

# Faculty of Business

The Faculty of Business offers three majors in the professionally-oriented Bachelor of Business degree. The three majors are Accounting, Human Resource Management and Marketing. Various combinations of two majors are also offered.

The Faculty also offers the following double degrees in association with other faculties:

- Bachelor of Business/Bachelor of Teaching (four years)  
(see *Faculty of Education and Science section*)
- Bachelor of Arts/Bachelor of Business (four years)  
(see *Faculty of Arts and Theology section*)

The Bachelor of Business is a three-year course that prepares graduates to function as first-level business professionals across a range of settings such as accounting, finance, human resource management and marketing, within the context of a multicultural society. The Faculty of Business at Avondale specialises in preparing graduates for Christian-oriented and Not-For-Profit organisations as well as for the wider business community. Both *CPA Australia* and *The Institute of Chartered Accountants in Australia (ICAA)* accredit the Bachelor of Business Accounting strand. Students in the Bachelor of Business study a set of core business studies in accounting, financial management, economics, professional ethics, business law, and Christian Studies, through which graduates acquire a sound, interdisciplinary knowledge-base, attitudes and skills that, when applied in practice, will enable them to function within a business environment in an effective and creative manner.

The Faculty offers various postgraduate courses, the Master of Leadership and Management and its nested courses the Graduate Certificate in Leadership and Management, the Graduate Diploma of Leadership and Management, the Master of Leadership and Management, and the Master of Leadership and Management (Honours). (See the Avondale Postgraduate Handbook 2011–2012).

## Staff

### Dean

Dr Keith Howson  
DipBus, BSc, MBA, MCom, PhD, CA

### Senior Lecturers

Dr Maurice G Ashton  
DipSc Avondale, BSc(Hons) Lond, DipEd Monash, GradDipIUC  
SACAE, GradDipCompSc, BCompSc(Hons), PhD Ncle  
*Information Technology*

Lyn Daff  
BCom Melbourne, GradDipComputing, Deakin, MBusSystems  
Monash, CA  
*Accounting*

Dr Keith Howson  
DipBus Helderberg, BSc, MBA Andrews, MCom Witwatersrand,  
PhD Ncle, CA  
*Accounting*

Dr Peter J Morey  
DipSc Avondale, BSc Lond, DipEd, UNE, MAppSc Qld, MEd  
Massey, EdD Monash  
*Management*

### Lecturers

Don Dickins  
BA, BEd Avondale, MA La Sierra, MCom UWS, Cert IV Assessment  
& Workplace Training Avondale  
*Marketing*

William Truscott  
BEd MA (Ldrship & Mngt) Avondale, MCom Macquarie, FCPA  
*Accounting*

### Sessional Lecturers

Dr Lisa Barnes  
BEc Sydney, MBA Ncle, DipPM UNE, GradCertTertTech, DBA  
Ncle  
*Business Finance and Taxation*

Dr Norman R Carlsen  
BSc(Hons) Lond, PhD Ncle, GradDipCompSt, Canberra CAE,  
GradDipAppEc Macq, MEc Macq  
*Economics*

Roberto Donat  
MBA, MMgt  
*Management*

Pat Healion  
BEd Catholic College of Adv Ed, MTh Sydney Coll of Div, LLB  
Ncle  
*Business Law and Corporate Law*

Dr David Heise  
BSc Lond, MComp Macquarie, MEngSci Ncle, PhD Andrews  
*Information Systems Management*

## Bachelor of Business

Course Convenor: Mr Don Dickens

### Duration

Three years full-time or equivalent part-time

### Credit points

144 credit points

### Mode of delivery

On campus

### Abbreviation of course title

BBus

### Accreditation

The degree is accredited by the NSW Department of Education and Training.

### Professional recognition

Students who plan on meeting *CPA Australia* and *The Institute of Chartered Accountants in Australia* admission requirements should consult with the Course Convenor to ensure the correct selection of units.

### Entry requirements

The general entry requirements for Avondale degree courses are stated in the Academic Policies section of the Handbook.

### Course structure

The BBus degree consists of a minimum of 24 six-credit point units taken over six major teaching periods (144 credit points). A two major program in the BBus degree is a minimum of 28 units (168 credit points) taken over seven major teaching periods.

The BBus course is comprised of Christian Studies units, business-core units and either a single major and electives, or a two major sequence.

A BBus *major* is a prescribed sequence in a specific business discipline of at least eight units (48 credit points).

A BBus *two major sequence* is a prescribed sequence in two business disciplines of at least 16 units (96 credit points) and requires an additional teaching period of study.

