

257-AL Master of Applied Commerce

Year and Campus:	2008																									
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees																									
Level:	Graduate/Postgraduate																									
Duration & Credit Points:																										
Contact:	Graduate School Office, Faculty of Economics and Commerce																									
Course Overview:	This course aims to provide graduates with a comprehensive, advanced grounding in the core business areas of accounting, economics, human resource management, finance, information systems, management and marketing.																									
Objectives:	<p>On successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> # Analyse the fundamental principles involved in managing markets and organisations; # Explain the critical importance of marketing, finance, accounting, human resources, economics, quantitative methods and management for superior business performance; # Synthesise empirical evidence and apply theories of business to the development of an in-depth business plan for a real-world company; and # Apply business theories to real world business practice. <p>On successful completion of this course, students should have enhanced their skills in:</p> <ul style="list-style-type: none"> # Critically evaluating an argument. For example, the argument that market share does not necessarily create shareholder value because market share often comes at a cost; # Problem solving, which should be fostered through the application of appropriate theories or principles. For example, students should be able to determine when to lower a product price permanently as opposed to using a series of price promotions; # Oral and written communication; # Collaborative learning and team work; and # Strategic thinking. 																									
Course Structure & Available Subjects:	The Master of Applied Commerce 16 Subject Program consists of sixteen semester-length subjects comprising two fundamentals subjects, ten core subjects and four elective subjects.																									
Subject Options:	<p>Two fundamentals subjects: Fundamentals</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>325-491 Business Fundamentals</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>and one 200- or 300-level Economics and Commerce subject as approved by the Academic Director of the Master of Applied Commerce. Students who have completed appropriate undergraduate study may be exempted (not credited) from undertaking these fundamentals subjects.</p> <p>Five compulsory subjects: Five compulsory subjects</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>306-660 Accounting for Decision Making</td> <td>Semester 1, Semester 2, Summer</td> <td>12.50</td> </tr> <tr> <td>306-662 Information Processes & Control</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>316-660 Managerial Economics</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>325-640 Marketing Management</td> <td>Semester 1, Semester 2, Summer</td> <td>12.50</td> </tr> <tr> <td>333-641 Financial Management</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table>		Subject	Study Period Commencement:	Credit Points:	325-491 Business Fundamentals	Semester 1, Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	306-660 Accounting for Decision Making	Semester 1, Semester 2, Summer	12.50	306-662 Information Processes & Control	Semester 1, Semester 2	12.50	316-660 Managerial Economics	Semester 1, Semester 2	12.50	325-640 Marketing Management	Semester 1, Semester 2, Summer	12.50	333-641 Financial Management	Semester 1, Semester 2	12.50
Subject	Study Period Commencement:	Credit Points:																								
325-491 Business Fundamentals	Semester 1, Semester 2	12.50																								
Subject	Study Period Commencement:	Credit Points:																								
306-660 Accounting for Decision Making	Semester 1, Semester 2, Summer	12.50																								
306-662 Information Processes & Control	Semester 1, Semester 2	12.50																								
316-660 Managerial Economics	Semester 1, Semester 2	12.50																								
325-640 Marketing Management	Semester 1, Semester 2, Summer	12.50																								
333-641 Financial Management	Semester 1, Semester 2	12.50																								

Three constrained choice compulsory subjects:

Select ONE of the following two subjects

Constrained choice 1

Subject	Study Period Commencement:	Credit Points:
316-893 Quantitative Decision Making 2	Semester 2	12.50
325-663 Human Resource Management	Semester 1, Semester 2	12.50

Select ONE of the following two subjects:

Constrained choice 2

Subject	Study Period Commencement:	Credit Points:
316-661 Quantitative Methods for Business	Semester 1, Semester 2	12.50
316-802 Macroeconomics for Managers	Semester 1, Semester 2	12.50

Select ONE of the following two subjects:

Constrained choice 3

Subject	Study Period Commencement:	Credit Points:
325-664 Strategic Management	Semester 1, Semester 2	12.50
325-696 Operations Management	Semester 1	12.50

Six elective subjects:

Six elective subjects selected from the Faculty's postgraduate offerings with the permission of the Academic Director of the Program.

Entry Requirements:

An undergraduate degree in any discipline, or equivalent.

Core Participation Requirements:

<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p>

Notes:**Assessment**

Students must pass all sixteen subjects to qualify for the Master of Applied Commerce 16 Subject Program.

Graduate Diploma in Applied Commerce

Students enrolled in any of Master of Applied Commerce programs who are either unable, or who choose not to continue with their studies, may be eligible to exit with a Graduate Diploma in Applied Commerce. Students must have successfully completed four core subjects and four elective subjects, and be in good standing to be eligible to be awarded the Graduate Diploma in Applied Commerce.

Graduate Certificate in Applied Commerce

Students enrolled in any of Master of Applied Commerce programs who are either unable, or who choose not to continue with their studies, may be eligible to exit with a Graduate Certificate of Applied Commerce. Students must have successfully completed three core subjects and one elective subject, and be in good standing to be eligible to be awarded the Graduate Certificate in Applied Commerce.

Students who are enrolled in the 16 subject streams of any of the Master of Applied Commerce programs must have successfully completed the two fundamentals subjects, in addition to the above requirements, in order to be eligible for the award of the Graduate Diploma or Graduate Certificate.