Bachelor of Arts (Double Major)
› Tourism and Events and Communication and Media Studies
› Tourism and Events and Hospitality and Tourism Management
› Tourism and Events and Human Resource Management
› Tourism and Events and Management
› Tourism and Events and Marketing
› Tourism and Events and Public Relations
› Tourism and Events and Web Communication

Bachelor of Arts
› Tourism and Events

› Ranked in the World's Top 100 Universities under 50 years old
  (Times Higher Education 2016 – Top 150 global universities under 50 years old)
› A member of the Council for Australasian Tourism and Hospitality Education (CAUTHE)
  › Awarded with a full degree transcript, giving you a competitive edge in the job market
  › Flexibility to plan your study schedule at your own pace
THE DEANS’ MESSAGE

Murdoch University is an internationally recognised institution, at which you can expect to receive a quality education within an engaging and caring environment. We are committed to excellence in teaching and research within an international context. Murdoch provides the perfect opportunity to continue your education and take the next step on a path of lifelong learning.

As part of Murdoch’s commitment to teaching in Singapore, we have established a dedicated office that employs full-time academics in a range of disciplines. This is a unique resource to support students doing our programmes through Kaplan. They are here to provide important advice to students about their coursework, academic integrity and making the right decisions about their progress through their degree.

The School of Arts offers a broad range of programmes in creative arts, media and communication, social sciences and humanities at both undergraduate and postgraduate level. Many of our programmes are taught in external mode or through Open University and through partners in three other countries. Our curriculum is international in its outlook and because we are a research university, our academic staff bring their latest research to the classroom.

We prepare graduates who have knowledge and skills in an academic discipline and can take their place in the workforce. The school is proud of its professional environment with industry-standard studios, media labs and equipment for screen production, sound, radio, journalism, web communication, digital design and games art and design. Our theatres and drama workshops offer traditional and experimental spaces for the development of the performing arts.

World-class research and scholarship underpin our social sciences and humanities teaching. We have strong links with the Asian region through our programmes in Asian Studies and languages (Indonesian and Japanese). We are also a partner in the ACICIS programme, which places students from all around Australia into projects in Indonesia for a semester.

The School is home to about 150 PhD students, who are researching exciting and important topics relevant to the Australian community and the rest of the world.
Kaplan in Singapore is part of Kaplan Inc., one of the world’s most diverse education providers and is the largest subsidiary of Graham Holdings, formerly The Washington Post Company. Its three entities in Singapore, namely Kaplan Higher Education Academy, Kaplan Higher Education Institute and Kaplan Learning Institute (comprising Kaplan Financial and Kaplan Professional) serve more than 30,000 learners from across 30 countries worldwide and it is the only education provider in Singapore to be awarded the 4-year EduTrust certification for all three of them.

Registered with the Committee for Private Education (CPE), part of SkillsFuture Singapore (SSG)

Kaplan Higher Education Academy
Kaplan Higher Education Institute
Kaplan Learning Institute

Today, thousands of students are enrolled into Kaplan Higher Education Academy in Singapore, pursuing full-time programmes that range from Diplomas to Bachelor’s and Master’s Degrees.

Through strategic collaborations with prestigious universities from Australia, Ireland and the UK, Kaplan offers career-oriented academic programmes designed to provide students with skills necessary to qualify them for employment and to meet the demands of the industry.

Disciplines available:
- Accounting & Finance
- Business & Management
- Communication & Media
- Hospitality & Tourism Management
- Humanities & Social Sciences
- Information Technology
- Law
- Nursing & Allied Health

Together, Kaplan Higher Education Academy and Kaplan Higher Education Institute form one of the largest private education institutions in Singapore, spanning more than 140,000 sqft across Kaplan City Campus @ Wilkie Edge and @ PoMo.

The campuses are located in the heart of the city, all within walking distances from 5 MRT stations across major train lines.

All our campuses are strategically located to provide students with convenience and conducive study environments, including state-of-the-art classrooms and computer laboratories, WiFi access, student lounges, well-resourced library and food & beverage outlets on campus.

*Subject to meeting entry requirements. *Terms and Conditions apply. Subject to bank’s approval.
Murdoch University

Murdoch University is one of Australia’s leading universities and is a progressive, dynamic and modern institution with an international reputation for quality teaching and research.

Murdoch University has more than 23,000 students including 2,000 overseas students from over 120 countries studying in Perth, and another 8,000 studying offshore.

Murdoch University prides itself on having dynamic staff, state-of-the-art facilities, exceptional student services and a wide range of undergraduate, postgraduate and research programmes.

Murdoch University is a proud member of the Innovative Research Universities Group of Australia, a network of comprehensive universities conducting research of national and international standing – more than two thirds of our assessed research outputs are at or above world standard. Our academics are pioneers of research in their fields, engaging with significant social and scientific challenges for positive impact and advancement in knowledge. In line with our commitment to research-led teaching and evidence-based practice, our students work alongside specialists to tackle the most critical global issues.

As a prestigious, forward thinking university with an international reputation and a wealth of expertise, Murdoch University is definitely your choice for a world-class degree.

