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## OVERVIEW

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ACCOUNTING FOR BUSINESS (MCD1010)

Purpose
The aim of this unit is to introduce students to both the theoretical and practical aspects of accounting. This unit will be on financial accounting and issues for single activity service and trading businesses using double entry recording with financial reports prepared under the accrual basis. Financial reports will be analysed and interpreted in an endeavor to assist decision making.

Prerequisites
Nil.

Learning outcomes
On completion of this unit, students should be able to:

- Define accounting elements and explain generally accepted accounting principles and qualitative characteristics of financial reports.
- Use double entry rules to record accounting transactions for both service and trading business.
- Understand the nature of adjusting and closing entries and the preparation of financial statements.
- Demonstrate an ability to use both financial and non-financial information in the analysis of business performance, liquidity and stability.
- Understand the nature of planning with respect to preparation of cash budgeting and the follow up analysis of variances.

Assessment
2 Mid Trimester Tests: 40%
Final examination: 60%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
INTRODUCTORY MATHEMATICS FOR BUSINESS (MCD1550)

Purpose
The aim of this unit is to provide students with the knowledge and skills to make effective use of mathematical ideas, techniques and processes in both business and everyday life.

Prerequisites
It is recommended that students have studied year 11 (or equivalent) mathematics.

Learning outcomes
On completion of this unit, students should be able to:
- Demonstrate knowledge of key features of straight line and line segment graphs and the form of related tables of values.
- Demonstrate knowledge of the concept of breakeven analysis and its relation to graphic and tabular representation of relations.
- Demonstrate knowledge of non-linear relations in terms of a constant of proportionality and key features.
- Demonstrate knowledge of linear inequalities, systems of linear inequalities and their properties.
- Demonstrate knowledge of concepts and definitions associated with sequences and recurrence relations, simple interest, compound interest, growth and decay in financial contexts, depreciation methods, annuities and reducing balance loans, and formulas and calculations associated with these.
- Demonstrate knowledge of matrix properties. Solve data array problems and simultaneous linear equations in two and three variables using matrix formulations.

Assessment
Assessment task 1 (class or on-line test(s), comprising multiple choice and short answer questions) 20%*
Assessment task 2 (class or online test(s), comprising multiple choice and short answer questions) 20%*
Examination (closed book 3 hour exam): 60% (closed book exam in duration of 3 hours plus 10 minutes of reading time)
Exam consists of the combination of multiple choice, short answer and analytical questions with percentage component: 30 + 50 + 20 respectively.
* On-line testing would comprise no more than 15% of total assessment. A scientific calculator will be allowed for all assessments.

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
INTRODUCTORY ECONOMICS (MCD1690)

Purpose
The purpose of this unit is to identify and explain the basic concepts of GDP, business cycles, inflation, unemployment, supply, demand and markets, thereby acquainting students with the basic vocabulary of economics. The roles played by the government, consumers, producers and the perfectly competitive market structures will be explained. A particular emphasis in this unit is to provide students with an introduction of basic issues of both introductory Micro and Macroeconomics.

Prerequisites
Nil

Learning outcomes
Upon successful completion of this unit, students will be able to:

- Define Economics and understand the economic problem of scarcity
- Understand and apply the theory of the macro economy, with emphasis on GDP, inflation and unemployment
- Understand the concepts of demand and supply and the application of this theory
- Explain the concepts of costs and revenues in the case of a single firm
- Describe the operation of a perfectly competitive market

Assessment
Students will be assessed on: An understanding of the body of Micro and Macroeconomic knowledge
The application of the skills of: Critical assessment, interpretation, analysis, evaluation

Assessment comprises:
Research Assignment (Contribution 10% Individual, 10% Group)
Individual assignment (20%)
Final Examination (50%)
Participation (10%)

Mode of Study
This unit is taught in face-to-face mode only. There are no online or work placement components.
INTRODUCTION TO MANAGEMENT (MCD1020)

Purpose
This introductory unit is designed to provide students with an overview of the basic concepts and theories in management and a foundation for further management studies. Students are expected to develop independent learning skills required for university study and professional life.