The *business-core* units are a prescribed sequence of eight units (48 credit points) of business units common to all strands of the degree.

*Electives* are undergraduate units which a student may freely

choose from most faculties (except professional units from the teaching, nursing and theology degrees, coded CMIN, EDCP, EDCZ, NURS, EDPP, EDSP) subject to timetable and prerequisite constraints. Judicious selection of electives may enable completion of a minor. These units may be selected from the faculty, from other faculties or from other institutions. The minor will consist of a minimum of four units in a coherent discipline area. Alternatively, electives may be used to augment a major or minor by taking additional units in the discipline or by taking allied units to broaden the major or minor. Students should seek academic advice from their course adviser prior to making final choices of electives.

All units are worth 6 credit points (unless otherwise specified) each with a notional teaching period workload of 150 hours, averaging 10–12 hours per week (including contact hours).

### Christian Studies units

These units address the religious, ethical and social value emphases of Avondale's philosophy of education derived from its Seventh-day Adventist faith tradition.

In the BBus degree the sequence is:

CSTD14300 Christian Studies I

CSTD24300 Christian Studies II\* #

MNGT34300 Christian Studies III—Professional Ethics

\*SDA students may select the following alternative to CSTD24300  
THCH16500 SDA History and Ministry of Ellen White

#The following alternatives to CSTD24300 are available to students of other faiths:

BBNT16000 Gospels A

BBNT17000 New Testament Epistles A

ENGL21000 The Bible as Literature

ENGL25000 Literature and Religion

THWR36400 World Religions

All students may substitute an approved unit from the School of Ministry and Theology for either CSTD14300 or CSTD24300

### Guided reading units

These units are units of guided reading and critical reflection in an area that supplement the student's field of study. They provide the student with an opportunity to critically review and interrogate the literature of their area of interest. Regular tutorial periods are required for the review of the chosen reading materials. These units are normally only offered when for some reason beyond the control of Avondale a normal unit cannot be offered in a given teaching period.

### Majors available in

Accounting

Human Resource Management

Marketing

### Two majors sequences available in the following combinations

Accounting and Human Resource Management  
Accounting and Marketing  
Human Resource Management and Marketing

### Summary of minimum requirements in the BBus degree

Component of course	Single major pattern (credit points)	Two major pattern (credit points)
Christian Studies units	18	18
Business-core units	48	48
Major	48	-
Two majors	-	96
Electives	30	6
TOTALS	144	168

### Indicative Business-core and major sequences

#### Business-core units

ACCT16300 Introduction to Accounting  
ECON12200 Introduction to Economics  
FNCE20000 Business Finance  
ICTM16400 Introduction to Information Management  
INFS21600 Management Information Systems  
LAWS14500 Business Law  
MATH16300 Business Statistics  
MNGT14500 Organisations in a Business Context

#### Majors

##### Accounting

ACCT16500 Financial Accounting and Reporting  
ACCT22600 Business Systems Applications  
ACCT26000 Corporate Accounting  
ACCT26600 Management Accounting  
ACCT31600 Accounting Theories and Practice  
ACCT33400 Auditing and Assurance Services  
ACCT34200 Australian Tax Law and Practice  
LAWS26000 Corporate Law

##### *Other Accounting units available as electives*

ACCT28600 Internship in Accounting  
ACCT29500 Guided Studies in Accounting  
ACCT35200 Accounting Project  
ACCT39600 Independent Topic in Accounting

##### Human Resource Management

MNGT26100 Organisational Behaviour  
HRMT26500 Strategic Principles for Human Resource Managers  
HRMT27000 Human Resource Management  
HRMT38500 Managing Human Resources and Diversity

##### *and four from:*

BSAD25100 Business Research Methods  
MNGT28000 Workplace Relations  
HRMT34500 New Business Ventures and the Entrepreneur  
HRMT35200 Human Resource Management Project  
HRMT36500 Strategic Responses for Human Resource Managers  
MNGT39100 Organisational Change and Development

##### *Other Human Resource Management units available as electives:*

HRMT28600 Internship in Human Resource Management  
HRMT39600 Independent Topic in Human Resource Management

#### Marketing

MKTG26000 Consumer Behaviour  
MKTG26500 Strategic Principles for Marketers  
MKTG28100 Marketing Communication  
MKTG38500 Managing Marketing Diversity

##### *and four from:*

BSAD25100 Business Research Methods  
MKTG28300 Services Marketing  
MKTG36000 Current Issues and Electronic Marketing  
MKTG36200 Marketing Project  
MKTG36500 Strategic Responses for Marketing  
MKTG38200 Business to Business Marketing and Sales