Professional Accreditations, Recognitions & Memberships

- Association of Chartered Certified Accountants (ACCA)
- Australian Computer Society (ACS)
- Australian Human Resources Institute (AHRI)
- Australian Marketing Institute (Professional Membership)
- Australian Psychology Accreditation Council (APAC)
- Australian Psychological Society (APS)
- Chartered Accountants of Australia and New Zealand (CAANZ)
- Council for Australasian Tourism and Hospitality Education (CAUTHE) (Membership) CAUTHE represents the interest of higher education providers of bachelor degree level and above in tourism, hospitality and events education in Australia and New Zealand.
- CPA Australia (Associate Membership & Enrolment in the CPA Programme)
- Financial Services Institute of Australasia (FINSIA)
- Institute of Public Accountants (IPA) (Associate Membership)
- Institute of Singapore Chartered Accountants (ISCA) (Associate Membership)
- The Economics Society of Australia (ESA)

Why Choose Murdoch University?

- Ranked in the World’s Top 100 Universities under 50 years old (Times Higher Education 2016 - Top 150 global universities under 50 years old)
- Ranked in the World’s Top 100 most international universities (Times Higher Education World University Rankings 2015/16)
- Murdoch University is recognised by the Australian government. Candidates with a degree from a University accredited by the home government of the country may be considered for appointment into the Singapore Public Service

PSD Source: http://www.rtaq.sg/PSD/apps/fcd_faqmain.aspx#FAQ_186707

- Murdoch University is in the Ministry of Manpower (MOM) accepted institutions list
(Applicable only to foreign student applying for work pass)

- Murdoch University is listed as one of the approved universities (Law Degree) eligible for admission to the Singapore Bar by Singapore Ministry of Law
Source: https://www.mlaw.gov.sg/content/minlaw/en/practising-as-a-lawyer/approved-universities.html
(Applicable only to on-campus students)

- One of the few universities in Australia to be awarded the Top 5-star rating for the resource available to postgraduate students by the Council of Australian Postgraduate Associations (CAPA 2010)

- Member of The Association of Commonwealth Universities (ACU)

- The university’s research was ranked “well above world standard” in the areas of physical chemistry, agricultural biotechnology, clinical sciences and medical microbiology (ERA 2015)

1 Professional membership is available to holders of recognised tertiary (or degree) qualifications in marketing who have started an active career in marketing or those with significant practical marketing experience.

2 Associate membership is available to anyone holding a degree, or, equivalent, and has three years of work experience within the financial services industry.

3 Associate membership is available to applicants who have completed an accounting degree or an equivalent accounting qualification

4 Professional membership is available to anyone holding an economics degree, or equivalent, and has at least three years of experience as a practising economist.

Bachelor of Arts
ABOUT THE PROGRAMME

About the Programme

- Classes will be held regularly with full academic support given throughout the duration of your programme.
- The Dean from Murdoch University is based in Singapore to oversee the academic aspects of the programmes and to ensure a high standard of academic delivery here. This is an exclusive arrangement by Murdoch University.
- Flexibility to plan your own timetable to suit your busy schedule.
- One of the few universities awarding a full degree transcript, giving you a competitive edge in the job market.
- We have a strong record of producing Vice Chancellor’s Academic Excellence Award Winners (Top 2% of the cohort) year after year.
- Students have the option to enrol in either single or double majors.
- Our smaller classes with a maximum of 50 students ensure a supportive learning environment with more personal attention given to each student.
- The degree will be the same as that awarded to on-campus graduates in Australia.

Hospitality and Tourism Management

A Bachelor of Business (Hospitality and Tourism Management) will provide students with a body of knowledge that includes the understanding of business management principles and contemporary developments in Hospitality and Tourism Management. This degree provides students with core business skills in business management, and the legal framework of business, combined with a broad knowledge base of the contemporary issues within the hospitality and tourism industry.

Students will have knowledge of how research principles and methods inform business decision-making after completing this degree. Graduates will demonstrate the application of knowledge and skills via the planning and completion of significant research-based or scholarship-centred projects. Graduates of this programme can gain employment in the tourism industry such as tour operators, accommodation outlets and resorts; travel wholesalers and retailers, NGOs and government agencies.

Human Resources Management

Human Resources Management professionals specialise in managing functions and activities concerned with attracting, maintaining and developing people within the organisation. A Bachelor of Business (Human Resources Management) will provide students with a body of knowledge that includes the understanding of historical perspectives and contemporary developments in Human Resources Management. Students will have knowledge of how research principles and methods inform Human Resources Management decision-making. Graduates of a Bachelor of Business (Human Resources Management) will demonstrate the application of knowledge and skills via the planning and completion of significant research-based or scholarship-centred projects.

Tourism and Events

Tourism and events, including festivals, are important social, political and economic phenomena in many parts of the world. The uniqueness of this degree is that it is offered from within the Social Sciences and is developed within the framework of tourism for sustainable development. Graduates of this degree will enter the workforce with knowledge of the wider tourism system, policy issues relating to tourism and events, and a wide understanding of the nature of socio/cultural, environmental and economic impacts of tourism and events.

Graduates of this programme can gain employment in the tourism and hospitality industry as tourism managers, events coordinators, event planners; local government in community development through tourism management and event planning, promotion and organising; state and federal government in tourism management and event development, promotion and evaluation.

Communication and Media Studies

This major provides students with skills and expertise for work in contemporary communication, media and cultural industries characterised by rapid change, digitalisation and technological innovation. Students are equipped with the knowledge base and skills for analysing and producing both traditional and new media texts, as well as understanding communication and cultural processes in the emerging creative industries. As the units in this major cover a wide range of critical communication issues, cultural theory and media concepts, students completing this programme are well placed to embark on a research career in the industry or enrol for further studies at Honours and/or graduate level.