Prerequisites
Nil

Learning outcomes

- Develop a working definition of management within organisations and explain the process, skills, roles and different levels of management.
- Explain the principles of scientific management, administrative theory, human relations management and contingency management.
- Describe the effects of the external environment, both general and specific on the organisation.
- Describe how planning, organising, leading and controlling can be managed in organisations.
- Describe the importance of organisational structure for achieving the organisation’s goals.
- Demonstrate an understanding of the importance of motivation, individual, group and team work and their impact on organisational performance and outcomes.
- Demonstrate an understanding of the importance of leadership for achieving the organisation's goals.
- You are expected to develop skills in the following areas:
  - Metacognitive skills include: recognising problems, solving problems, collaborative learning and reflecting on the problem solving process.
  - Cognitive skill includes: knowledge, evaluation, comprehension, application, analysis and synthesis.
  - Applied reading skills includes: essay structure, paraphrasing, direct quoting, paragraph structure, using topic sentences, explanations and examples, sentence variation, paragraph organisation, coherence and referencing.

Assessment
Internal Assessment 50%
Final examination: 50%

Mode of Study
This unit is conducted with three weekly classes, each of 1.5 hours duration with activities such as interactive seminars using power point and overhead slides, video presentations and tutorial time spent working through a range of activities including short answer questions, case study analysis and group work discussions.
INTRODUCTORY LAW (MCD1380)

Purpose
The aim of this unit is to provide a basic knowledge of the Australian legal system, an understanding of principles of contract law, an introduction to the law of agency and an overview of business organisations.

Prerequisites
Nil

Learning outcomes
At the completion of this unit students will be able to:

- Describe the components of the Australian legal system.
- Explain the role played by the courts, the importance of precedent and the rules of statutory interpretation
- Demonstrate an understanding of the law of negligence
- Demonstrate an understanding of the law of contract, with particular emphasis on contract formation, terms, matters affecting validity, discharge, breach and remedies
- Understand the general principles pertaining to the law of agency
- Explain and compare the different types of business organisations and describe the process for registration of business names.

Assessment
Mini Tests: 30%
Assignment: 10%
Examination: 60%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
INTERCULTURAL BUSINESS COMMUNICATION (MCD1540)

Purpose
This unit has been designed to develop your understanding of culture and its impact on business in the current environment. In this unit we will examine the impact of culture on values, norms, attitudes and patterns of communication. Your studies will assist you in developing strategies for effectively communicating and negotiating with individuals from other cultures.

You will also learn effective ways to research cultures and communication styles in order to prepare for intercultural encounters. You will have an opportunity to apply understanding of cultural and ethical issues to realistic business situations.

Prerequisites
Nil.

Learning outcomes
On completion of this unit, students should be able to:

- Demonstrate understanding of culture, communication and the issues involved in intercultural communication.
- Understand the important relationship between language and culture.
- Define, describe and analyse the cultural values, norms, attitudes and behaviours that influence and impact on business in a globalised world.
- Apply intercultural communication skills and understanding of cultural issues involved in dealing with individuals from diverse cultures.
- Conduct independent research related to intercultural theories and intercultural business.
- Understand the need to think critically and assess the credibility of sources when conducting academic and business research.
- Learn in collaboration with others, by sharing ideas and tasks.
- Demonstrate ability to plan, prepare and present ideas in a manner appropriate to academic and business worlds.

Assessment
Group business report – 25%
Oral presentation – 10%
E-portfolio – 25%
Class attendance and participation – 10%
Final examination (closed book) – 30%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
DATA ANALYSIS (MCD1110)

Purpose
The intention of this unit is to promote students’ awareness of the importance of mathematics/statistics in everyday life and to build up confidence in making effective use of mathematical/statistical ideas, techniques and processes. This unit aims to provide students with the knowledge and skills to make effective use of methods of analysing quantitative data by the use of graphical and numerical method, interpretation of results and making decision in both business and everyday life.