##### *Other Marketing units available as electives*

MKTG28600 Internship in Marketing  
MKTG29500 Guided Studies in Marketing  
MKTG39600 Independent Topic in Marketing

#### Two majors

##### Accounting and Human Resource Management

ACCT16500 Financial Accounting and Reporting  
ACCT22600 Business Systems Applications  
ACCT26000 Corporate Accounting  
ACCT26400 Management Accounting Fundamentals  
ACCT26500 Management Decisions and Control  
ACCT31500 Contemporary Accounting Issues  
ACCT31700 Accounting Theories  
ACCT33400 Auditing and Assurance Services  
ACCT34200 Australian Tax Law and Practice

##### *and*

MNGT26100 Organisational Behaviour  
HRMT26500 Strategic Principles for Managers  
HRMT27000 Human Resource Management  
LAWS28000 Workplace Relations  
HRMT34500 New Business Ventures and the Entrepreneur  
HRMT36500 Strategic Responses for Human Resource Managers  
HRMT39600 Independent Topic in Human Resource Management  
MNGT39100 Organisational Change and Development

**Accounting and Marketing**

ACCT16500	Financial Accounting and Reporting
ACCT22600	Business Systems Applications
ACCT26000	Corporate Accounting
ACCT26400	Management Accounting Fundamentals
ACCT26500	Management Decisions and Control
ACCT31500	Contemporary Accounting Issues
ACCT31700	Accounting Theories
ACCT33400	Auditing and Assurance Services
ACCT34200	Australian Tax Law and Practice

*and*

MKTG26000	Consumer Behaviour
MKTG26500	Strategic Principles for Marketers
MKTG28100	Marketing Communication
MKTG28300	Services Marketing
MKTG36000	Current Issues and Electronic Marketing
MKTG36500	Strategic Responses for Marketing
MKTG38200	Business to Business Marketing and Sales
MKTG39600	Independent Topic in Marketing

**Human Resource Management and Marketing**

BSAD25100	Business Research Methods
MNGT26100	Organisational Behaviour
HRMT27000	Human Resource Management
LAWS28000	Workplace Relations
HRMT34500	New Business Ventures and the Entrepreneur
HRMT35200	Human Resource Management Project
MNGT39100	Organisational Change and Development
HRMT39600	Independent Topic in Human Resource Management

*and*

MKTG26000	Consumer Behaviour
MKTG26500	Strategic Principles for Marketers
MKTG28100	Marketing Communication
MKTG28300	Services Marketing
MKTG36000	Current Issues and Electronic Marketing
MKTG36500	Strategic Responses for Marketing
MKTG38200	Business to Business Marketing and Sales
MKTG38500	Managing Marketing Diversity

From time to time the Faculty will offer academic credit for special educational opportunities. This could include activities such as

BSTR38400	European Business Tour
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**Degree structures**

The standard course structure for the BBus degree is included on the following pages. Other variations are possible. Contact the Course Convenor for details. Flexibility in the sequence of electives, Christian Studies units, and some major and minor sequences is possible. Judicious selection of electives may enable completion of a minor. These units may be selected from within the faculty, from other faculties or imported from other institutions. The minor will consist of a minimum of four units in a coherent discipline area.

## Bachelor of Business Standard Structure

### Single Major

Sem				
1	CSTD14300 Christian Studies I	MNGT14500 Organisations in a Business Context	ACCT16300 Introduction to Accounting	ICTM16400 Introduction to Information Management
2	ECON12200 Introduction to Economics	MATH16300 Business Statistics	Major	LAWS14500 Business Law
3	MNGT34300 Christian Studies III— Professional Ethics	INFS21600 Management Information Systems	Major	Major
4	Major	Elective	Major	Major
5	CSTD24300 Christian Studies II	Major	FNCE20000 Business Finance	Elective
6	Major	Major	Major	Elective

## Bachelor of Business Standard Structure Two Majors

Sem				
1	CSTD14300 Christian Studies I	MNGT14500 Organisations in a Business Context	ACCT16300 Introduction to Accounting	ICTM16400 Introduction to Information Management
2	ECON12200 Introduction to Economics	Major 1	Major 2	LAWS14500 Business Law
3	Major 1	INFS21600 Management Information Systems	Major 2	Major 1
4	Major 1	MATH16300 Business Statistics	Major 1	Major 1
5	MNGT34300 Christian Studies III— Professional Ethics	Major 2	FNCE20000 Business Finance	Major 2
6	Major 2	Major 1	Major 1	Elective 2
7	CSTD24300 Christian Studies II	Major 2	Elective	Major 2