Graduates can expect to find employment in a wide range of fields, from the creative industries (new media, public relations, advertising, journalism, radio, television, music and print) to management, administration, government, public policy, media research, academia and teaching.
ABOUT THE PROGRAMME

Marketing

Marketing is about providing value for customers, organisations and the community. It is about understanding market trends, and developing sustainable competitive strategies for products and services to satisfy customers’ profitability. The Marketing major provides the required knowledge and skills, which all types of employers (private, public and voluntary sectors) look for. Typical job destinations are in brand management, retail and distribution management, marketing communications, market research and development of marketing strategy plans. Units offered cover a number of interesting topics such as Services Marketing, International Marketing, Media Communications and Consumer Behaviour. All marketing theory is brought to life by case studies and strategic marketing projects (capstone 3rd year).

Companies, government departments and not-for-profit organisations have marketing departments. Job categories within marketing departments include: product and brand management, market research and analysis, advertising and promotion, online communications and distribution planning. A marketing major also prepares graduates for careers in commercial consulting and business administration in all industry sectors.

Public Relations

This major aims to prepare students for careers in public relations and communications. It explores Australian and international theories and practices, with an emphasis on ethical communication and engagement with a diverse range of stakeholders. The major offers a combination of theoretical and practical components. Students are introduced to communication and public relations theory and are expected to develop critical thinking, evaluative and analytical skills. Communication skills including writing, public speaking, team work and conflict management are taught in addition to the research and evaluation of public relations strategies.

Graduates may follow careers in public relations and specialised areas such as public affairs, community relations, media liaison and online communication.

Management

Management refers to the process of employing resources to achieve organisational goals and customer needs. The study of management explores a wide range of relevant issues, theories and perspectives to better prepare people to understand the complexities and responsibilities of managerial life in the 21st century.

Web Communication

Web Communication combines an exciting mix of web design, digital marketing and public relations. Students will learn how to design and develop strategies for web communication campaigns using a range of digital media including, social media, websites, mobile technology, games, video and online news media. Students will learn all about conveying information and ideas using networks such as Facebook, Twitter and YouTube, powerful search engines such as Google and Yahoo and well-designed and written websites and blogs to deliver creatively planned strategic outcomes for organisations.

Graduates will be able to undertake a range of creative production and strategic roles such as web communications specialist, online PR and marketing consultant, SEO strategist, web-content strategist, e-commerce specialist, web producer, e-marketer, web studio account manager, and social media strategist, just to name a few.

PROGRAMME STRUCTURE & CONTENT

Learning Cycle

Students will attend a combination of lectures, tutorials and workshops in this programme. Students have the flexibility to plan their study schedule and enrol in 1 to 4 units per trimester. Classes are conducted from Monday to Friday, 5 times a week. Each unit is supported with 24 contact hours.

Week 1 to 12
Classes 5 times per week

Week 13
Study Break

Week 14
Assessment Period for Final Examinations

This programme is supported via internet access to Murdoch University’s online library & resources and faculty visits.
On graduation, our students will acquire a broad set of knowledge and skills that will make them highly employable across a wide range of fields.

**Double Major**

- Students with Polytechnic Diplomas, Kaplan Diplomas or Murdoch University-recognised Private Diplomas will be given exemptions and may gain entry to Year 2 of the programme. They can complete the programme in 16 months/20 months instead of 28 months.
- Students are required to complete all the specified units that are applicable to the chosen two majors listed below.

In addition, students have to complete the following common units:
- Developing Research Skills and Methods
- Advanced Research in the Arts
- Creativity and Innovation
- Wellbeing

**Tourism and Events**

- Travel and Tourism in Society
- Tourism and Events Project
- Sustainable Tourism*
- Public Policy Analysis
- Destination Management*
- Events, Policy and Evaluation
- Festivals and Events

**Communication and Media Studies**

- Audiences, Users and Participants
- Critical Topics in Communication and Media Studies
- Media Governance and the Public Sphere
- Communicating Global Issues
- Screen: Small, Medium and Large
- Old Media, New Media

**Hospitality and Tourism Management**

- Tourism and Hospitality Law
- Sustainable Tourism*
- Strategic Management
- Destination Management*
- Organisational Theory and Behaviour
- Hospitality and Tourism Project

**Human Resources Management**

- Organisational Theory and Behaviour
- Workplace Law
- Principles of Human Resources Management
- Human Resource Economics
- Advanced Human Resource Perspectives
- Employment Relations

**Management**

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Change
- Strategic Management
- Knowledge Management
- Business Analytics and Decision Making

**Marketing**

- International Marketing
- Integrated Marketing Communications
- Consumer Behaviour
- Marketing Research and Analysis
- Strategic Marketing
- Services Marketing

**Public Relations**

- Media Relations
- Public Relations Project
- Public Relations Strategy
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

**Web Communication**

- Screen: Small, Medium and Large
- Web Strategy
- Web Design
- Business of Freelancing
- Web Communication Project
- Web Metrics

* Units common to both majors need to be taken only once. Students may be required to complete one or more general electives.

# Students can complete Bachelor of Arts in Tourism and Events and Hospitality and Tourism Management in 16 months and all other double major programmes in 20 months.

The Year 1 unit outline can be found on Murdoch University handbook: [http://handbook.murdoch.edu.au/](http://handbook.murdoch.edu.au/)
PROGRAMME STRUCTURE & CONTENT

Single Major

- Students with Polytechnic Diplomas will be given exemptions and may gain entry to Year 2 of the programme. They can complete the programme in 16 months instead of 28 months.
- Students are required to complete all the specified units that are applicable to one of the chosen majors listed and two general electives.

