

Diploma of Management

Course Outline

Campus	Melbourne Burwood Campus / Jakarta, Indonesia Campus
Intake	March, June, October
CRICOS	063386M
Course Duration	The duration of the Diploma course is three trimesters (12 months). There is an option, however, to fast track the course and complete it in two trimesters (8 months).
Teaching Methods	Instruction for all units is classroom based. Generally, four hours of class contact per week are allocated to each unit.
Assessment	Assessment for all units is ongoing and continuous consisting of tests, assignments and case study analysis. Most units have a final two-hour examination.
Course Structure	Eight units must be completed and passed to be awarded the Diploma.
Units	<p>MAA104 Financial Literacy</p> <p>MAE103 Managerial Economics</p> <p>MIS101 Business Information Systems</p> <p>MLC101 Business Law</p> <p>MMK277 Marketing Management</p> <p>MMM102 Global Mindset</p> <p>MMM132 Management</p> <p>MMM201 Managing Business Operations</p>
Transfer to Deakin University	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> • You must complete and pass eight Deakin College Diploma of Management units. • You must achieve the required Weighted Average Mark (WAM) for your Deakin College diploma taking into account all units attempted at Deakin College (required WAMs are included under the Deakin University degree below).

Bachelor of Management B S W T1 T2

International Students WAM: **B 50 S 50**

Australian Students WAM: **B 60 S 50 W 50**

Credits for Transfer: 8

Majors*:

- Events Management **B**
- Financial Planning **B S W**
- Organisational Psychology **B S W**
- Project Management **B S**
- Property and Real Estate **B**
- Sustainable Business Management **B**

* Some majors may require students to take additional first year units when they transfer to Deakin University. The degree may therefore take longer to complete.

Deakin University Campuses and Trimester codes

B Melbourne Burwood Campus **S** Geelong Waterfront Campus **W** Warrnambool Campus

T1 Trimester 1 entry **T2** Trimester 2 entry

NOTE: for Australian students entry is for T1 only. T2 entry is subject to availability of places.

CRICOS code: Bachelor of Management 079319B

Unit Outlines

PLEASE ENSURE THAT YOU CHECK THE TRIMESTER 3 2015 UNIT OUTLINE FOR ANY CONTENT AND ASSESSMENT UPDATES.

MAA104 Financial Literacy

The unit provides a foundation in financial literacy that will assist you to reflect on matters of finance that influence your personal investment decisions and risk profile, and evaluate alternatives that impact financial, resourcing and investment decisions in business.

Assessment: 30% case study, 40% workbook exercise, 30% final examination

MAE103 Managerial Economics

The unit focuses on economic concepts, tools of analysis and their relevance in management decision-making. Starting with an overview of changes in macro-economic indicators such as national income, population, interest rates, exchange rates, business cycles etc, the unit proceeds to examine how managers respond to these through changes in price, investment plans, production, sales, inventory and overall resource utilisation. A particular focus of the unit is to collect, analyse and interpret economic data to assist business decision-making. The unit also focuses on how changes in macroeconomic and microeconomic environments influence management decisions.

Assessment: 20% quizzes, 20% assignment, 60% final examination

MIS101 Business Information Systems

This unit introduces students to a variety of Information System concepts and applications that allow businesses to achieve a competitive advantage, to manage information assets and to automate business processes. Also examined are the associated interactions between businesses, technology, people and the environment. This unit lays the foundation for using Information Systems for specific business purposes, the fundamentals of Digital Literacy and will introduce students to a Critical Thinking approach to improve their ability to reason, interpret and reflect. Overall, while the unit is not technical in nature, it does examine how Information Systems support the many interactive functions of businesses, individuals and groups and how the internal functions and Information Systems within an organisation provide support from an operations-level, through to a strategic decision-making level. Specifically, the unit discusses how Information Systems are used to support business activities.

Assessment: 40% assignments and tasks, 60% final examination

MLC101 Business Law

The unit provides the underlying concepts and purpose of commercial law. It covers the Australian legal system and the law relating to contract, agency and negligence.

Assessment: 20% progressive assessments including class tests, 5% MCQ test, 15% short essay, 60% final examination

MMK277 Marketing Management

This unit examines the nature of marketing management from a marketing planning perspective. The focus of discussion is the coordinated activities of the network of producers of goods, services and experiences which seek to satisfy their customers. Emphasis is placed on marketing strategy formulation and the use of strategic marketing mix elements in developing and maintaining a market orientation and assessing organizational performance. Aspects of marketing such as marketing research, customer behaviour, product innovation and marketing communication are also examined.

Assessment: 60% assessment, 40% final examination

MMM102 Global Mindset

The main aim of this unit is to improve students' awareness and appreciation of the complexity of conducting business in an increasingly multicultural and interconnected world. The unit focuses on developing the attitudinal, relational and intellectual skills necessary to understand the social, cultural, political and economic landscape for businesses. The unit takes a particular focus on increasing students' ability to gain a better appreciation of foreign cultures, customs, traditions as well as knowledge of global competition and international practices.

Assessment: 25% case study, 25% report, 50% final examination

MMM132 Management

This unit aims to provide students with a solid understanding of the intellectual foundations of the study of management. The unit also explores the impact of the external environment on management practices, with particular consideration given to globalisation, ethics, social responsibility, and the social and cultural context of management.

Assessment: 40% assessment, 60% final examination

MMM201 Managing Business Operations

Through this unit you will develop an understanding of the nature and management of operations in different business contexts, covering both goods-producing and service-providing organisations. You will learn how operations can be planned, developed, measured and controlled to achieve desired outcomes – high-quality goods and services that delight customers – and fulfill the strategic plans of the organisation. The approach taken in delivery of the unit will ground knowledge in practical application, and emphasis will be placed on experiential learning.

Assessment: 50% assessments, 50% final examination