Prerequisites
It is recommended that students have studied Year 11 (or equivalent) Mathematics.

Learning outcomes
On completion of this unit, students should be able to:

- Arrange data into pictorial and tabular formats for presentation and interpretation purposes.
- Calculate, compare and interpret the three measures of central tendency - mean, median and mode - for both ungrouped and grouped data.
- Calculate, compare and interpret range, quartile deviation, standard deviation and coefficient of variation - for both ungrouped and grouped data.
- Understand the elementary axioms, interpretation and properties of probability, conditional probability and independence, apply probability tree in probability computation, draw Venn diagrams.
- Draw XY-scatter plot, assess the strength of linear relationship visually, calculate and interpret Pearson product-moment correlation coefficient.
- Understand the meaning of the least square regression line, calculate the least squares regression line equation, interpret the slope and \( \beta \) -intercept, use the least square regression line for estimation, assess validity of estimates.
- Understand goodness of fit, computation and interpretation of coefficient of determination, and draw the least squares regression line into an XY-scatter plot.
- Perform other forms of nonlinear regression and transformations into linear form by one of the axes scales using a square, log or reciprocal transformation.
- Apply basic residual analysis with residual plots such as: residuals on the vertical axis versus \( X \), residuals on the horizontal axis, residuals on the vertical axis versus \( \hat{y} \) on the horizontal axis, residuals on the vertical axis versus \( y \) on the horizontal axis.
- Recognise the four components of time series such as trend, seasonal, cyclical and random by a visual inspection of time series plot. Compute and apply seasonal indices, perform seasonal adjustments. Apply smoothing with moving averages with or without centring. Modelling the linear trend with linear regression.
DATA ANALYSIS (MCD1110) CONTINUED

Assessment
Assessment task 1 (class or on-line test(s)): 20%; compromising multiple choice and short answer questions.
Assessment task 2 (one of the following - class or on-line test(s), extended task, research, negotiated assignment, student design): 20%
Test consists of the combination of multiple choice, short answer and analytical questions.
Examination: 60% closed book exam in duration of 3 hours plus 10 minutes reading time.
Exam consists of the combination of multiple choice, short answer and analytical questions with percentage component 30 + 50 + 20.
* On-line testing would comprise no more than 15% of total assessments.
A scientific, or graphics calculator is allowed for all assessments.

Mode of study
This unit is taught in face-to-face mode only.
INTRODUCTION TO MARKETING (MCD1090)

Purpose
Businesses today operate in an ever changing environment. This unit is designed to introduce students to key marketing concepts. Students will develop an understanding of the role of marketing in an organization as well as the core components of marketing.
This is a core unit in the Monash College Diploma of Business, Part 1

Prerequisites
Nil

Learning Outcomes
When you have completed this unit, you are expected to:

- Be able to define marketing and outline the concepts of needs, wants and demands
- Understand the importance of the elements of the marketing organization’s macro-environment
- Appreciate the concept of value
- Be able to explain the process of marketing research and discuss its importance to marketing decision making
- Have developed an understanding of consumer and business buying behaviour
- Have acquired an understanding of market segmentation, targeting and positioning
- Be able to describe the elements of the marketing mix
- Understand the product (distinguish between goods and services)
- Be able to describe the role of price
- Be able to outline the purpose of marketing communication and the elements of the promotions mix
- Be able to explain the distribution concept
- Have developed an understanding of global marketing

Assessment
Mini Tests and Case Studies: 20%
Macro/Micro assignment: 10%
Advertising assignment and presentation: 20%
Final examination: 50%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
APPLIED MATHEMATICS (MCD1230)

Purpose
This unit is designed to provide students with the knowledge and skills to solve problems involved in linear, polynomial, quadratic, exponential, logarithmic and circular functions and differential and integral calculus of those functions.