In addition, students have to complete the following common units:
- Developing Research Skills and Methods
- Advanced Research in the Arts
- Creativity and Innovation
- Wellbeing

Assessment Methods

Units can be assessed by any combination of in-class participation, written assignments, individual/group project work, in-term tests and final examination. Some examinations may be held after office hours or on weekends. Assessment methods may vary according to individual unit requirements.

Programme Management

The Bachelor of Arts programme is managed by a professional programme management team at Kaplan Higher Education Academy. The team ensures that in addition to classes, students will receive regular programme newsletters via email, academic support via email or other online resources and study notes. Programme managers will also provide assistance with scheduling, study group formation, Kaplan City Campus library membership, assignment and examination management, student liaison and organisation, and others.

Graduation & Recognition

Students who successfully complete the programme will be awarded the prestigious Bachelor of Arts. The degree will be the same as that awarded to on-campus graduates in Australia. Graduates will be allowed to use the title Bachelor of Arts (Murdoch) after their names.

Graduation ceremonies are held twice a year in Singapore and once a year in Perth. Graduates are encouraged to attend the degree convocation in Perth with their families whenever possible.

Testimonial

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The programme offered by Murdoch University was aligned with my interests in both tourism and marketing, hence I felt pursuing it would further aid me professionally in the future. Studying at Kaplan was engaging and eye-opening. Though challenging at times, the programme provided great opportunities for both academic learning and personal character development. What I appreciate most in this programme was the dedication and commitment several lecturers took to ensure we actually learnt something practical and applicable from our experiences. They taught us transferable skill sets that can be applied to real-life working situations.

Besides granting me a higher level of maturity and understanding of the subject matter, I have also significantly developed my confidence and public speaking skills, which are crucial especially for career development.
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Lim Kuan Loong, Bryan
Operations Executive, Leisure Attraction Tourism & Events Management and Marketing Murdoch University Graduate (2013)
Tourism and Events

Travel and Tourism in Society
In this unit, students will experience the world of travel and tourism through the writings of travellers, through the work of social researchers and through their own travel experiences. The main concern in this unit will be the human dimension of tourism, the motivation to travel, the experience of travel and the various impacts on the host communities. At least one field trip will be an important activity during the semester.

Tourism and Events Project
Tourism and events, combine to be one of the largest industries globally, they have been used as development tools from the local community engagement to a focus for international aid. Tourism and events are dependent upon global policies and politics; and are highly responsive to natural, economic and political occurrences focussing on authentic, historical and cultural situations. Students undertake independent research on a Tourism or Events topic of their own, with the approval of the Unit Coordinator.

Sustainable Tourism
Sustainable tourism, which developed from the 1980s concept of sustainable development, incorporates principles which integrate economic imperatives with the maintenance of ecological processes, biological diversity and biophysical resources; equity within and between generations; and the need for compatibility with society, community and cultural values. This unit analyses the management of tourism and hospitality development and its relationship to the conservation of natural, social and cultural resources. Participation in field trips on a cost-recovery basis is required.

Public Policy Analysis
Why do some problems come to the attention of governments while others do not? Who is involved in the policy-making process? Pressure groups, media, think tanks - what are their goals? How are policies evaluated? Theoretical explanations are combined with practical examples from Australia and overseas to provide students with a critical understanding of how policy is made. The unit also equips students with the main conceptual tools for analysing the impact of a policy or policy recommendation.

Destination Management
This unit examines the management of the tourism system with a focus on ‘destinations’. It can include, for example, trends and globalisation, business development (addressing design, planning, marketing and litigation issues), destination management (including strategic planning) and sectorial management trends and issues (including tour operations, the travel sector, accommodation sector and attractions). Project management may be used to guide study of this unit in the context of group projects.

Events, Policy and Evaluation
Managing events and festivals is an eclectic task, from event design and marketing to managing visitors and the community. Planning and public policy approaches seek to recognise the positive and negative impacts of the event or festival on the community stakeholders with the aim of increasing the positive and mitigating the negative impacts. A key aspect of policy implementation is evaluation. This unit considers Public Policy and the Evaluation approaches that address the outcomes of that policy.

Festivals and Events
The aims of this unit are to gain an understanding of the complexities of Event Studies. It examines the application of theoretical frameworks from the field and also gives experience in the planning and analysis of various event types. Events ranging from the community level to the global are used as case studies and students are also expected to design their own community event as part of the assessment process.

Communication and Media Studies

Audiences, Users and Participants
This unit provides practical knowledge about how media audiences, users and participants are analysed and understood. It begins with an historical approach to audience theory including media effects, audience reception traditions and the political and social shifts involved in the transformation of audiences as users and active participants. We explore different approaches to understanding how we experience the media, including broad social effects, individual responses and user generated content. Examples include mobile and citizen media, activism and culture jamming.

Critical Topics in Communication and Media Studies
This unit is designed as a final year research project for Communication and Media Studies students. The first part of the unit introduces students to a range of critical theories and concepts, as well as research tools and methods that are applicable to the study of communication and media. In the second part of the unit, these theories and tools are applied to a contemporary topic or subject of personal interest to the student via independent research and study.

Media Governance and the Public Sphere
This unit focuses on media governance and its relations to the public sphere. It will examine policies and practices that govern and influence the media, public culture and the creative industries. Students will learn about key media regulatory issues – including community standards, ethics, norms, etiquettes, literacies – and understand how these enable and constrain a range of media, cultural and social practices globally. Topical case studies will be drawn from various global contexts for students to grasp policy discourses.

