Contents

03  Dr Peter Waring’s Message
04  Deans’ Messages
06  Award Winning Private Education Provider in Singapore
07  Kaplan Higher Education Institute
08  About Murdoch University
09  Why Choose Murdoch University
11  Professional Accreditations, Recognitions & Memberships
12  Students & Graduates Testimonials
16  About the Programme
17  Unit Outlines
37  Programme Structure & Content
38  Certificates
42  Graduation Ceremonies & Career Fair
43  Fees Schedule & Application
44  Programme Pathway
Murdoch University has an outstanding reputation in Singapore established over more than 20 years. We are committed to excellence in teaching and research and ensuring that our graduates succeed in their chosen careers.

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 first-class teaching in Singapore, we have established a dedicated office that employs part-time academics and learning support in a range of disciplines.

Throughout your learning journey, our team of academic and professional staff will provide you with all the help and guidance you need to provide you with the best possible opportunity to succeed.
The School of Psychology and Exercise Science at Murdoch University has a reputation for teaching, research, and professional excellence.

Our staff includes award-winning teachers and researchers, as well as registered psychologists who work at the cutting edge of the field in professional settings.

The School strives to provide a challenging curriculum within a supportive learning environment. The Bachelor of Arts (Psychology) is professionally accredited by the Australian Psychology Accreditation Council (APAC) and provides students with an introduction to the discipline of professional psychology.

The Bachelor of Arts (Psychology) can be combined with several other majors including Psychology and Human Resource Management, Psychology and Management, Psychology and Global Media & Communication, and Psychology and Marketing. These double majors give graduates the significant professional advantage of understanding people in the workplace and the flexibility to undertake careers or further study in both disciplines. A fourth year of psychology can be studied at Murdoch’s Perth campus, as either Honours or a Graduate Diploma, which allows graduates to seek provisional registration as a psychologist in Australia.
The School of Business and Governance is committed to producing workplace-ready graduates who have a global mindset and are future-enabled.

We provide leadership across the School’s diverse learning and teaching, research, and engagement activities. It is our aim in enhancing the relevance of the School to students, business and government, and wider society by driving contemporary academic practice and innovation.

Your time at the School of Law will be challenging, fascinating and rewarding. You can expect to receive an excellent legal education that is both intellectually stimulating and socially rewarding.

Our progressive outlook and total commitment to quality outcomes along with our high rankings in teaching excellence make us a natural choice for students wanting to study business law.

The School of Engineering and Information Technology at Murdoch University recognises that the information technology industry is dynamic and rapidly evolving.

As such, it updates its curriculum and programme offerings every year in consultation with leading IT industry representatives in order to provide students with the most up-to-date skills. The School is also aware of the importance of effective communication skills and is committed to providing its students with the ability to translate and convey their knowledge to a range of IT stakeholders. It also provides opportunities to apply their skills to real organisational situations through participation in industry-relevant projects.
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)

JobsCentral Learning, Training & Education Development (T.E.D.) Awards 2017

- Best Private Education Institution
  - Accountancy
  - Business Management
  - Marketing
  - Psychology
  - Law

- Gold Standard Service Provider (Private Education Institution)
  - Computer Science & IT

- Best Corporate Training Provider
  - Computer Science & IT
  - Finance Management
  - Senior Management & Leadership

JobsCentral Learning and Rankings Survey 2013/14, 2013/2012, 2011/2010

- Preferred Private Education Institution for a Bachelor’s Degree 1st (Year 2012 and 2013), 2nd (Year 2010 and 2011)
- Preferred Private Education Institution for a Post-Graduate Degree 1st (Year 2012), 2nd (Year 2011 and 2013)
- Preferred Private Education Institution for a Diploma Advanced Diploma 1st (Year 2010, 2012 and 2013), 2nd (Year 2011)
- Preferred Private Education Institution for a Professional Certification/Personal Development Courses/Corporate Workshops 1st (Year 2010, 2012 and 2013), 1st (Year 2011)

HRM Asia Reader’s Choice Awards 2016

Winner of Best Corporate Learning and Development Provider. Awarded to Kaplan Professional, part of Kaplan Learning Institute.

HRM Asia Reader’s Choice Awards 2015

Winner of Best Corporate Leadership Programme. Awarded to Kaplan Professional, part of Kaplan Learning Institute.

Platinum Approved Learning Partner - Student Tuition

The highest level of recognition that ACCA awards to its tuition providers in recognition of the exceptional quality of tuition provision and support for ACCA students. Awarded to Kaplan Financial, part of Kaplan Learning Institute.

AsiaOne People’s Choice Awards


Reader’s Digest Trusted Brands Asia 2015

Private Higher Institution (Gold Award)

1Awarded to Kaplan in Singapore by JobsCentral Learning, Training & Education Development (T.E.D.) Awards 2017. The award is conferred based on stringent assessment by an esteemed panel of judges consisting of industry experts, and voting by members of the public. 2Awarded to Kaplan Higher Education Academy. 3Awarded to Kaplan Higher Education Institute. 4Awarded to Kaplan Learning Institute.
Today, thousands of students are enrolled into Kaplan Higher Education Institute in Singapore, pursuing part-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
- Engineering
- 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 6 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.
About 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.

As a member of the Innovative Research Universities Group, we collaborate with a number of distinguished Australian universities, conducting research of national and international standing.

With 87% of our research assessed as world standard or better¹, our world-leading research in food security, sustainable development and health futures is informing leaders and nurturing innovation in tackling the most pressing regional and global challenges.

We pride ourselves on having academics who are pioneers in their fields, state-of-the-art facilities, exceptional student services and a wide range of undergraduate, postgraduate and research programmes, ranging across arts, business, engineering, health, information technology, law, science and teaching.

We have more than 23,000 students including 2,000 international students from over 85 countries studying in Perth, and another 8,000 students studying offshore. Our cultural diversity makes us one of the Top 100 Most International Universities in the World².