Prerequisites
Nil

Learning Outcomes
On completion of this unit, students should be able to:

- Solve linear and simultaneous linear equations using graphical and algebraic methods.
- Use simultaneous linear equations to model and solve real world problems.
- Apply transformations to sketch graphs.
- Sketch graphs of inverse functions.
- Express quadratic equations in different forms.
- Solve quadratic equations using factorizing, quadratic formula or completing the square method.
- Sketch graphs of quadratic functions.
- Solve polynomial equations.
- Solve system of equations and literal equations.
- Use exponential and logarithmic functions to model application problems.
- Sketch graphs of exponential and logarithmic functions.
- Solve exponential and logarithmic equations.
- Demonstrate understanding of trigonometric functions, sketch the graphs and solve trigonometric function problems.
- Demonstrate understanding of differential calculus and the use of various differential calculus techniques to solve mathematical problems.
- Use first principles to find differentiation of various functions.
- Differentiate various functions including polynomials, circular, exponential and logarithmic functions.
- Apply the product, quotient and chain rules to find the derivative of functions.
- Apply the techniques of differential calculus for graph sketching and finding the equations of tangents and normals.
- Apply the techniques of differential calculus to solve the problems in rates of change and optimisation.
- Demonstrate understanding of anti-differentiation and apply the techniques of anti-differentiation to graphs, rates and straight-line motion.
- Demonstrate understanding of integral calculus to the integral and the use of integration techniques to solve area and rate problems.
APPLIED MATHEMATICS (MCD1230) CONTINUED

Assessment
Test 1: 20%
Test 2: 20%
Final Examination: 60%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
ACCOUNTING FOR MANAGERS (MCD2150)

Purpose
This unit is designed to introduce accounting principles and practice for decision making in business environment.

Prerequisites
Nil

Learning outcomes
As a result of undertaking this unit, you should be able to:

- Explain different business structures and capital investment evaluation
- Understand the process of business planning and performance measurements
- Prepare budgets, perform cost-volume-profit analysis, and make costing and pricing management decisions
- Analyse and interpret financial reports and explain their use for management decision making
- Apply critical thinking, problem solving and presentation skills to individual and group activities dealing with first year accounting for managers unit.

Assessment
Internal : online quiz, two tests, group work and pre-tutorial preparation - total 40%
Final Exam - 60 %. The exam is a hurdle requirement.

Mode of study
This unit is taught in face-to-face mode; it involves using of online resources (e-textbook, online quiz assessment, Moodle site for tutorial and lecture material).
There is no workplace component in this unit.
MANAGEMENT 1: MANAGING PEOPLE AND ORGANISATIONS (MCD2040)

Purpose
This unit is designed to develop an understanding of how organisations are managed and to enable the application of analytical skills to a range of managerial and organisational issues.

Prerequisites
Nil

Learning outcomes
When you have completed this unit, you are expected to be able to:

- Define management and summarise the evolution of management ideas on how managers may influence, people, organisations and their contexts to achieve organisational goals. This includes an awareness of the cultural contexts of the original source and the development and contemporary application of management theory and practice.
- Identify and discuss contextual factors in the organisation's environment that impact on how people, managers and organisations interact
- Describe how decision-making, planning, leading, organising and controlling can be managed in organisations
- Examine the impact on individuals and organisations of contemporary issues in management, including stakeholder interests, ethics and social responsibility
- Apply the skills of academic writing, research, questioning and analysis required of the management discipline.

Assessment
Tutorial participation and assignments: 50%
Examination: 50%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
MICROECONOMICS (MCD2020)

Purpose
Microeconomics is the study of humans in ordinary business of life and recognises that people must make tradeoffs which involve costs between competing alternative uses of scarce resources. The unit aims to introduce you to the economic way of thinking.