Communicating Global Issues
This unit articulates a broad range of disciplines. It provides students with interdisciplinary perspectives on globalisation by addressing key socio-economic-cultural issues as identified by the United Nations including human trafficking, HIV/AIDS in developing and developed countries, the economic effects of transnational corporations, which foreground the connections between gender and cultural politics. Importantly, it provides an opportunity for students to broaden their understanding of these issues and communicate their own responses.

Screen: Small, Medium and Large
This unit will provide historical perspectives on the emergence of cinematic, domestic and mobile screens. It will introduce students to a range of approaches in the study of contemporary screen culture and visual literacy. The unit will also consider the convergence and divergence of media platforms, interfaces and content. This will include issues concerning participatory media, gamification, remediation of old and new media and the ongoing evolution of the web.

Old Media, New Media
This unit traces the ongoing transformation of media forms in contemporary culture, and critically interprets the ‘new’ in new and interactive media against the backdrop of ‘old’ media culture. Students will be introduced to established ideas in media theory, and consider how they might be applied (or not) to newer media platforms and interfaces. The unit will also consider current concepts and perspectives that are concerned with emerging media modalities, such as mobile media, participatory media, social media and gamification.
Hospitality and Tourism Management

Tourism and Hospitality Law
Management professionals operating in the industry require knowledge of relevant common law and legislation likely to have an impact. This unit focuses on contracts for passenger transport and traveller accommodation, tort law relevant for tourism, consumer protection for travellers, carrier liability laws, travel agency law, and the law relating to food, beverage and other tourist activities and attractions.

Sustainable Tourism
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Strategic Management
This is a capstone unit which is aimed at preparing students to think strategically, and to look at all the issues and problems affecting the strategic initiatives of an organisation, from a total corporate perspective. The unit provides a conceptual framework of corporate strategy and policy formulation, and integrates the key functional areas for business including, organisational learning, innovation, knowledge management, marketing, finance and human resource management for strategic decision-making.

Destination Management
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Organisational Theory and Behaviour
This unit provides a basic understanding of individual and group behaviour in organisations, as well as exploring some organisational theories and management processes. Topics include individual dimensions of behaviour – personality, perception and learning, communication and motivation; groups and interpersonal influence – structure, values, interaction and leadership; and organisational issues such as structure, processes, design, decision-making; organisational change and development. Globalisation and sustainability are embedded into this unit as recurring themes.

Hospitality and Tourism Project
The management of Hospitality and Tourism contributes to one of the world’s largest industries. Students undertaking this unit will design their own research project that provides for a focus on an area of hospitality and tourism, of their own choice.
Human Resource Management

Organisational Theory and Behaviour
This unit provides a basic understanding of individual and group behaviour in organisations, as well as exploring some organisational theories and management processes. Topics include individual dimensions of behaviour – personality, perception and learning, communication and motivation; groups and interpersonal influence – structure, values, interaction and leadership; and organisational issues such as structure, processes, design, decision-making; organisational change and development. Globalisation and sustainability are embedded into this unit as recurring themes.

Workplace Law
This unit examines the legal relationship between an employer and employee in Australia. It begins with a study of the individual contract of employment focusing on the common law rights and duties of employers and employees, and then proceeds to take an overview of relevant federal legislation. A particular interest is taken in the minimum standards, regulation of collective bargaining, industrial action, dismissal and work health and safety.

Principles of Human Resources Management
This unit introduces students to the function of human resources management within the organisation. It aims to give students an understanding of how effective implementation of human resource management practice offers benefits to both the organisation and the individual. Topics covered will include the historical development of the human resources movement, the relationship between human resources and other organisational functions, factors affecting recruitment and selection decisions and tools used to manage staff performance.

Human Resource Economics
It is increasingly recognised that efficient use of human resources is a key determinant of the performance of enterprises and nations. This unit will apply economic analysis to human resource decision-making. Topics include the hiring decision, the training decision, job hierarchies within the organisation, remuneration issues and the growth of flexible working arrangements.

Advanced Human Resource Perspectives
This unit focuses on managing human resources at a strategic level, in order to meet organisational goals pertaining to sustainability and competitive advantage. It aims to give students an understanding of how effective implementation of human resource management practice offers benefits to both the organisation and the individual. Topics covered will be broad and include, but are not limited to, attraction and retention of staff, how to manage performance, rewarding employees, career management and contemporary issues in HR practice.

Employment Relations
This unit provides an introduction to the Australian employment relations environment. Topics to be examined include labour market issues, different approaches to employee relations, the role of government, unions, management and employer associations, collective bargaining, dispute management and workplace negotiation. This unit is part of the Human Resource Management major.
UNIT OUTLINE

Management

Organisational Theory and Behaviour
This unit provides a basic understanding of individual and group behaviour in organisations, as well as exploring some organisational theories and management processes. Topics include individual dimensions of behaviour – personality, perception and learning, communication and motivation; groups and interpersonal influence – structure, values, interaction and leadership; and organisational issues such as structure, processes, design, decision-making; organisational change and development. Globalisation and sustainability are embedded into this unit as recurring themes.

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This unit examines the legal relationship between an employer and employee in Australia. It begins with a study of the individual contract of employment focusing on the common law rights and duties of employers and employees, and then proceeds to take an overview of relevant federal legislation. A particular interest is taken in the minimum standards, regulation of collective bargaining, industrial action, dismissal and work health and safety.