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

¹. Excellence in Research Australia 2015
². Times Higher Education World University Rankings 2016 – Top 200 Most International Universities
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 Ranking 2016 – Top 200 Most International Universities 2016)

- Member of The Association of Commonwealth Universities (ACU)

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

- Murdoch University is recognised by the Australian government¹. Candidates with a degree from a University accredited by the home government of the country may be considered for appointment into the Singapore Public Service²

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

Accounting

Professional Accreditations

- Accredited by ACCA. Exemptions for F1-F9 papers.
- Accredited by CPA Australia. Direct entry into CPA programmes.
- Accredited by Chartered Accountants of Australian and New Zealand (CAANZ)

Professional Recognition

- Recognised by Institute of Public Accountants (IPA)

Professional Membership

- An associate member of the Institute of Singapore Chartered Accountants (ISCA)

Business Information Systems, Computer Science and Cyber Forensics and Information Security

Professional Accreditation

- Accredited by Australian Computer Society (ACS)

Economics

Professional Membership

- A member of The Economics Society of Australia (ESA)

Finance

Professional Membership

- An associate member of Finance Services Institute of Australasia (FINSIA)

Hospitality & Tourism Management and Tourism & Events

Professional Membership

- A member of the Council for Australasian Tourism and Hospitality Education (CAUTHE)

Marketing

Professional Membership

- A member of the Australian Marketing Institute (AMI)

Psychology

Professional Accreditation

- Accredited by Australian Psychology Accreditation Council (APAC)

Professional Recognition

- Recognised by Australian Psychological Society (APS)

1. Associate membership is available to applicants who have completed an accounting degree or an equivalent accounting qualification
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. Professional membership is available to anyone holding an economics degree, or equivalent, and has at least three years of experience as a practising economist.
4. 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.
Students & Graduates Testimonials

**Tan Fang Fang**
Account Executive, Accounting Consultancy Firm  
Bachelor of Business in Accounting  
Murdoch University Student (2017)

I was overwhelmed by the number of universities and programmes offered by Kaplan. Finally, I chose Murdoch University to pursue my Bachelor’s Degree. I was impressed by the number of professional accreditations, and recognition the Accounting Bachelor’s Degrees have.

They are accredited by ACCA with exemptions for F1-F9 papers, an associate member of the Institute of Singapore Chartered Accountants (ISCA) and is also accredited by CPA Australia that allows direct entry to CPA programmes.

---

**Sylvester Yew Jun Siong**
Loan Ambassador, OCBC Bank  
Bachelor of Business in Banking and Finance (Double Major)  
Murdoch University Student (2017)

After my O-Levels, I joined Kaplan to study for my Diploma in Banking and Finance. After completing my Diploma, my passion for this industry grew further. I decided to embark on my Degree programme to have a better future and career prospect.

I chose Murdoch University because I could gain an internationally recognised qualification and many of my friends recommended me this Degree. It is a reputable university and to my understanding, the Degree from Murdoch University is also well-recognised by many banks.

---

**Tiffanie Tan Ching Ching**
HR Assistant Vice President, Banking & Finance Industry  
Bachelor of Arts in Psychology  
Murdoch University Student (2017)

After completing my first part-time Degree in International Business with Murdoch University in Kaplan, I have more time to serve the community.

I decided to take up another Degree—Psychology. It was also to fulfil my childhood dream of learning Psychology. Since I am working in HR, the study of Psychology is very important to understand the different cultures and the right techniques in working with them, this course helps me in understanding all these.
**Students & Graduates Testimonials**

**Alfred Tan**  
Marketing Communications Manager, CNP Cosmetics Singapore Pte Ltd  
Bachelor of Commerce in Economics and Business Law (Double Major)  
Murdoch University Graduate (2017)  
I graduated with a Diploma in Molecular Biotechnology from Ngee Ann Polytechnic. I was inspired by how a brand manager plays a vital role in the marketing and communications industry. Knowing that I lacked the relevant skills, I went ahead with a Double Major in Communication and Public Relations. I felt it would put me on a better leverage in today’s competitive society and the degree would equip me with the skills to be more effective in building and understanding business-to-consumer relations.

**Yogaraj Easu**  
Group Compliance, Anti-money Laundering Team, United Overseas Bank  
Bachelor of Business in Banking and Finance (Double Major)  
Murdoch University Student (2017)  
When I decided to pursue a degree after encouragement from my friends and family, taking a Murdoch University Double Major programme at Kaplan was a clear choice for me. I had found the Banking and Finance Bachelor’s Degree programme to be helpful in enhancing my understanding of the highly globalised banking industry. Other than the ideal course duration due to the advanced standing received through my relevant diploma, a flexible schedule and industry’s recognition of the qualification gave me greater confidence in taking the plunge.

**Teh Zi Cong Nicholas**  
Bachelor of Commerce in Economics and Business Law (Double Major)  
Top 2% Vice Chancellor’s Commendation for Academic Excellence Awards 2017 Recipient  
Murdoch University Graduate (2017)  
I like the new implementation of the blended learning system. I can access the contents from home and it gives me the opportunity to learn at my own pace, not just confined to the boundaries of the classroom. The flexibility of choosing my own time slots at my convenience for each module greatly benefits me in terms of aligning with my commitments.
Carmen Ng  
Youth Officer  
Bachelor of Arts in Psychology and Management (Double Major)  
Murdoch University Graduate (2017)  

I graduated from Nanyang Polytechnic with a Diploma in Business Management. While my peers went overseas or to other institutions, I decided to search for something that would fit my needs.

I chose to take up a Double Major in Psychology and Management because I found the degree programme would allow me to study people-related topics, so that I could learn how to impact youths’ lives and also, help me in my interaction with the youths.

Muhammad Sadiq Bin Abdul Kadir  
Instructor, Singapore Armed Forces (SAF)  
Bachelor of Business in International Business and Management (Double Major)  
Murdoch University Student (2017)  

After I graduated from Republic Polytechnic with a Diploma in Materials Science, I was enlisted in the army in 2011. In 2015, I joined SAFTI Military Institute as an Instructor. My job is to educate officer cadets with military fundamentals and knowledge on aspects of their jobs. It was around the same time that I decided to further my studies. I have chosen International Business and Management as my specialisations so that I can expose myself to new fields of study, gain knowledge and develop skill sets.

Mavis Png Wei Qi  
Talent Acquisition Executive, Luxury Careers Pte Ltd  
Bachelor of Commerce in Hospitality & Tourism Management and Management (Double Major)  
Murdoch University Graduate (2017)  

After I completing my Diploma in Hospitality & Tourism Management in Kaplan, I immediately continued to pursue a Degree in Hospitality & Tourism Management and Management with Murdoch University.

In my opinion, having a Bachelor’s Degree is very critical to stay relevant in Singapore. A Degree is an investment that will bring job security and it is a down payment on my future. I believe that by obtaining a Degree, I would be highly marketable and this will pave the way for multiple opportunities for myself.
Debra Marie Francis
Teacher, Jan & Elly English Language School
Bachelor of Commerce in Economics & Management (Double Major)
Top 2% Vice Chancellor’s Commendation for Academic Excellence Awards 2017 Recipient
Murdoch University Graduate (2017)

I have chosen Murdoch University because it is very well-established at Kaplan, having offered Murdoch Bachelor’s Degree programmes for many years now. Besides being very reputable, it has solid infrastructure in terms of lecturers, student relations officers and consultants. A Degree opens up a lifetime of opportunities. There will be more job openings, more chances at promotions and more flexibility with which jobs I can take or keep.

