree not in the discipline + 1 year relevant business experience; OR
- At least 7 years business experience, including 2 years in a management position.

Students entering via this pathway are able to complete 4 modules per trimester, and are able to complete modules in any sequence they wish, that is consistent with module prerequisites.

Applicants with an Honours degree in the cognate area or equivalent relevant qualifications at level 8 or above will be given appropriate recognition of prior learning.

The alternate pathway is through the Graduate Certificate (40 units) which will be available for applicants who have:
- 3 year Bachelors Degree not in the discipline; OR
- 3 year Diploma in the discipline; OR
- 3 year Diploma not in the discipline + 1 year relevant business experience; OR
- 2 year Diploma in the discipline + 2 years relevant business experience; OR
- 2 year Diploma not in the discipline + 3 years relevant business experience; OR
- At least 5 years business experience.

Students entering via this pathway will be required to:
- Complete the Graduate Certificate over a minimum of two trimesters (typically 20 units per trimester); and
- Successfully complete a “Business Academic Skills Program” (BASP) which will be of 6 weeks duration. The BASP will be non-fee based and can be completed concurrently with courses in the Graduate Certificate.

Only after the successful completion of the Graduate Certificate and the academic skills program will students be eligible to formally enrol in the Masters Programme.

English Language Requirement
- All applicants need to satisfy the university’s English proficiency policy. Please refer to www.newcastle.edu.au/policy/000104.html

Application Procedure
Completed application form(s) should be submitted to PSB Academy accompanied by:
- A non-refundable and non-transferable application fee of S$100 (inclusive of 7% GST) to be made payable to “PSB ACADEMY PTE LTD” by cheque or cashier’s order
- Certified true copies of academic transcripts and certificates
- A certified copy of passport or NRIC

All completed applications may be submitted either via post or in person at our main campus:
PSB Academy Pte Ltd
355 Jalan Bukit Ho Swee Singapore 169567
Please note that an incomplete application will delay the processing duration.

Programme Fees

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<thead>
<tr>
<th>Programme</th>
<th>Fees</th>
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<tr>
<td>Bachelor's Degree</td>
<td>S$38,776.80</td>
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<tr>
<td>Master’s Degree</td>
<td>S$28,761.60</td>
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Fees stated above are inclusive of 7% GST, payable by instalments. The first instalment is payable upon acceptance. Subsequent instalments are payable before the start of every trimester. The programme fees do not include the cost of textbooks and may be subject to change annually.

Other Fees
Apart from the programme fees, all students are also required to pay the following:

<table>
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<tr>
<th>Application Fee</th>
<th>S$100</th>
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<tr>
<td>“Fee Protection Scheme” (FPS) Fee</td>
<td>Paid by PSB Academy, unless otherwise stated in the Student Contract</td>
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<tr>
<td>Medical Insurance Fee</td>
<td>Paid by PSB Academy</td>
</tr>
<tr>
<td>Student Development Fee</td>
<td>S$300</td>
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<tr>
<td>Textbooks and Other Materials</td>
<td>Varies with programme</td>
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General Information

Private Education Act
Under the EduTrust Certification Scheme, we have adopted the Fee Protection Scheme with CPE-appointed service providers and provide medical insurance coverage for hospitalisation and related medical treatment for the entire programme duration.

Fee Protection Scheme (FPS)
PSB Academy has put in place an insurance arrangement to ensure that fees paid by students to the school are insured by a CPE-appointed service provider. This insurance protection serves to protect the students’ fees in the event a private education institution (PEI) is unable to continue operations due to insolvency, and/or regulatory closure. Furthermore, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgements made against it by the Singapore courts.

The FPS is compulsory for all local and international students taking programmes in PEIs seeking EduTrust certification. FPS is applicable to all programmes with a programme duration of more than one month or 50 hours. Students enrolled in the programmes will be required to pay fees for FPS which varies depending on the insured programme fees.

Medical Insurance
PSB Academy provides a group student medical insurance for its full-time students as required by the Council for Private Education under EduTrust certification scheme. This medical insurance scheme shall minimally provide for an annual coverage limit of not less than S$20,000 per student, at least B1 ward in government and restructured hospitals and 24 hours coverage in Singapore and overseas (if student is involved in school-related activities) throughout the course duration.

Medical insurance is not applicable to part-time students and students taking courses with a duration of not more than one month or 50 hours.

For more information, please refer to psb-academy.edu.sg/prospects-general-info

Withdrawal and Refund Policy

<table>
<thead>
<tr>
<th>Written Notice Received by PSB Academy</th>
<th>Percentage of Programme Fees Refunded</th>
</tr>
</thead>
<tbody>
<tr>
<td>(“Maximum refund”) More than 28 days* before the programme commencement date</td>
<td>90% of programme fee</td>
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<tr>
<td>Before, but not more than 28 days* before the programme commencement date</td>
<td>70% of programme fee</td>
</tr>
<tr>
<td>After, but not more than 14 days* after the programme commencement date</td>
<td>50% of programme fee</td>
</tr>
<tr>
<td>More than 14 days* after the programme commencement date</td>
<td>No refund</td>
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*Inclusive of Saturday, Sunday and Public Holidays.
Please note that application fees are not refundable.

For information on programme withdrawal, transfer and fee refund policies, please refer to your student contract or visit psb-academy.edu.sg/refund-policy
PSB Academy Pte Ltd

Main Campus and for Admission Enquiries
PSBAcademy@Delta
355 Jalan Bukit Ho Swee, Singapore 169567
(Next to Tiong Bahru MRT Station, EW17)
Tel: (65) 6517 2525 - For Diploma & Undergraduate Programmes

City Campus
PSBAcademy@Shenton
7 Shenton Way, Singapore Conference Hall Level 2, Singapore 068810
(Nearest to Tanjong Pagar MRT Station, EW15)
Tel: (65) 6325 5235 - For Postgraduate Programmes

General Enquiries
Tel: (65) 6885 1000

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