Organisation Development and Change
This unit aims to explore the choices organisations have for assisting employees to work effectively and adapt to change including the role human resource management plays in organisation development. Individual, team, HRM, and strategic concepts are linked to the strategies and processes organisations and individuals use to promote organisational citizenship throughout change. Students will develop practical skills for operating in organisations via management processes such as analysing organisational problems, organisation development interventions, managing meetings, facilitating group processes, problem-solving, and managing projects.

Strategic Management
This is a capstone unit which is aimed at preparing students to think strategically, and to look at all the issues and problems affecting the strategic initiatives of an organisation, from a total corporate perspective. The unit provides a conceptual framework of corporate strategy and policy formulation, and integrates the key functional areas for business including, organisational learning, innovation, knowledge management, marketing, finance and human resource management for strategic decision-making.

Knowledge Management
The management of information and knowledge and its role in organisations are widely recognised as important elements contributing to international competitiveness in the new economy. This unit examines how the concepts of information and knowledge assist in the understanding of organisational processes, organisational learning and strategy. Topics examined include the origins and future of knowledge management; knowledge management and concepts; knowledge and organisational strategy; knowledge, IT and organisational systems; knowledge and learning in organisations; knowledge, innovation and value creation.

Business Analytics and Decision-Making
This unit aims to help students understand how business theory can be practically applied so as to gain a better understanding of the wider business environment. It helps students assess a company’s prospects and outlines the steps towards developing a strategic business plan. It offers students challenging but exciting opportunities to enhance their management skills.

Marketing

International Marketing
International Marketing is necessary for firms wishing to participate in the global economy. The unit will focus on key elements that a firm must assess when planning to commence, or continue, marketing its product overseas. Students will cover everyday issues associated with international marketing, particularly where they differ from domestic marketing. The basic approach and principles build on the information in the prerequisite units.

Integrated Marketing Communications
The learning objectives of this unit are premised on developing a practical understanding of marketing communication processes. Students will critically examine differences among various elements of the promotion mix (i.e. advertising, sales promotion, direct marketing, technology based marketing, sponsorships and public relations) to develop appropriate marketing communication strategies across myriad marketing environments.

Consumer Behaviour
Studying how consumers behave is an important marketing activity in today’s dynamic business and consumer environment. Consumers purchase products and services differently due to factors such as demographics, psychographics, culture and marketing. Consumer Behaviour investigates such differences and the subsequent decision-making. This unit examines related ethical and social issues. Examples, discussions and exercises help illustrate the importance of consumer behaviour for business and non-profit organisations.

Marketing Research and Analysis
This unit is designed to provide students with an overview of the marketing research process and its basis in the scientific method. It also develops knowledge in the principles of research design, data collection, statistical analysis and report preparation and presentation. The unit examines recent developments in online research methods and the use of database marketing. Ethical issues of research are also addressed as well as difficulties involved in cross-cultural research.

Integrated Marketing Communications
This is the final capstone unit of the marketing major. It provides a comprehensive and practical understanding of the strategic marketing management process in a competitive environment. A central focus is the preparation of a strategic marketing plan for a specific product or service. The unit develops the generic skills of strategic thinking, planning, design, formulation, implementation and communication. It provides a succinct review of key issues in strategic marketing research and the current state of the marketing industry.

Services Marketing
The learning objectives of this unit are based on analysing the differences between services and tangible goods, and the marketing implications of those differences. The development of marketing strategies for service organisations will be critically examined and include conducting research projects of selected service organisations. The importance of services marketing, online and offline, in both service and manufacturing industries will be analysed together with customer service, relationship marketing and service quality concepts.
UNIT OUTLINE

Public Relations

Media Relations
This unit explores the theory and practice of media relations through case studies, practical writing exercises and the development of a media relations campaign. Students learn how to work closely with the media, plan and evaluate media campaigns, prepare for interviews and press conferences, and write effective media releases, backgrounders and feature stories. In addition, students will explore the broader social role of media relations and its relationship with public relations.

Public Relations Project
This unit encourages students to explore an aspect of public relations in a semester-long research project. Students may choose to research a client project or investigate a scholarly topic. Students participate in seminars to encourage reflection and shared learning and are mentored by an academic supervisor. Students develop a research proposal, produce an extended research report, and present their findings.

Public Relations Strategy
This unit explores public relations strategy from contemporary perspectives. Students are introduced to the complexities of strategic communication, through class discussion, case studies and readings on critical, ethical, rhetorical and discourse theories. Students research and develop communication strategies, putting into practice ideas about effective and responsible public relations and its role in developing reciprocal relationships between an organisation and its diverse stakeholders. Students learn to develop realistic objectives to evaluate campaigns.

Public Relations in Society
This unit explores public relations and its role in society through the lenses of globalisation and culture. It draws on recent scholarship and a socio-cultural approach to present alternative understandings to the functional and normative understandings of public relations, which historically have dominated the field. Rather than viewing public relations as an organisational or management function, this unit explores public relations as a cultural activity influenced by the social, political and cultural contexts and actively involved in the construction of meaning.

Campaign Management
This unit consolidates professional public relations skills through practical experience with a real-life organisation. Working in teams, students develop a public relations strategy or communication plan for a specific organisation over the course of the semester, culminating in a formal conference presentation to the organisation, students and mentors. Students learn about strategy development, client management, programme research, planning, design and evaluation, as well as budgeting and scheduling.