Prerequisites
Nil

Learning outcomes
On completion of this unit, students should be able to:

- Identify and analyse the nature of economics and the role of economic systems.
- Analyse the nature of demand and supply for a product or service.
- Identify and analyse the nature of production.
- Analyse the outcome of price and output in different market structures.
- Evaluate the role of government economic policy and its impact on resource allocation.

Assessment
The mid-semester test, individual research assignment, weekly participation marks and weekly quizzes: 50%
Examination: 50%

Mode of study
This unit is taught in face-to-face mode. There are online components. – weekly quizzes: 10%
MARKETING 1: MARKETING THEORY AND PRACTICE (MCD2050)

Purpose
This unit is designed to provide a broad understanding of the formal discipline of marketing and of the key marketing activities in business.

Prerequisites
Nil

Learning outcomes

Objectives
When you have completed this unit, you are expected to be able to:

- Understand the role of marketing within an organisation
- Be familiar with the roles and responsibilities of marketers
- Recognise how marketing principles can explain, predict and determine a course of action in a practical situation

English Language Outcomes

- Perform effectively in English during a prepared academic presentation
- Participate effectively in groups during academic discussions of unit related content in English
- Listen to and mostly comprehend spoken texts including academic, classroom and advertising genres
- Use note-taking strategies to record information from spoken texts and show understanding
- Use a range of reading strategies to assist comprehension of written texts including industry reports, textbooks, academic and multimedia genres
- Identify key information and produce accurate notes and summaries from written texts to demonstrate understanding
- Demonstrate application of theories studied through reference to examples
- Write substantial, coherent and mostly accurate texts following templates provided
- Produce short and extended written texts that appropriately respond to timed exam questions
- Support views with reference to literature and by following academic conventions

Assessment

Multiple choice questions, group activities  5%
Major report 15%
Mid Trimester test 15%
In class tests 15%
Examination: 50%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
BUSINESS LAW (MCD2070)

Purpose
This unit introduces the way in which law impacts on business.

Prerequisites
MCD1380 Introductory Law
(For Business and Commerce streams only. For Part 2 students, Part 1 pre-requisites are not applicable)

Learning outcomes
On completion of this unit, students should be able to:

- Describe the sources of law in Australia and the ways in which the courts interpret the law.
- Explain the law as it relates to negligent conduct, with particular emphasis on negligent advice.
- Explain the law of contract, with particular emphasis on the rules relating to contract formation, the identification of terms, discharge of the contract and remedies arising from breach.
- Explain partnership law, with particular emphasis on the formation of a partnership, the relationship between partners and between partners and outsiders dealing with them.
- Describe corporations law, with particular emphasis on the consequences of incorporation, the different types of corporations and the duties of company directors.
- Describe the law as it relates to business practices, which are deemed anti-competitive.

Assessment
Essays, tests or other assignments: 30%
Examination: 70%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
BUSINESS STATISTICS (MCD2080)

Purpose
This unit is designed to provide skills in data analysis and statistical processes as applied to business and basic business computations and techniques.

Prerequisites
MCD1110 Data Analysis and MCD1550 Introduction Mathematics for Business or equivalent
(For Business stream only. For Part 2 students, Part 1 pre-requisites are not applicable)
MCD1110 Data Analysis and MCD1230 Applied Mathematics or equivalent
(For Commerce stream only. For Part 2 students, Part 1 pre-requisites are not applicable)

Learning outcomes
On completion of this unit, students should be able to:
- Use tables, graphs and charts to present data in meaningful forms.
- Calculate measures of central tendency and dispersion for raw data and estimate measures of central tendency and dispersion from grouped data.
- Use Pivot Tables using Excel.
- Identify the main features of the binomial and general discrete probability distributions, and apply these to business problems.
- Recognise and utilise normal distribution probability curves, and perform associated business calculations involving the use of standard normal tables and statistical functions in Excel.
- Select a simple random sample and identify possible sources of bias in sample surveys.
- Use the normal distribution and t-distribution to calculate confidence intervals for population parameters.
- Use the normal distribution and t-distribution to test statistical hypotheses.
- Utilise statistical concepts and methods, including correlation and linear regression, to explore and explain the relationship between two variables.
- Identify and interpret the four basic components of a time series and apply elementary forecasting techniques to time series data and
- Use the chi square distribution for testing of independence between two categorical variables.
- Perform simple statistical analysis, calculation and report writing using Excel.

