

Diploma of Business

Course Outline (T3 2018)

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>MMK101 Marketing Fundamentals</p> <p>MMM132 Management</p> <p>MAE203 The Global Economy</p> <p>MIS203 Making Sense of Information</p> <p>MMM267 Business Logistics</p> <p>MMM111 Intrapersonal Skills (<i>Can only be taken in second trimester of study</i>)</p> <p>MMM241 Entrepreneurship and Innovation (<i>Can only be taken in second trimester of study</i>)</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 Business 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).

Example Course Plans for Students

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The following are a series of example course plans for students studying in the Diploma of Business. Please note that MMM111 Intrapersonal Skills and MMM241 Entrepreneurship and Innovation can only be taken in the second trimester of study. The following course plans should be used as a guide only.

Deakin University offers direct transfer into the following course

- Bachelor of Business

As of T1 2018, Deakin University Faculty of Business and Law will be offering the Bachelor of Business, previously known as the Bachelor of Management. A direct pathway into this degree is planned for 2019.

Subject Availability - Diploma of Business

Subject	Trimester 3 2018	Trimester 1 2019	Trimester 2 2019
MAA104 Financial Literacy	✓	✓	✓
MMK101 Marketing Fundamentals	✓	✓	✓
MMM132 Management	✓	✓	✓
MAE203 The Global Economy	✓	✓	✓
MIS203 Making Sense of Information	✓	✓	✓
MMM267 Business Logistics	✓	✓	✓
MMM111 Intrapersonal Skills <i>(Can only be taken in second trimester of study)</i>	✓	✓	✓
MMM241 Entrepreneurship and Innovation <i>(Can only be taken in second trimester of study)</i>	✓	✓	✓

**When I transfer to Deakin University I want to study
Bachelor of Business (B, WF, C, T1, T2, T3)**

International Students WAM: **B 50 WF 50 C 50**
 Australian Students WAM: **B 60 WF 50 C 50**
 Credits for Transfer: 8

Majors offered at Deakin University include

- Event Management (B, WF, C) ● Film and Television (B) ● Organisational Psychology (B, WP, C)
- People Management (B, WF, C) ● Project Management (B, WF, C) ● Property and Real Estate (B, C)
- Public Relations (B, WF, C) ● Retail Management (B, WF, C)

Fast Track (Completing In 8 months/2 trimesters)				
1 st Trimester	CORE MAE203 The Global Economy	CORE MAA104 Financial Literacy	CORE MIS203 Making Sense of Information	CORE MMK101 Marketing Fundamentals
2 nd Trimester	CORE MMM267 Business Logistics	CORE MMM241 Entrepreneurship and Innovation	CORE MMM132 Management	CORE MMM111 Intrapersonal Skills

Normal Track (Completing course in 12 months/ 3 Trimesters)			
1 st Trimester	CORE MAE203 The Global Economy	CORE MAA104 Financial Literacy	CORE MMK101 Marketing Fundamentals
2 nd Trimester	CORE MMM267 Business Logistics	CORE MMM241 Entrepreneurship and Innovation	CORE MMM111 Intrapersonal Skills
3 rd Trimester	CORE MMM132 Management	MIS203 Making Sense of Information	

Depending on the major chosen, some students will need to undertake additional first year subjects at Deakin University

Deakin University Campuses and Trimester codes

B Melbourne Burwood Campus **WF** Geelong Waterfront Campus **WB** Warrnambool Campus **C** Cloud

T1 Trimester 1 entry **T2** Trimester 2 entry **T3** Trimester 3 entry

NOTE: for Australian students entry is for T1 only. T2 and T3 entry is subject to availability of places.

CRICOS Code: Bachelor of Business 095262C

Unit Outlines

PLEASE ENSURE THAT YOU CHECK THE TRIMESTER 1 2018 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

MAE203 The Global Economy

This unit provides students with an understanding of the Australian economic system within the world economy, and an ability to identify and assess current macroeconomic problems and policies. The unit is concerned with the way in which the whole economy, or large sectors of the economy work. The major sectors analysed are the household sector, the business sector, the government sector and the international sector. The unit provides insights for evaluating the working and the impacts of monetary and fiscal policy, and how central banks and treasuries conduct such policies. Issues such as economic growth, unemployment, inflation, balance of payments and, exchange rates are also examined.

Assessment: 20% assignments, 20% test, 60% final examination

MMM267 Business Logistics

The unit aims to show how manufacturing and service companies compete and what makes them effective and efficient. Topics include: product/service design; value chains; supply chains; operations strategy; materials management; production planning; and control and quality.

Assessment: 40% internal assessment, 60% final examination

MIS203 Making Sense of Information

Our world is now a world of information. On the one hand this makes many things easier, fun or even possible but on the other it can cause us to be overloaded with information and distracted by our constant connections. In this unit we look at how we might manage better and use information and connections in business, at work and in everyday life.

The unit begins by considering the changes that the digital world has made to our lives and how we live in a world immersed in information and social media. We then look at how we can search and analyse information and utilise social media for business, learning and collaboration. We then look at how information can be used to assist people but also to monitor and manage people at work and at home. Finally, we consider how to use ICT in a more secure manner.

Assessment: 60% internal assessment, 40% final examination

MMK101 Marketing Fundamentals

Marketing blends concepts from a broad range of fields, including psychology, sociology, economics, management, statistics, and design. The unit examines how marketing organisations, both profit-oriented and not-for-profit, create value for end-users and business customers, and in return capture value from customers. The unit begins with a discussion on the marketing theory and practice with an understanding of customer needs. Further topics include customer-driven marketing strategies using integrated marketing programs and the building of customer relationships to capture value for the organisation.

Assessment: 60% internal assessment, 40% final examination

MMM111 Intrapersonal Skills

This unit provides students with the necessary tools to develop and improve their intrapersonal skills. Students will also undertake a reflective practice of reviewing their own intrapersonal skills with a view to developing a self-diagnosed strategy where improvement is desired. Intrapersonal skills provide the foundation for effective communication and active collaboration as they focus on understanding the capabilities of you as the individual, as well as how and what sort of strategies should be employed for improvement.

Assessment: 90% Five individual assignments, 10% self-reflection written piece

MMM132 Management

The aim of this unit is to provide students with a critical understanding of the intellectual foundations of the study of management. The unit will provide the opportunity to analyse how the solutions to management 'problems' have developed under different conditions throughout the nineteenth and twentieth century. The unit also explores how management practice influences, and is influenced by, the external environment. This will involve examining how managerial action impacts on and is shaped by the environment, through a consideration of, ethics, social responsibility, and the social and cultural context of management.

Assessment: 50% internal assessment, 50% final examination

MMM241 Entrepreneurship and Innovation

This unit provides students with an understanding of the dynamic nature of entrepreneurship including the challenges and opportunities that are experienced by entrepreneurs. An introduction to a range of processes and strategies will help students develop the necessary tools for identifying, creating and evaluating opportunities across the private, public and non-profit sectors. The unit design allows students to enhance and apply their knowledge towards the creation of positive social or environmental change.

Assessment: 50% internal assessment, 50% final examination