Laetitia Wong Wai Yi
Community Executive, LEVEL3, Unilever
Bachelor of Communication in Communication & Media Studies and Public Relations (Double Major)
Murdoch University Graduate (2017)

After I graduated from Temasek Polytechnic, I was working as an intern reporter at a news publication. I knew then that this is the industry I want to work in.

I love the practical aspects of the programme. It was structured in a flexible manner. For example, I could mix and match modules, and take on as many or as little as my time allowed. The assignments and group projects were also realistic and could be implemented in the industry.

Tiffany Thivyanjali Gnanaraj
Bachelor of Business in Human Resource Management and Management (Double Major)
Murdoch University Student (2017)

To remain competitive in today’s workforce, having a Degree has become increasingly important in the job market. A Degree offers more job openings, more flexibility with which jobs I can apply and these are the key reasons for pursuing a Degree.

As I have my diploma from Nanyang Polytechnic, I enjoyed module exemptions and can complete my degree in 16 months instead of 28 months. The great variety of Double Major Degree programmes offered by Murdoch University sparked my interest.
Chow Hui Ming, Rachal
Educator, Early Childhood Industry
Bachelor of Arts in Psychology
Murdoch University Student (2017)

I graduated with a Diploma in Electronics, Computer and Communications from Nanyang Polytechnic. However, I find that studying Psychology gives me a better understanding of human behavior and makes it easier when communicating with children and parents.

Most importantly, Psychology can be applied in any industry as it also focuses on understanding the human dynamics in the workplace. I hope to be able to use my skills to connect fellow educators in Singapore.

Sebastian Raphael San
Country Launcher, Mobike (SEA)
Bachelor of Business in Management and International Business (Double Major)
Murdoch University Graduate (2017)

Kaplan offered me a fast track to a degree. I could finish it in 16 months instead of 28 months because I was exempted from some modules, thanks to my Diploma from Nanyang Polytechnic.

The programme offered me insights into the global economic and business climates – just what I needed to develop a global mindset. There was a good mix of written assignments, projects and examinations. We also worked on case studies in teams, and that helped me pick up skills in teamwork and project management.

Crystal Poh En En
Senior Executive, Digital Printing Agency
Bachelor of Business in International Business & Management (Double Major)
Murdoch University Student (2017)

I chose Murdoch University was because it would allow me to work and study at the same time. Due to its flexibility, I have control over my schedule. It is a merit for working professionals like us, and its central location is another plus point.

They provide online videos which guide me along and contain more information on the topic itself, so I have a basic understanding even before the lesson starts. This makes studying easier. I would recommend Murdoch University to others.
About The Programme

- Classes will be held regularly with full academic support given throughout the duration of your programme.
- Our smaller classes with a maximum of 50 students ensure a supportive learning environment with more personal attention given to each student.
- Students have the option to enrol in either single or double majors.
- 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.
- The degree will be the same as that awarded to on-campus graduates in Australia.
- We have a strong record of producing Vice Chancellor’s Academic Excellence Award Winners (Top 2% of the cohort) year after year.
- 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.
Accounting

Accounting is an integral part of the management process in any business, public enterprise or not-for-profit entities. It acts as an evaluation and control aid when looking at the effectiveness and efficiency of the operations of an enterprise as well as employee performance.

It provides information to assist users in making decisions for a variety of purposes, including the acquisition or sale of shares, lending of money, and provision of goods on credit.

In addition, Accounting helps managers, owners and investors to look after the assets and investments of the organisation. Capital investment and strategic decisions also use data produced by the accounting process.

The Accounting major is usually chosen by students interested in a career as a professionally qualified accountant. Graduates of this programme can gain employment with professional accounting firms (working with clients in areas such as audit, taxation, and business services), in government, in other private sector firms, and in not-for-profit organisations.

Unit Outlines

Accounting Theory and Accountability

This unit develops higher-level analytical and critical thinking skills in the accounting domain. Topics include accounting theories, triple bottom line, measurement systems and the importance of understanding user needs and company impediments to financial reporting. The unit emphasises the acquisition of fundamental problem solving and communication skills and the link of governance, financial reporting and accountability to the fast changing corporate business environment. Corporate governance, ethics and innovation issues are also explored.

Auditing

The objective of this unit is to develop a theoretical and legal background to the role and responsibilities of the auditor and the audit process. Topics covered include the scope and limitations of auditing, the legal background to audit responsibilities and duty of care, auditing standards, accepting and planning audit engagements, evaluating audit risk, internal control, audit evidence, audit procedures and audit reports.

Company Law

This unit examines how Australian company law provides for the registration, operation and de-registration of companies as a form of business organisation. The legal relationships between participants in the company, between the company and the regulators and between the company and outsiders are considered.

In order to qualify for admission to membership of the professional accounting bodies (CPA Australia and CAANZ), students must complete the following two units: Auditing and Taxation.

Contemporary Financial Accounting

This is an advanced accounting unit and therefore critically examines and evaluates a number of specific issues selected from the prevailing set of accounting standards promulgated in Australia and legally mandated for use by companies. These range from share issues, asset impairment and intangibles consolidations, tax-effect accounting, extractive industries, leases, financial instruments and public sector accounting. The unit focuses on definitions, concepts, principles and theories as well as accounting practices in the Australian context.

Corporate Finance

The main objective of this unit is to develop a basic knowledge of finance, especially in relation to investment decisions for the corporate financial manager. Major topics include the evaluation and selection of investment projects, introduction to the capital asset pricing model, dividend policy and capital structure and working capital management.

Management Accounting

This unit examines the role of the accountant in providing information to internal management. Major areas include costing methods, budgeting and performance evaluation and decision making.

Taxation

This unit is an introductory unit on income tax. It covers key principles on income tax laws as they apply to all taxpaying entities. Emphasis will be placed on the distinction between capital and income and the development of concepts of income and deductions in determining a tax quantum. Students are encouraged to develop skills in statutory interpretation and case law analysis that will provide them with a base for lifelong learning in a dynamic tax environment.