Assessment
* Assignment, test tutorial work and pre-lecture activities: 40%
* Examination 60%
* Approved calculator will be allowed for test and exam. Assignment should be done using Excel.

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
INTRODUCTION TO FINANCIAL ACCOUNTING (MCD2160)

Purpose
This unit provides students with an introduction to financial accounting guided by the Conceptual Framework and Accounting Standards. Emphasis is placed on accounting processes, practices and policies that enable financial statements to be prepared. Students will integrate theoretical and technical knowledge learned and exercise judgement to explore accounting issues.

Prerequisites
Nil

Learning outcomes
The learning goals associated with this unit are to:

- Identify and analyse measurement systems and their relationship with the accounting Conceptual Framework
- Apply the principles of double-entry and accrual accounting
- Describe and apply definitions and recognition criteria for assets, liabilities, incomes and expenses as specified in the Conceptual Framework
- Apply principles of selected Accounting Standards and prepare financial statements for business entities including service and retail organisations
- Develop the ability to work effectively in a team; and demonstrate the development of skills in research, judgement and oral communication.

Unit Structure
- This unit covers the following topics:
  - The Conceptual Framework
  - Accounting for Service Business
  - Accounting for Trading Business
  - Balance Day Adjustments
  - Closing, Reversing, Reporting Entity and Special Journals
  - Internal Control, Bank Reconciliation and Inventory Valuation
  - Cash Flow and Equity
  - Accounting for non-current assets
  - Accounting for Liabilities
  - Accounting for Intangible assets, Income and Expenses
  - Measurement systems critique including agriculture.

Assessment
Tests, Assignment, Presentations and online tasks: 50%
Examination: 50%

Mode of study
MCD2160 uses cloud based pre class, online tasks as well as face to face lectorials and tutorials
FOUNDATIONS OF FINANCE (MCD2170)

Purpose
As a foundation, this unit introduces students to the concepts of finance, financial mathematics, investment analysis, the financial system, risk management and the relationship of finance to other commercial disciplines.

Prerequisites
Nil

Learning outcomes
When you have completed this unit, you are expected to be able to:

• Describe the foundation concepts of finance; and,
• Relate the concepts of finance to other commercial disciplines.
• Demonstrate an introductory understanding of the concepts of finance in preparation for additional study in the discipline

Assessment
Pre-class homework: 10%
In-class activity: 20%
Post-class activity: 10%
Business report: 10%
Final examination: 50%

Mode of study
The unit is delivered through a combination of online pre-class content in Moodle, and 2x2 hours a weekly interactive workshop. Minimum total expected workload to achieve the learning outcomes for this unit is 144 hours per trimester typically comprising a mixture of scheduled learning activities and independent study. Independent study may include associated readings, assessment and preparation for scheduled activities. Scheduled activities may include a combination of teacher directed learning, peer directed learning and online engagement.

Prior to the first session of each week students will be required to read learning modules online (in Moodle) and to complete online homework tasks (in MyFinanceLab). After attending two sessions each week students will be required to complete an on-line comprehensive activity and submit it on Moodle.

Clear instructions will be given each week, ahead of following week’s learning, of requirements to be completed prior to class. Activities to be investigated and discussed in the subsequent session will also be provided with guiding questions and suggested material.
MACROECONOMICS (MCD2090)

**Purpose**
This unit is designed to enable application of macroeconomic principles to the analysis and evaluation of economic policies.

