



Approved list of electives



Elective	Overview
Accountability & Corporate Social Responsibility	Accountability and corporate social responsibility (CSR) has been gaining increasing prominence in recent years, particularly with the dramatic failures of some large companies worldwide. As a consequence CSR is no longer seen by many organisations to be discretionary or negotiable, but a necessary, and integral, part of the way that people do business in companies, governments and NGOs. This is not easy to put into practice, and therefore, the aims of this Unit will be to open up new spaces for social thinking about how the vision, principles and values of CSR can be translated, and then embedded, into everyday policies and practices of a wide variety of organizations.
Contemporary Health Policy	The overall aim of this unit is to provide students with introductory level policy skills pertinent to public health and health promotion policy environments. This unit assumes the students have an understanding of public health and health promotion. Students will be introduced to policy theory to understand how policies come into being, for what purposes, and processes by which policies are developed. Policy analysis skills are introduced to allow students to critically examine policies that promote health.
Corporate Governance	This unit consists of five distinctive parts. In Part One students are introduced to some of the most basic aspects regarding corporate governance, the stakeholders debate, board structures and types of company officers. In Part Two the focus is on corporate governance in Australia. Part Three deals with several aspects of corporate governance. Part Four adds an international perspective to corporate governance, with the emphasis on the US, UK and Germany. Part Five deals with some policy issues and possible future developments and possible corporate governance trends.
Corporate Governance & Ethics	This unit considers the environment for corporate accountability and the role of people within the context of professional and business ethics. This unit specifically gives an international perspective to the introduction of competing expectations about the purpose of organisations and hence raises questions concerning the appropriate responsibility of their managers. It develops the position that the responsibility of managers for effective action extends not only to the familiar economic and market considerations but also to the wider social/public arena. Students will learn to analyse, question critically and perhaps challenge the ethical and moral standards and priorities that they apply to business and professional behaviour.
eBusiness strategies	With the IT industry regaining much of its lost momentum in recent years, this unit examines the important themes and emerging issues in the formulation of eBusiness strategies. The unit provides students with an insight into eBusiness strategy formulation, and the various tools for achieving this. The unit also covers mobile commerce, profitability using eBusiness, knowledge management, and eBusiness models.



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Economics for Managers	The unit covers the policy and strategic aspects of business management and also provides a practical and pragmatic approach to policy issues. Topics include dynamics of market behaviour; implications of various forms of corporate regulation such as the Trade Practices Act; impact of macroeconomic policies and the impact of a changing world economic environment, and their effect on the economy in general and the student's business in particular.
Governance and Accountability	Accountability is central to ideas and practices of effective governance. But, in the face of at times quite fundamental challenges and changes, traditional modes of governance and accountability are being re-evaluated, and in important ways re-invented. This unit explores these developments in a critical and analytic manner. It locates management within its context of political, legal, fiscal and ethical accountability to diverse stakeholders. A key aim is for students to develop a critical understanding of the complex and at times competing array of accountabilities at play today, at the same time exploring ways of responding effectively, imaginatively and ethically to these demands.
Health and Biotechnology Law	Health and Biotechnology law is a rapidly growing discipline in Australia. This unit aims to provide students with an understanding of the law relevant to the health system and the biotechnology industry. Topics include: the law relating to the health system, the biotechnology industry, the pharmaceutical industry, the central contemporary ethical issues in the health and biotechnology industries, the regulation of the medical profession, medical negligence, the right to refuse treatment and the end of life decisions.
Human Resource Management	The objective of the first section of this unit is to develop an understanding of strategic human resource management and the policies, methods and techniques utilised in human resource management functions with particular emphasis on the workplace. Specific attention is given to issues of recruitment, selection, human resources planning, human resources development, and managing for performance. The study and practice of human resources will develop skills and understanding of how human resources fits within processes of strategy formulation and organisational change. The focus is on Australian issues and solutions.
IT Strategy & Management	Virtually all business strategy now depends to some extent on effective IT. This unit aims to give students the confidence to manage and work effectively with information systems (IS), the related enabling technologies (IT), and IT professionals. The unit addresses IT strategy (including the links between IT strategy and organisational strategy); and considers advances in IT that enable increasing efficiencies, and new organizational initiatives. The unit also considers the structure, governance, and management of the IS function, and relationships with external suppliers and vendors. The goal is to equip students with the capacity to adequately plan for their organisation's use of IT to support, and sometimes shape, business strategy.