Technology and Accounting Processes

This unit provides the fundamental concepts and technical skills that students need for future units in accounting. By the end of the unit, students will be able to record accounting transactions and produce relevant financial statements in accordance with Australian Accounting Standards. Topics include the double entry recording system, financial statements, valuation and measurement of assets, liability and equity. Students will also utilise QuickBooks software to facilitate their understanding of the computerised accounting process.
Commercial Banking

The unit provides an overview of functions and objectives of commercial banking. Assets, liability and liquidity management, interest rate management and bank lending instruments will be covered in the programme. Derivative securities salient to financial intermediation, loan commitments and securitisation will also be examined.

In banking units, the student is exposed to the issue of information asymmetry that exists between the borrower and the lender and the need to design contracts that reveal and monitor the quality of the borrower. The units also consider the nature and legal implications of the banker-customer relationship.

The high debt that financial institutions have in their capital structure, the interest sensitivity of their assets and the liquidity that depositors demand result in unique interest, credit and liquidity risk management issues. These issues are further complicated by government regulation and directives. Completion of the banking major will open up employment opportunities for students in all types of financial institutions.

Unit Outlines

Commercial Banking

The unit provides an overview of functions and objectives of commercial banking. Assets, liability and liquidity management, interest rate management and bank lending instruments will be covered in the programme. Derivative securities salient to financial intermediation, loan commitments and securitisation will also be examined.

Corporate Finance

The main objective of this unit is to develop a basic knowledge of finance, especially in relation to the investment decisions for the corporate financial manager. Major topics include the evaluation and selection of investment projects, introduction to the capital asset pricing model, dividend policy and capital structure, and working capital management.

Credit and Lending Decisions

The focus of this unit is the key functions of the bank with particular emphasis on the management of lending and credit assessment. Topics include an overview of credit risk, the credit decision, management of problem loans and credit policy formulation and implementation. In addition, current credit techniques including credit scoring models and value at risk (VAR) will be introduced.

Finance Law

This unit examines areas of particular relevance to the finance and banking industries. Topics studied include key Australian financial system regulators, fundraising by issue and sale of securities, managed investment schemes, loan finance, regulation of consumer credit, debenture, note finance, and anti-money laundering provisions. Regulation of financial services and markets and the financial services licensee/client relationship are also a focus.

International Financial Markets and Institutions

This unit provides a comprehensive analysis of the global financial system, with particular focus on the financial markets of Australia, China and the U.S. The unit also analyses current theories, issues and institutions relevant to the global trading system. The dominant theme of this unit is the interdependence of the trading and financial systems in an increasingly globalised market.

Treasury Management

This unit provides an introduction to fundamental concepts associated with the management of risk within an institution. Broadly, it will cover the basic financial engineering tools, the yield curve and the pricing of fixed income instruments. Specific instruments including futures, Forward Rate Agreements (FRAs), options and swaps will be discussed in detail. The unit will also consider the trading environment, focusing on market structures and function.
Business Information Systems

Information Systems is the study of information generation, communication, storage, and application in the context of organised human activity.

The increasing penetration of information technology into everyday organisational activity means that professionals in many areas, from management to engineering, increasingly need an understanding of information systems. The contribution of information systems to the functioning of organisations, the design and management of such systems and the development of systems to assist in other professional roles is emphasised in the Business Information Systems degree. Graduates typically find employment as business analysts. Graduates combining Business Information Systems with another major will experience enhanced employment prospects in that area.

Unit Outlines

Advanced Business Analysis and Design
This unit extends the material learnt in Systems Analysis and Design with an emphasis on business process modelling. The concepts of business process modelling will be examined and the analytical tools that can be used to analyse, model and design business processes will be introduced. Agile system development methodologies will be contrasted with more formal approaches and the unified process life cycle model will be examined. Package evaluation and selection and global distributed development processes will also be covered.

Business Intelligence Application Development
Business Intelligence (BI) has become a focus for organisations wishing to make more effective use of their data resources. This unit examines both the theoretical and practical aspects of BI, from discovery, inventory, extraction and transformation of data sources, through the common approaches to data analysis, to management reporting environments (MRE). The practical component of this unit will involve students creating a data warehouse and MRE, using a range of BI tools used in industry.

Databases
This unit provides an introduction to database design, implementation and management. Topics include data modelling, the relational model, SQL, logical and physical database design, database application design, transaction management, concurrency, recovery, security, database architectures, data administration and database administration. Theory is complemented by practical work by the use of common database management systems.

Enterprise Architectures
This unit introduces concepts and techniques associated with Enterprise Architecture (EA), including organization-wide strategic, business, and technology planning. Students will develop the ability to understand how information technology resources could be utilized to support organizations’ strategic goals and business requirements. Students will also be able to understand main the EA methodologies, frameworks, and techniques, such as the EA3 ‘Cube’ Framework.

Information Systems Management
This unit explores the acquisition, development and implementation of information systems and infrastructure that support the operational, administrative and strategic needs of organisations. Students will develop the ability to critically assess existing information technology infrastructures, emerging technologies and various IS governance frameworks. Sourcing options for the acquisition of information systems and technologies will be evaluated in the context of organisational needs. This unit prepares students for deeper study of information systems in their final year.

IT Professional Practice Project
Students in this team-based unit will use IT approaches to solve real-world problems from a range of domains. Creation of relevant project deliverables will require students to build upon skills developed during their studies. Students will be expected to appreciate the interdisciplinary nature of their project and how the skills of team members from different IT majors are required to solve complex problems. Project management and communication with clients and other stakeholders in a professional manner will be emphasised.

Systems Analysis and Design
This unit introduces methods and techniques for analysing problematic organisational situations, particularly those leading to the development of an information system, and draws on both technical and organisational materials to provide the knowledge and skills necessary to design and implement an operational system.
Business Law

The Business Law major complements majors in accounting, finance, management and other business disciplines. The major also supplements legal studies that are not business oriented.

Whether students are interested in government or private enterprise work, completion of the major will allow for an appreciation of relevant legal principles applicable to many areas of business. Increasing regulation of business activity means professionals need legal knowledge that equips them to make informed decisions and to recognise the need for further specific legal services.

The major includes the study of contemporary business law for this use. The legal environment of business is exposed with a focus on skill development in legal problem-solving. Prospective employers would include government agencies and medium to large corporations.

Unit Outlines

Alternative Dispute Resolution
This unit will explore the variety of methods that may be adopted to resolve conflicts other than by way of binding third party intervention, including negotiation, conciliation, mediation, arbitration and blended processes.

Company Law
The unit examines how Australian company law provides for the registration, operation and de-registration of companies as a form of business organisation. The legal relationships between participants in the company, between the company and the regulators and between the company and outsiders are considered.