**Prerequisites**
Nil

**Learning outcomes**
On completion of this unit, students should be able to:

- Apply economic analysis appropriate to achieving an understanding of the working of the macro economy.
- Explain and apply the principles of aggregate demand and aggregate supply and explain their relationship to equilibrium of the economy.
- Explain and analyse the forces which determine the level of national output, employment and inflation.
- Explain and analyse the role of the money supply and interest rate in determining the level of economic activity.
- Explain the significance of Australia's economy in relation to the rest of the world and the implications of this interdependence for the balance of payments and the exchange rate and
- Explain the relationship between price level and output.
- Explain how the role of monetary and fiscal policies affects the aggregate demand.

**Assessment**
Online tests : 10%
Mid-term test: 20%
Participation: 10%
Examination: 60%

**Mode of study**
This unit is taught in face-to-face mode only.
MARKETING 2: BUYER BEHAVIOUR (MCD2110)

Purpose
This unit is designed to develop an understanding of the reasons why consumers behave in a certain way and how marketing can use this knowledge.

Prerequisites
MCD2050 Marketing 1

Learning outcomes
On completion of this unit, students should be able to:

- Explain the evolution of the study of buyer behaviour.
- Explain the role of innate and acquired needs and the process of motivation as well as consideration of how markets can be segmented.
- Explain how perspectives on the ‘self’ may influence consumption patterns.
- Explain the meaning of the perceptual processes and how they can be adapted to modern marketing and communications.
- Compare behavioural and cognitive learning theories, and how these can be applied in communication and marketing strategies.
- Develop an understanding of attitudes and their formation and how they may be changed.
- Analyse the role of the consumer as a decision maker and product user.
- Analyse notions of collective decision making as practised by families and other groups.
- Consider the role and influence of opinion leaders and reference groups.
- Define social class and analyse concepts of class consumption patterns and behaviours.
- Analyse culture, subcultures, and their impact on buyer behaviour.
- Explain the innovation and diffusion process as it relates to product information in the market place.

Assessment
Essays, reports, case studies, tests or other assignments: 50%
Final examination: 50%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
MANAGERIAL COMMUNICATION (MCD2030)

Purpose
This unit is designed to develop students' awareness of communication issues and their own capacity as professionals to communicate effectively.

Prerequisites
Nil

Learning outcomes
On completion of this unit, students should be able to:

- Discuss communication in terms of theoretical models and explain how they apply to the managerial role within an organisation.
- Analyse and discuss the significance of the function of managerial communication.
- Discuss the cultural context of managerial communication.
- Demonstrate competence in researching, reading, critically analysing, evaluating, and reporting both orally and in writing on a range of topics and issues in managerial communication.
- Develop and demonstrate an understanding of the dynamics of interpersonal communication and the skills necessary for effective communication within organisations.
- Discuss the dynamics of group communication and demonstrate skills necessary for effective group decision-making and communication.
- Develop an understanding of organisation-wide communication issues and contexts.
- Discuss the impact of communication and information technologies on managerial communication.

Assessment
Assignments: 60%
Examination: 40%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
FUNCTIONS AND THEIR APPLICATIONS – COMMERCE STREAM (MCD2130)

Purpose
The focus of this unit will be on the behavior of functions and examining some of their applications to the real world. The way that functions will be introduced is by individually describing the characteristics of families of different function types (linear, polynomial, rational, exponential, logarithmic and trigonometric). The composition of functions through possible combination of different types of component functions will also be investigated. Other operations on functions such as transformations via shifting, scaling and reflection will be presented, along with the existence and meaning of inverse functions.

This initial part of the course will then be used to provide a foundation for examining the rate of change of a function. Principally this involves defining the elementary principles of differential calculus and then utilising these with respect to the types of functions mentioned above. As a final topic an introduction to integral calculus is presented.

Prerequisities
It is recommended that students have studied Year 11 (or equivalent) Mathematics.