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Management Communication	The unit aims to enable students to consider the range of situations in which communicative competence is important; reflect on their strengths and weaknesses as communicators; explore theories, models and techniques in order to enhance their understanding of the communication process; and develop practical skills in communication in a range of situations. Topics include: rhetoric, imagery and the bases of social influence in organisations; the helping relationship, counselling and interpersonal communication; the process of negotiation; non-verbal and para-linguistic communication; communication process in groups; presentation of self and of information to groups and to the electronic media; and the strategic use of written communication.
Managing Innovation	This unit focuses on the major events that occurred throughout industrial history. Approaches to innovation are explained in terms of the major shifts within management. Topics to be addressed in this unit include: mental modes of the management process; models of appropriate control; quality assurance; improving performance; innovation strategies; and leading people in an environment of innovation.
Online Solutions for Business	The dotcom crash emphasised the need for managers and IT professionals to understand better how organisations can use eBusiness successfully. This business-focused unit achieves this goal by exploring information-related problems internal and external to businesses (in such areas as human resources, knowledge resources, manufacturing, customer relationship management and support, and supply chain management), and examining how eBusiness can help address them. It also examines eBusiness security and legal issues.
Organisational Behaviour	Organisational behaviour focuses on the systematic study of the attitudes and behaviours of individuals and groups in organisational settings. The purpose is to assist managers in predicting, explaining and controlling the behaviour of people in organisations. The unit aims to establish a conceptual understanding of the dynamics of individual and group behaviour in organisations, to examine the ways in which different forms of organisational structure and leadership influence that behaviour, and to analyse the ability of organisations to respond to external change and to manage their own internal change processes.
Principles of Policy Studies	Government policy decisions affect every area of our lives. This unit concentrates on analysing public policy, policy implementation and outcomes of policy from different perspectives. Students are introduced to the tools of analysis in the policy process, concentrating on the institutions, actors and policy context. The unit grounds the theoretical discussions of public policy in a number of case studies relating to taxation, industry policy, industrial relations, social policy, gender and the environment.



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Principles of Practice of Public Health	<p>Through this unit, students are provided with an integrated overview of the ways in which different theories and disciplinary perspectives have informed public health principles and practices both in the past and present. The unit provides the foundations for a contextual understanding of the specific methods of public health research, policy development and program planning and implementation. Principles and Practice of Public Health is a 'glue' unit for the study of public health, drawing linkages between areas that may at first sight appear quite disparate. This unit aims to provide students with an overview of public health as an organized global and local effort to promote and protect the health of the public. Links are drawn between the past and present to provide the foundations for a contextual understanding of the specific methods of public health practice and policy development. Students are encouraged to position themselves within public health debates. This unit will cover: history of public health and lessons learned from history; concepts of equity/inequity, social epidemiology, population health, justice and universalism, public-private tensions, planning and intersectoralism, globalisation and health and specific topics as health impact assessment, child public health, public health nutrition</p>
Project Management	<p>This unit examines project management in the current dynamic, virtual, information enabled, knowledge intensive organisational environment facilitated by ICT. Consequently this unit emphasises skills as well as techniques that can be derived from traditional project management and explores innovations relevant for the successful management of projects. It also investigates the task of managing project knowledge which is regarded as a central skill for managing future projects. Students have the opportunity to apply the knowledge gained from this unit in the MSC761 Practical Project unit. Topics covered in the unit include: overview of project management; the virtual context; planning processes; project communication; procurement; tools, techniques and enabling technologies.</p>
Public Management	<p>This unit examines the changes that have occurred in public agencies as they have moved away from traditional bureaucratic organisational structures, and the implications of these changes for managers. It examines the current models of devolved public service delivery and policy development that have replaced conventional centralised bureaucratic models. It critically evaluates these models against various and possibly competing public sector requirements, including resource efficiency, policy effectiveness, and accountability to diverse stakeholders. It aims to develop practical understanding of how to manage the complexity that results from the use of these models.</p>