Finance Law
This unit examines areas of particular relevance to the finance and banking industries. Topics studied include key Australian financial system regulators, fundraising by issue and sale of securities, managed investment schemes, loan finance, regulation of consumer credit, debenture, note finance, and anti-money laundering provisions. Regulation of financial services and markets and the financial services licensee/client relationship are also a focus.

Marketing and Advertising Law
This unit covers key legal issues relevant to the marketing of goods and service in Australia. With reference to the Australian Consumer Law, it deals with product liability, as well as legal aspects relating to product packaging and labelling, advertising and selling techniques where misleading or deceptive conduct is considered. Various legal rules protecting intellectual property rights and also covered, including patents, confidentially law, copyright, passing off and registered trademarks.

Taxation
This unit is an introductory unit in income tax. It covers key principles in income tax law as they apply to all taxpaying entities. Emphasis will be placed on the distinction between capital and income and the development of concepts of income and deductions in determining a tax quantum. Students are encouraged to develop skills in statutory interpretation and cause law analysis that will provide them with a base for lifelong learning in a dynamic tax environment.

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 minimum standards, regulation of collective bargaining, industrial action, dismissal and work health and safety.
Students are equipped with the knowledge 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.

Unit Outlines

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.

Communicating Global Issues
This unit articulates with 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.

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 task, working in small teams to a brief provided by and external industry partner.

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.

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.

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.
Computer Science

The Computer Science major is designed to provide students with a thorough understanding of the theory, methods and systems used by the information technology industry.

Required units cover the major areas of software development, computer technology, systems applications and software engineering. Excellent career opportunities exist for Computer Science graduates in business, industry and government as programmers, systems analysts, database administrators, software architects, computer systems and network managers, user support officers and software engineers.

Unit Outlines

**Databases**
This unit provides an introduction to database design, implementation and management. Topics include data modelling, the relational model, SQL, logical and physical database design, database application design, transaction management, concurrency, recovery, security, database architectures, data administration and database administration. Theory is complemented by practical work by the use of common database management systems.

**Data Structures and Abstractions**
This unit studies Abstract Data Structures (ADS) and the algorithms that operate upon them. ADS such as arrays, lists, two-dimensional structures, trees and graphs are studied along with various representations. ADS that utilise these structures are also covered. Complexity analysis is used as a thread throughout the unit. The programming language currently used in this unit is C++.

**Intelligent Systems**
This unit offers an introduction to the fundamental concepts and techniques of artificial intelligence focusing on expert systems to solve engineering problems, data mining, data analysis for industries and intelligent agents in computer games. Topics include introduction to artificial intelligence and applications, introduction to game AI, rule based expert systems, neural computing, fuzzy logic, genetic algorithms, intelligent agents, state machines and methods of evaluating these technologies.

**IT Professional Practice Project**
Students in this team-based unit will use IT approaches to solve ‘real-world’ problems from a range of domains. Creation of relevant project deliverables will require students to build upon skills developed during their studies. Students will be expected to appreciate the interdisciplinary nature of their project and how the skills of team members from different IT majors are required to solve complex problems. Project management and communication with clients and other stakeholders in a professional manner will be emphasised.

**Operating Systems and Systems Programming**
This unit aims to provide an understanding of the design and implementation of modern operating systems and how they provide an interface to the computer hardware resources. It also covers the use of operating systems service routines to construct efficient systems programmes. Topics include process management, memory management, mechanisms for interprocess communications, file systems and protections, network programming using sockets and the UNIX system call interface.

**Principles of Computer Science**
This unit is designed to develop the skills of problem solving and program design using an Object Oriented programming language. Major topics include algorithm design, procedural abstractions, the use of libraries as collection of black-box code modules, the concepts of pre- and post-conditions, strings, arrays, introduction to object-oriented concepts including data abstraction, encapsulation, classes and object references, inheritance, introduction to recursion, streams and file input and output, the definition and use of common classes - lists, stack and queues.

**Software Architectures**
The objectives of this unit are to study alternative software architectures and their implications for software design. Major topics include pipe-filter architecture and regular expressions, client-server architecture, batch versus run-time validation design, object-oriented design and UML, dynamic binding and inheritance, event-based architecture, finite state machines and GUI design, Petri Nets, multithreading and synchronisation, layered architectures, design patterns and other architectures. The Java programming language will be used to demonstrate implementations.

**Systems Analysis and Design**
This unit introduces methods and techniques for analysing problematic organisational situations, particularly those leading to the development of an information system, and draws on both technical and organisational materials to provide the knowledge and skills necessary to design and implement an operational system.
Cyber Forensics and Information Security

Increasingly, government and corporate organisations need to identify information security risks and interdependencies between business functions.

Escalating security threats to organisations’ information assets and increasing needs for organisations to comply with governance of information management have resulted in organisations requiring well-trained ICT professionals capable of addressing three key issues: managing information, protecting information and forensic investigation of information security incidents. Graduates of this major will be well-suited to meet these important industry demands.

Graduates may expect to take up appointments in a broad range of employment areas, including Computer Information Consultant, Computer Intelligence Officer, Computer Support Officer, Cyber Forensic Investigator, Database Developer/Administrator, Forensic Auditor, Help Desk Officer, Internet Security Officer, IT Consultant, Systems Administrator and Systems/Business Analyst.

Unit Outlines

Databases
This unit provides an introduction to database design, implementation and management. Topics include data modelling, the relational model, SQL, logical and physical database design, database application design, transaction management, concurrency, recovery, security, database architectures, data administration and database administration. Theory is complemented by practical work by the use of common database management systems.

Computer Security
This unit provides a strong understanding of security principles, linking these with their applications amongst real-world systems. There is an applied focus in the unit and practical sessions will enable students to develop skills in how to test for and exploit security vulnerabilities and ultimately recommend mitigation strategies.

Cyber Forensics and Information Technology
This unit combines three separate disciplines: technology, law and forensic analysis that when combined, form the paradigm of cyber forensics. The unit offers an insight into the cyber forensic environment and looks at the preservation, location, selection, validation, and presentation stages of cyber forensic examination. Students undertake theoretical study as well as analysis of a crime scene simulation to combine theoretical and experiential knowledge.

Information Security Policy and Governance
This unit covers the advanced study of Information Security Policy and Governance at an organisational level. Students will gain an understanding of standards and policies as well as international, national and local regulatory requirements governing organisational information technology systems. The unit will address relevant data protection legislation, industry best practices, risk management techniques and develop the necessary skills to evaluate and measure organisational compliance and to determine appropriate organisational strategy to best support the information security needs.