Learning outcomes
On completion of this subject, students will have acquired knowledge of:

- The notions of function and their representation as tables, graphs or mathematical expressions;
- Basic characteristics of linear, polynomial, rational, exponential, logarithmic and trigonometric functions;
- The algebra of functions;
- Methods of transformations of a function and finding inverse functions;
- The notion of rate of change of a function and finding derivatives of functions.
- Finding the anti-derivative of a function and using its main application: The Fundamental Theorem of Calculus.

And will have developed skills in:

- Identifying different types of functions and mathematically analysing their behaviour;
- Creating graphs illustrating important characteristics of a function;
- Being able to interpret transformations of a function and to be able to find the inverse of a function (with the notable exception of inverse trigonometric functions as they are not currently on the syllabus);
- Basic techniques of The Calculus;
- Forming a LOGICAL progression of thought.

Assessment
Assessment will consist of

Three assignments: 20% (each worth 7%, 7% and 6% respectively)
Tutorial work: 10%
Diagnostic online quizzes: 10%
Final exam: 60%

Mode of study
This unit is taught in face-to-face mode only. There are no online or work placement components.
BUSINESS MATHEMATICS - BUSINESS STREAM (MCD2140)

Purpose
The aim of this unit is to provide students with the knowledge and skills to make effective use of mathematical ideas, techniques and processes in both business and everyday life.

Prerequisites
It is recommended that students have studied year 11 (or equivalent) mathematics.

Learning outcomes
On completion of this unit, students should be able to:

- Demonstrate knowledge of key features of straight line and line segment graphs and the form of related tables of values.
- Demonstrate knowledge of the concept of breakeven analysis and its relation to graphic and tabular representation of relations.
- Demonstrate knowledge of non-linear relations in terms of a constant of proportionality and key features.
- Demonstrate knowledge of linear inequalities, systems of linear inequalities and their properties.
- Demonstrate knowledge of terms, concepts and definitions associated with sequences and recurrence relations, simple interest, compound interest, growth and decay in financial contexts, depreciation methods, annuities and reducing balance loans, and formulas and calculations associated with these.
- Demonstrate knowledge of matrix properties. Solve data array problems and simultaneous linear equations in two variables using matrix formulations.

Assessment
Assessment task 1 (class or on-line test(s), comprising multiple choice and short answer questions) 20%*
Assessment task 2 (class or online test(s), comprising multiple choice and short answer questions) 20%*
Examination (closed book 3 hour exam): 60% (closed book exam in duration of 3 hours plus 10 minutes of reading time)
Exam consists of the combination of multiple choice, short answer and analytical questions with percentage component: 30 + 50 + 20 respectively.
* On-line testing would comprise no more than 15% of total assessment. A scientific calculator will be allowed for all assessments.

Mode of study
This unit is taught in face-to-face mode only.
DIPLOMA ALIGNED SKILLS WORKSHOP (MCD0001)

Purpose
The purpose of this unit is to help students develop skills that are necessary for Introductory Economics and Introduction to Management.

Prerequisites
Nil

Learning outcomes
On completion of this unit, students should develop skills in the following areas:

- Reading and comprehension skills
- Referencing and research skills
- Writing skills that include paraphrasing and sentence structure
- Examination preparation skills that includes interpreting and answering questions
- Resilience Skills

Assessment
The students must attend these workshops to achieve their participation mark in Introductory Economics and Introductory to Management.

Mode of Study
This unit is taught in face-to-face mode only. There are no online or work placement components.
DIPLOMA ALIGNED SKILLS WORKSHOP (MCD0009)

Purpose
The purpose of this unit is to help students develop skills that are necessary for Introductory Economics and Introduction to Management.

Prerequisites
Nil

Learning outcomes
On completion of this unit, students should develop skills in the following areas:

- Reading and comprehension skills
- Referencing and research skills
- Writing skills that include paraphrasing and sentence structure
- Examination preparation skills that include interpreting and answering questions
- Resilience Skills

Assessment
The students must attend these workshops to achieve their participation mark in Introductory Economics.

Mode of Study
This unit is taught in face-to-face mode only. There are no online or work placement components.