Issues and Crisis Management
This unit explores the theory and practice of issues and crisis management in public relations. It provides some important principles for communicating in a conflict or crisis situation, and offers a critical understanding of stakeholder engagement. In addition to learning about communication and conflict from a critical perspective, students have the opportunity to develop negotiation, mediation and conflict resolution skills through workshops and role play.
Bachelor of Arts

UNIT OUTLINE

Web Communication

Screen: Small, Medium and Large
This unit will provide historical perspectives on the emergence of cinematic, domestic and mobile screens. It will introduce students to a range of approaches in the study of contemporary screen culture and visual literacy. The unit will also consider the convergence and divergence of media platforms, interfaces and content. This will include issues concerning participatory media, gamification, remediation of old and new media and the ongoing evolution of the web.

Web Strategy
This unit explores the theory and practice of online web communication strategy development and implementation. It provides some important principles for understanding the impact of new media on communications disciplines including public relations and marketing. In addition to learning about the use of technology to enhance offline communications strategies, students will learn how to develop campaign plans utilising web communication platforms such as websites, multimedia and social media for a variety of organisations.

Web Design
This unit provides students with a solid basis in the theory, design and technology of website design. It examines the application of visual communication and graphic design along with the integration of HTML, CSS and Java script in web design. This unit also looks at web development, interaction design, user experience, content strategies and project management for the web.

Business of Freelancing
This unit focuses on the business and management of setting up and running a creative practice as a freelancer in an online environment. This will involve focusing on business fundamentals, taxation, contracts, estimating, budgets, grant writing and securing funding for freelancers.

Web Communication Project
This is a project-based unit allowing students to apply their theoretical learning to an authentic web communication project in order to develop high-level web strategy skills. Students may participate in a client or educator-led project under the supervision of an academic member of staff. Students may work individually or as a member of a team. The precise nature of the project and the assessment requirements are negotiated with the Unit Coordinator.

Web Metrics
This unit explores the strategic and business application of web metrics. Students will be guided through the practical and theoretical aspects of planning, gathering, measuring, analysing and strategically using website data for a range of applications.

Research and University Breadth Units

Developing Research Skills and Methods
Choosing the right research method can be bewildering. How do we know which methodology is appropriate and whether the combination of research methods is suitable for the theoretical perspective they will employ? Through the exploration of a set of common themes or topics, this unit will expose students to core research methods employed across disciplines in the Bachelor of Arts. Developing Research Skills builds on the academic skills developed earlier on in Academic Learning Skills.

Advanced Research in the Arts
This unit will give Bachelor of Arts students the opportunity to apply the research skills and methods they have learned in their studies to real-life situations, problems and phenomena. Assessment for the unit will focus on a large project, with lectures and tutorials designed to assist students in designing and implementing a research approach from the many intellectual resources of the Arts, including Practice-Led research, phenomenology, ethnography and quantitative analysis.

Creativity and Innovation
This unit will help students to develop knowledge and skills for finding creative solutions to problems and for successful innovation. Students will learn the benefits of adopting and applying diverse perspectives and problem-solving tools, especially within interdisciplinary teams, to find better ideas and products. Examples of creative and innovative thinking will be taken from a broad spectrum of disciplines, including science, engineering, the environment, media, ethics, business and indigenous culture.

Wellbeing
This unit examines the notions of wellbeing in a postmodern society, from a range of interdisciplinary perspectives and in varying contexts. This is valuable to address the dimensions of wellbeing from a holistic approach. This approach will enable students to explore physiological, creative, psychological, historical, philosophical, environmental, emotional and economic perspectives of wellbeing. Integration of these perspectives will assist the student to articulate personal understandings of wellbeing and better apply the concept to their own lives.
Entry Requirements & Application

The Bachelor of Arts programme accepts a wide range of qualifications with advanced standing:
• Polytechnic Diploma
• Kaplan Diploma
• Private Diploma, Advanced Diploma or foreign qualifications will be assessed on a case-by-case basis
• In all cases, the final decision for admission to the programme rests with the University.

Applicants admitted to the programme may be required to undertake bridging units in order to fulfil the required prerequisite knowledge.

English requirement:
• Successful completion of an approved Diploma qualification or higher, where the language of instruction was English can be considered.
• International students are required to meet Murdoch University English language requirement. Please refer to http://www.murdoch.edu.au/_document/International-students/Murdoch_English_Entry_Requirements_Undergraduate.pdf.

Applicants are required to complete the application by providing:
• Duly completed and signed application form
• List of qualifications, certificates and proof of official transcript from each institution attended (certified copy of the official transcript is acceptable)
• Photocopy of passport or identification card
• 1 passport-sized photograph
• Programme application fee

Please note that the application is not complete without all the items stated above.

As the programme involves regular use of internet, email and other online resources, students must possess a personal computer and have an internet connection to access materials electronically from the university and to participate in appropriate pedagogic interaction.

Admission to the Programme

Participants are selected on the basis of the unique qualities each will bring to the group as a whole. A blending of diverse backgrounds creates opportunities for participants to benefit from the experience and perspective of others.

Closing Dates

Application deadlines for each term intake are contained in the application forms. Usually, the university takes about 2 weeks to process each application. Therefore, it is advisable for potential students to apply for admission at least 2 weeks before the start of each intake.

International Students

The Immigration and Checkpoints Authority (ICA) of Singapore requires all foreign students to hold a valid Student Pass for their full-time study in Singapore. A minimum of 90% attendance must be attained to protect the interest of foreign students.