IT Professional Practice Project
Students in this team-based unit will use IT approaches to solve ‘real-world’ problems from a range of domains. Creation of relevant project deliverables will require students to build upon skills developed during their studies. Students will be expected to appreciate the interdisciplinary nature of their project and how the skills of team members from different IT majors are required to solve complex problems. Project management and communication with clients and other stakeholders in a professional manner will be emphasised.

Security Architectures and Systems Administration
This unit will consider the architecture and administration of a secure computing environment from several perspectives: that of the local machine, a networked computer system, and finally an organisational IT infrastructure. The unit provides an understanding of the hardware and software environment required to support security and mitigate risks, reviews models of system security, and reviews techniques to evaluate and measure system security. Throughout these areas, systems analysis tools and techniques will be introduced to support these security goals.

Systems Analysis and Design
This unit introduces methods and techniques for analysing problematic organisational situations, particularly those leading to the development of an information system, and draws on both technical and organisational materials to provide the knowledge and skills necessary to design and implement an operational system.
Economics

The Bachelor of Business (Economics) emphasises the applications of economic analysis to real-world situations. All economics majors develop logical, empirical and contextual knowledge through studying sequential core units in economic theory and applied economics.

It is strongly recommended that students who aim to achieve a thorough grounding in economics and economic policy take additional electives in economics, statistics, political economy and management. Graduates of a Bachelor of Business (Economics) will demonstrate skills in the following three areas: logical problem-solving, interpretation and analysis of data, and presenting and communicating ideas.

Unit Outlines

Econometrics

Econometrics is concerned with the empirical testing of economic and finance theories. A working knowledge of the subject is essential for those students intending to work as professional economists, financial analysts and business professionals. This unit adopts a hands-on approach to the subject, combining the theory of econometrics with the use of computer packages. The unit provides students with a good working knowledge of the subject and the ability to solve practical problems.

International Trade and Development

This unit provides a theoretical and policy analysis of an economic phenomenon that injects lifeblood into almost all modern economies. Trade both in its domestic and international dimension with their respective related issues are the single most important topic that is being deliberated and argued about practically in every global forum. Trade is also closely linked with economic growth and economic development.

Macroeconomics A

This unit provides an intermediate level of knowledge and understanding of basic macroeconomic principles. A framework for analysis is developed and the determinants of unemployment, inflation and the level of output are discussed. Particular emphasis is placed upon the role of government macroeconomic policy.

Macroeconomics B

This unit provides an advanced level of knowledge and understanding of macroeconomic principles. A framework for analysis is developed and the determinants of unemployment, inflation and the level of output are discussed. Particular emphasis is placed upon the role of government macroeconomic policy.

Microeconomics A

This unit provides knowledge and understanding in intermediate level microeconomics. Students are introduced to the important tools of microeconomic analysis. Topics covered include the neoclassical theories of demand and supply, choice under certainty, risk and uncertainty, the models of perfect competition, monopoly, oligopoly and monopolistic competition, basic elements of non-cooperative game theory. Applications of theory are considered throughout the unit. The unit requires good quantitative skills and critical thinking skills.

Microeconomics B

This unit introduces students to more in-depth study of strategic interaction in microeconomic environments. These would include topics such as fundamentals of equilibrium behaviour with applications to the problem of commons, market structures, market design, behavioural economics, cartels and market collusion, auctions, signalling in job markets.
Finance

Students doing the finance major will cover a broad range of areas in corporate finance, treasury management, investment analysis and international finance.

These are designed to equip them with the necessary skills to obtain employment in areas such as stockbroking, insurance and banking as well as preparing them with the skills for careers in finance in public and private organisations. Many issues relevant to the corporate financial manager will be examined including capital investment decisions, cost of capital, sources of funds, dividend policy, working capital management, efficient capital markets, portfolio management, the use of options, futures, forward exchange contracts and other derivative financial instruments. Students will also receive an introduction to international finance.

Murdoch Business graduates are equipped with the necessary skills to obtain employment in such areas as stockbroking, insurance and banking. They will also acquire skills for careers in finance in public and private organisations.

Unit Outlines

Corporate Finance
This unit develops the study of the role of quantitative analysis in facilitating personal and corporate financial decisions. The principal focus of the unit is the student’s knowledge of finance, especially in relation to investment decision making for the corporate financial manager. Major topics include the valuing of debt and equity securities; the evaluation and selection of investment projects; the capital asset pricing model; dividend policy and capital structure; and working capital management.

Derivative Securities
This unit is designed to provide students with a detailed understanding of the features and uses of the major derivative instruments, an understanding of how the major derivative instruments are valued and an introduction to the features of exotic derivative instruments. Alternatives to the Black-Scholes models, credit risk derivatives and advanced models in interest rate derivatives will also be examined. Work will be highly theoretical and mathematical and a high standard is expected.

Finance Law
This unit examines areas of particular relevance to the finance and banking industries. Topics studied include key Australian financial system regulators, fundraising by issue and sale of securities, managed investment schemes, loan finance, regulation of consumer credit, debenture, note finance, and anti-money laundering provisions. Regulation of financial services and markets and the financial services licensee/client relationship are also a focus.

Investment Analysis
The unit Investment Analysis examines the key areas of investment in financial assets including investment environment, security trading procedures, performance of investment companies, principles of constructing optimal portfolios with risk-free and risky financial assets and models of pricing financial asset. It also examines how financial markets behave with different degrees of efficiencies, and how financial statements and options are used in making investment decisions and managing investment risks respectively.

International Finance
Topics in the unit include foreign exchange markets, futures, options, forward markets and currency swaps, determination of exchange rates, purchasing power parity, interest rate parity, hedging and the management of foreign exchange risk, asset and liability management for the multinational corporation, international portfolio investment.

Treasury Management
This unit provides an introduction to fundamental concepts associated with the management of risk within an institution. Broadly, it will cover the basic financial engineering tools, the yield curve and the pricing of fixed income instruments. Specific instruments including futures, Forward Rate Agreements (FRAs), options and swaps will be discussed in detail. The unit will also consider the trading environment, focusing on market structures and function.
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.

Unit Outlines

**Destination Management**
This unit examines the management of the tourism system with a focus on ‘destinations’. The management of tourism outcomes and the use of tourism as a development strategy for building ‘community’ is explored in this unit. This involves strategic planning and a forward looking, critical approach to sustainable tourism development and identifying and implementing effective management in the context of sustainability. This unit is designed as a practical exercise in tourism destination management guided by the technique known as project management techniques.

**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.

**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.

**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.

**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 demonstrates how the key functional areas of a business, such as marketing, finance and human resource management, integrate to construct long-term courses of action in response to environmental and competitive pressures.

**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.
Human Resource Management

Human Resource Management professionals specialise in managing functions and activities concerned with attracting, maintaining and developing people within the organisation.

