

## 257-AL Master of Applied Commerce

| <b>Year and Campus:</b>                           | 2009   |                |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
|---|--|----------------|---------|----------------------------|----------------|--|--------------------------------|--------|---|------------------------|--------|------------------------------|------------------------|--------|------------------------------|--------------------------------|--------|-----------------------------------|------------------------|--------|
| <b>Fees Information:</b>                          | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>  |                |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| <b>Level:</b>                                     | Graduate/Postgraduate  |                |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| <b>Duration &amp; Credit Points:</b>              |  |                |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| <b>Contact:</b>                                   | Melbourne Graduate School of Management<br><a href="http://ecom-unimelb.custhelp.com">http://ecom-unimelb.custhelp.com</a> ( <a href="http://ecom-unimelb.custhelp.com/">http://ecom-unimelb.custhelp.com/</a> )   |                |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| <b>Course Overview:</b>                           | 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.   |                |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| <b>Objectives:</b>                                | <p>On successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li># Analyse the fundamental principles involved in managing markets and organisations;</li> <li># Explain the critical importance of marketing, finance, accounting, human resources, economics, quantitative methods and management for superior business performance;</li> <li># Synthesise empirical evidence and apply theories of business to the development of an in-depth business plan for a real-world company; and</li> <li># Apply business theories to real world business practice.</li> </ul> <p>On successful completion of this course, students should have enhanced their skills in:</p> <ul style="list-style-type: none"> <li># 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;</li> <li># 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;</li> <li># Oral and written communication;</li> <li># Collaborative learning and team work; and</li> <li># Strategic thinking.</li> </ul> |                |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| <b>Course Structure &amp; Available Subjects:</b> | 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.   |                |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| <b>Subject Options:</b>                           | <p><b>Two fundamentals subjects:</b><br/><b>Fundamentals</b></p> <p>Two Master of Management foundation subjects as approved by the Program Director. Students who have completed appropriate study may be exempted (not credited) from undertaking these fundamentals subjects.</p> <p><b>Five compulsory subjects:</b><br/><b>Five compulsory subjects</b></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>Summer, Semester 1, Semester 2</td> <td>12.500</td> </tr> <tr> <td>306-662 Information Processes &amp; Control</td> <td>Semester 1, Semester 2</td> <td>12.500</td> </tr> <tr> <td>316-660 Managerial Economics</td> <td>Semester 1, Semester 2</td> <td>12.500</td> </tr> <tr> <td>325-640 Marketing Management</td> <td>Summer, Semester 1, Semester 2</td> <td>12.500</td> </tr> <tr> <td>333-692 Financial Decision Making</td> <td>Semester 1, Semester 2</td> <td>12.500</td> </tr> </tbody> </table> <p><b>Three constrained choice compulsory subjects:</b><br/>Select ONE of the following two subjects</p>   |                | Subject | Study Period Commencement: | Credit Points: | 306-660 Accounting for Decision Making | Summer, Semester 1, Semester 2 | 12.500 | 306-662 Information Processes & Control | Semester 1, Semester 2 | 12.500 | 316-660 Managerial Economics | Semester 1, Semester 2 | 12.500 | 325-640 Marketing Management | Summer, Semester 1, Semester 2 | 12.500 | 333-692 Financial Decision Making | Semester 1, Semester 2 | 12.500 |
| Subject   | Study Period Commencement:   | Credit Points: |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| 306-660 Accounting for Decision Making            | Summer, Semester 1, Semester 2   | 12.500         |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| 306-662 Information Processes & Control           | Semester 1, Semester 2   | 12.500         |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| 316-660 Managerial Economics                      | Semester 1, Semester 2   | 12.500         |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| 325-640 Marketing Management                      | Summer, Semester 1, Semester 2   | 12.500         |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |
| 333-692 Financial Decision Making                 | Semester 1, Semester 2   | 12.500         |         |                            |                |  |                                |        |   |                        |        |                              |                        |        |                              |                                |        |                                   |                        |        |

**Constrained choice 1**

| Subject                           | Study Period Commencement: | Credit Points: |
|-----------------------------------|----------------------------|----------------|
| 325-663 Human Resource Management | Semester 1, Semester 2     | 12.500         |
| 325-621 Organisational Behaviour  | Semester 1, Semester 2     | 12.500         |

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     | 12.500         |
| 316-802 Macroeconomics for Managers       | Semester 1, Semester 2     | 12.500         |

Select ONE of the following two subjects:

**Constrained choice 3**

| Subject                       | Study Period Commencement: | Credit Points: |
|-------------------------------|----------------------------|----------------|
| 325-664 Strategic Management  | Semester 1, Semester 2     | 12.500         |
| 325-696 Operations Management | Semester 1                 | 12.500         |

**Six elective subjects:**

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

**Entry Requirements:**

An undergraduate degree in any discipline, or equivalent.  
Completion of the Graduate Management Admissions Test (GMAT)  
Personal Statement

**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: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a></p>

**Notes:**

**Please note: Entry to the Master of Applied Commerce will not be available from Semester 1, 2009.**

**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.