Documents required for application of Student Pass:
• Completed Student Pass application Form 16 and Form V36
• Certified/Notarised copy of highest qualification certificates & transcripts, birth certificate and bank statement
• Employer’s letter certifying applicant’s occupation and salary (if applicable)
• Employer’s letter certifying parents’ occupation and salary
• Photocopy of passport
• 1 passport-sized photograph
• Student pass processing fee

Applications must be submitted to Kaplan Higher Education Academy at least 1 month before the start of programme intake.

Study Loans*

You can finance your programme fees through study loans with affordable monthly instalment payments.

Study loans are available with most banks and financial institutions. Interested candidates may contact:

• Maybank : 1800 629 2265 www.maybank.com.sg
• OCBC Bank : 1800 363 3333 www.ocbc.com.sg

*Only applicable for local students.

Who to Contact

For enquiries on this programme, SMS MUFTBRO31 <space> Name <space> Email Address to 8338 1333.

By sending the code via SMS, you have given your consent to have a representative from Kaplan contact you regarding your request.

For other information on Murdoch University’s programmes, please contact:

• Telephone : 6733 1877
• Facsimile : 6225 3605
• Email Address : info.sg@kaplan.com
• Kaplan Website : www.murdochatkaplan.com.sg
• Murdoch Website : www.murdoch.edu.au

The full application package should be sent to:

Director, Murdoch University
Bachelor of Arts Programmes
Kaplan Higher Education Academy
Kaplan City Campus @ Wilkie Edge
8 Wilkie Road, #02-01, Singapore 228095

Kaplan University and Kaplan Higher Education Academy reserve the right to alter, amend or delete any programme fee, programme, admission requirement, mode of delivery or other arrangements without prior notice.

The information contained in this brochure is correct at time of printing (July 2017).

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Fee Schedule

Please refer to the insert for the information on:
• Tuition Fee
• Non-tuition Fee
• Refund Policy
• EduTrust Certification

For more information, please contact our programme consultant or email info.sg@kaplan.com
## Programme Pathway

- Master of Business Administration
- Master of Human Resource Management
- Master of Professional Accounting

### List of All Bachelor's Degree Programmes Available

#### Bachelor of Business
- **Accounting**
  - Accounting and Banking
  - Accounting and Business Law
  - Accounting and Economics
  - Accounting and Finance
  - Accounting and Management
  - Accounting and Marketing
- **Business Law**
- **Banking**
  - Banking and Business Law
  - Banking and Finance
  - Banking and Management
  - Banking and Marketing
- **Economics**
  - Economics and Banking
  - Economics and Business Law
  - Economics and Finance
  - Economics and Management
  - Economics and Marketing
- **Finance**
  - Finance and Business Law
  - Finance and Management
  - Finance and Marketing
- **Human Resource Management**
  - Human Resource Management and Business Law
  - Human Resource Management and Management
- **Hospitality and Tourism Management**
  - Hospitality and Tourism Management and Business Law
  - Hospitality and Tourism Management and Human Resource Management
  - Hospitality and Tourism Management and Marketing
  - Hospitality and Tourism Management and Public Relations
- **International Business**
  - International Business and Finance
  - International Business and Hospitality and Tourism Management
  - International Business and Human Resource Management
  - International Business and Marketing
  - International Business and Web Communication
- **Management**
  - Management and Business Law
  - Management and International Business
  - Management and Marketing
- **Marketing**
  - Marketing and Business Law
  - Marketing and International Business
  - Marketing and Public Relations
  - Marketing and Web Communication

#### Bachelor of Arts
- **Communication and Media Studies**
  - Communication and Media Studies and Journalism
  - Communication and Media Studies and Management
  - Communication and Media Studies and Public Relations
  - Communication and Media Studies and Web Communication
- **Journalism**
  - Journalism and Communication and Media Studies
  - Journalism and Management
  - Journalism and Marketing
  - Journalism and Public Relations
  - Journalism and Web Communication
- **Tourism and Events**
  - Tourism and Events and Business Law
  - Tourism and Events and Communication and Media Studies
  - Tourism and Events and Hospitality and Tourism Management
  - Tourism and Events and Human Resource Management
  - Tourism and Events and Management
  - Tourism and Events and Marketing
  - Tourism and Events and Public Relations
  - Tourism and Events and Web Communication
- **Psychology**
  - Psychology and Communication and Media Studies
  - Psychology and Human Resource Management
  - Psychology and Management
  - Psychology and Marketing
  - Psychology and Web Communication
- **Public Relations**
  - Public Relations and Journalism
  - Public Relations and Management
  - Public Relations and Marketing
  - Public Relations and Web Communication
- **Web Communication**
  - Web Communication and Communication and Media Studies
  - Web Communication and Management
  - Web Communication and Marketing
  - Web Communication and Public Relations

#### Bachelor of Science
- **Business Information Systems**
  - Business Information Systems Systems and Computer Science
  - Business Information Systems Systems and Management
  - Business Information Systems Systems and Web Communication
- **Computer Science**
  - Computer Science and Business Information Systems
  - Computer Science and Management
- **Cyber Forensics and Information Security**
  - Cyber Forensics and Information Security and Business Information Systems
  - Cyber Forensics and Information Security and Computer Science
  - Cyber Forensics and Information Security and Management

Murdoch University-recognised Private Diploma, Kaplan Diploma or Polytechnic Diploma graduates may gain direct entry to Year 2 of the Degree programmes.