A Bachelor of Business (Human Resource Management) will provide students with a body of knowledge that includes the understanding of historical perspectives and contemporary developments in Human Resource Management. Students will have knowledge of how research principles and methods inform Human Resource Management decision making. Graduates of a Bachelor of Business (Human Resource Management) will demonstrate the application of knowledge and skills via the planning and completion of significant research-based or scholarship-centred projects.

Unit Outlines

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.

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 Human Resource Management 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.

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.

Principles of Human Resource Management
This unit introduces students to the function of human resource 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 resource movement, the relationship between human resources and other organisational functions, factors affecting recruitment and selection decisions and tools used to manage staff performance.

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.
International Business

International Business is an integrated major with a strong basis in international commerce and economics, as well as interdisciplinary links with Asian study areas.

Students are exposed to a selection of units that will develop their knowledge of the global business environment and related political and social factors in some of the largest and most dynamic economies of the world.

The major is designed to enable students to acquire skills needed for employment in an international environment. Business core units provide the foundation for a broad international business perspective and skills appropriate to understanding and dealing with a range of cultures in an increasingly globalised world.

Unit Outlines

Business Negotiations: An International Perspective
To succeed in the fiercely competitive global market of the 21st century, it is necessary to develop managers and potential managers with a capability to negotiate complex transactions in an international setting. This requires knowledge and skills of negotiation and in the global context to possess cultural knowledge, and understand culture’s impact on the negotiating process.

Comparative Corporate Governance and International Operations
Today’s business leaders must implement internal processes and corporate governance best practices that create value for both shareholders and societal stakeholders including customers and staff. The advent of disruptive business models coupled with complex economic, environmental, political and technological factors force businesses to use corporate governance mechanisms and intermediaries to complement their increasingly globalised operations to achieve sustainable development in an often dynamic and uncertain economy. Case analyses and research on real-life corporations enhance theory-application learning in this unit.

International Management
This unit aims to provide a framework for the analysis of problems and issues in managing an international business. The focus is on contemporary worldwide issues of competitiveness and how these are influenced by the cultural, political and economic environments. Topics include cross-cultural management issues, international strategic planning, international organisational structures, cross-cultural communication, decision making, motivation and leadership, expatriation and repatriation of managers, and international human resource management and labour relations.

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 understand the different environments, market conditions and strategies that influence the successful implementation of an international marketing strategy. Building on skills developed in previous units, students will learn how common marketing concepts must be adapted beyond domestic approaches to ensure international success.

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.

International Political Economy
This unit is an introduction to the subject of international political economy. It reviews key conceptual approaches to the politics of the world economy, examines key processes of economic globalisation (trade, finance, multinational corporations), and considers debates and controversies over development pathways, globalisation and the rise of new economic powers. Students will develop an understanding of the politics of the global economy, and gain the skills to engage with major contemporary international economic and policy challenges.
Journalism

This major provides students with the skillset to operate in the digital era of news.

You will learn practical reporting, writing and producing skills in journalism and it investigates the ethical, legal and cultural contexts of the news media. The major gives students the opportunity to work in an online newsroom. Students learn about the news media industry and about the influence of journalism on society.

Unit Outlines

Audiences, Users and Participants
This unit provides practical knowledge on how media audiences, users and participants are analysed and understood. It begins with a 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.

Digital Newsroom
This unit involves advanced news writing for publication. Students will work in the on-campus newsroom to produce text-based and multimedia stories for Murdoch’s online news service The Bounce.

Introduction to Digital Media Skills
This unit introduces fundamental digital media production concepts and processes, providing students with basic skills in designing, capturing, editing and publishing a range of media for the web. It also explores the theoretical consequences of digital production processes providing students with an understanding of the methods and issues of digital communication, including distribution and content management.

Journalism and Society
The unit considers the relationship, roles and functions of the journalist in modern society. Students will investigate a range of issues which highlight the political and cultural significance of journalism in society, its application in the multi-platform digital media age and its practice in a range of subset disciplines, such as war reporting, business journalism, and its interaction with other streams of communication.

Media Law and Ethics
All professional communicators need to be aware of their legal and ethical rights, obligations and responsibilities. This unit examines the laws affecting journalists, public relations practitioners and editors in Australia. It will engage students in the ethical issues that face communicators on the job on all media platforms.

Online and Mobile Journalism
This unit will prepare students for work in an online newsroom. Students will research, write and edit news stories, upload them to a Content Management System and produce appropriate social media content to promote their material.

Video Journalism
Students will be exposed to the challenge of using moving images to tell real stories. Students will learn the conventions and techniques employed in video journalism. They will write and produce stories as well as material suitable for the web and social media. They will also examine and practice aspects of 'on-camera' presentation.
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.

Unit Outlines

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.

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.

Organisation Development and Change
This unit prepares students to manage one of the most important processes in contemporary organisations - planned change. So much has been written and spoken about organisational change, it has been formally studied since the early 1960s, and still successful change management is an activity which eludes most organisations. This unit will introduce students to contemporary change theory and models, as well as addressing cross cultural influences on change, and introducing students to the consulting skills a successful change manager needs.

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.

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.

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.
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.

**Unit Outlines**

**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. The unit also examines related ethical and social issues. Examples, discussions and exercises help illustrate the importance of consumer behaviour for business and non-profit organisations.

**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 understand the different environments, market conditions and strategies that influence the successful implementation of an international marketing strategy. Building on skills developed in previous units, students will learn how common marketing concepts must be adapted beyond domestic approaches to ensure international success.

**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.

**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.

**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.

**Strategic Marketing**

This is the final capstone unit of the marketing major degree. 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.
Psychology

Psychology is the study of human behaviour and mental processes. At Murdoch, we teach the established basis of psychological knowledge and methods integrated with the latest developments and exciting new trends in the field.

Psychology is a varied discipline encompassing many aspects of human behaviour from individual differences like personality and intelligence, to emotions, motivations, memory, and interpersonal relationships.

Psychology is an applied discipline that is aligned to the professional career of a psychologist, but also offers a range of additional career options including community work, marketing, counselling, human resources, research, health, and rehabilitation to name just a few. Because of the alignment with psychology as a profession, this degree is externally accredited by the Australian Psychology Accreditation Council (APAC).

A degree in psychology equips students with broad theoretical and practical knowledge of psychology as well as job-ready skills in analysis, writing, research, communication, and teamwork. The Bachelor of Arts (Psychology) allows students to focus more on the social and developmental sub-disciplines of psychology, and provides the option for students to undertake minors in related practical areas of study including criminal psychology, human resources, and ethics.

Psychology will be of special interest not only to those desiring to enter the psychology profession but also to students envisaging a practical or academic career in such fields as management, human resources, marketing, law, criminology, media studies, etc.

Unit Outlines

Introduction to Cultural Psychology
This unit demonstrates the interdependent nature of human psychology and culture; how psychological processes and human behaviour are influenced by culture, and how culture is influenced by individuals and groups. It examines the relationship between culture and many of the topics that will be studied in future units such as developmental processes, cognition, personality and psychological disorders. The unit also introduces students to social psychological principles around group norms, stereotyping, and interactions within and between groups.

Introduction to Psychological Research Methods
This unit introduces students to methods of research used to answer psychological questions. Students will explore basic approaches to research design and analysis, and issues that affect decision making in research. The aims in this unit are to provide a foundation for understanding the process of psychological inquiry and to provide students with the knowledge and skills needed to critically evaluate studies in the psychological literature.

Introduction to Psychological Science
Psychological science seeks to explore and understand the realms of human behaviour, emotion and thought using scientific methods that allow us to pose and answer questions about ourselves and our societies. Do IQ tests really measure intelligence? Why can I see colours? What causes schizophrenia? Why are some people intolerant of others? These and many other questions are addressed in modern scientific psychology. This unit provides an introduction to the discipline of psychology for students from any discipline.

Psychology: Abnormal Behaviour
This unit will introduce how abnormal behaviour is defined, and will explore the symptoms, causes and treatment of common and less common psychological disorders. These disorders and their treatment will be conceptualised through various theoretical frameworks, including cognitive, behavioural, systemic and neuropsychological approaches. Current issues relevant to both clinical practice and research will also be explored.

Psychology: Biological Bases of Behaviour
This unit introduces students to the biological foundations of human behaviour. Topics include the organisation and function of the nervous system, the role of drugs and neurotransmitters in this system, the psychophysiology of motivational states such as sleep, temperature and eating, and the biology of learning, addiction, and mood disorders. Biological influences on emotion and psychopathology, and the impact of negative emotions on health, will also be addressed.

Psychology: Cognitive Processes
In this unit, we will explore how the mind works. We will work to understand basic processes such as how memories are encoded and retrieved, and how our attention is focused and allocated. We will also work to understand higher-level processes, such as how we create language, and how our experiences shape our perception. Broadly, we will investigate topics relevant to our everyday experience, including Perception, Illusions, Memory, Learning, Attention, Neuroscience, Language, and Thinking.
Psychology: Self and Society
This unit explores the concept of ‘self’, the relationship between our identities in the social world and our experiences of self. It considers how gender, ethnicity, age, and sexuality shape the ways in which we think about ourselves and others, as well as our treatment of those who do not share our identities.

Psychology: Social Bases of Behaviour
This unit explores how we make sense of ourselves and others, and how the ‘actual, imagined or implied’ presence of others influences our thoughts and behaviours. We will examine what social psychology can tell us about fundamental questions like ‘Who Am I?’, as well as ‘real-world’ topics like ‘Why are people cruel (and when will they be kind)?’. In doing so, students will learn about major theories, methods and classic studies of social psychology.

Psychology: The Developing Mind
Between birth and adulthood, dramatic changes take place in an individual’s understanding of the world and in many of his/her cognitive skills and abilities. This unit will examine these changes and theories offered to explain them. Developmental insights into the functioning mind will be explored, with specific application to formal and informal learning. The unit will address patterns of development common to most humans, the extent and nature of individual differences within age groups and possible reasons for these.

Psychology: Family Relations and Social Development
Relationships play a key role in development. From a family life cycle perspective, this unit examines how individuals manage development tasks within dynamic and evolving social contexts.

Psychology: Human Development
This unit examines human life span development from conception through to death. The developmental theories are presented and the biosocial, cognitive and psychosocial influences on the individual are studied and integrated to understand the developing person. The unit aims to, 1) provide overview of the nature and scope of developmental psychology, including theories, research methodologies and applications; 2) promote understanding of the developing person at different periods in the lifespan, 3) develop analytical skills regarding the application of human development research.

Psychology: Individual Differences and Performance
This unit explores the major psychological determinants of human performance with a focus on personality and motivation. In the unit, we will consider the issues associated with conceptualising and measuring performance and lack of performance. The complex relations between individual differences in personality, situational factors and relationships, and motivation will be discussed. The application of theory to practice will be investigated in various contexts where people seek to optimise human performance.

Psychology: Self and Society
This unit explores the concept of ‘self’, the relationship between our identities in the social world and our experiences of self. It considers how gender, ethnicity, age, and sexuality shape the ways in which we think about ourselves and others, as well as our treatment of those who do not share our identities.

It also considers the political and ideological implications of particular ways of thinking about ‘self’ and how particular identities and states of being are promoted or marginalised.
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.

Unit Outlines

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.

Media Relations

This unit explores the theory and practice of organisational storytelling and develops writing and editing skills. Students learn to write for different purposes across different media, prepare for interviews and media conferences, and write effective media releases, backgrounders, and speeches. Students will also research and engage in social media.

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.

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.
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.

Unit Outlines

**Destination Management**
This unit examines the management of the tourism system with a focus on ‘destinations’. The management of tourism outcomes and the use of tourism as a development strategy for building ‘community’ is explored in this unit. This involves strategic planning and a forward looking, critical approach to sustainable tourism development and identifying and implementing effective management in the context of sustainability. This unit is designed as a practical exercise in tourism destination management guided by the technique known as project management techniques.

**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.

**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.

**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.

**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.
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.

**Unit Outlines**

**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.

**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 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 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.

**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.

**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.
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. Classes are conducted on weekday evenings or weekends to suit the busy schedules of students enrolled in this programme. Each unit is supported with 24 contact hours.

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 instead of 28 months.
- Students are required to complete all the specified units that are applicable to the chosen two majors listed below.

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.

Double Major and Single Major students have to complete the following common units:

- Bachelor of Science: Introduction to ICT Research Methods • Applied Research Skills in ICT • Creativity and Innovation
- Bachelor of Arts: Developing Research Skills and Methods • Advanced Research in the Arts • Creativity and Innovation • Wellbeing
- Bachelor of Arts in Psychology: Psychology: Measurement • Design and Analysis • Psychology: Advanced Quantitative Research Methods • Creativity and Innovation • Wellbeing
- Bachelor of Business: Understanding Business Research: An Introductory Approach • Empirical Research Methods for Business or Applying Mixed Methods Research to Business • 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's of Degree programme is managed by a professional programme management team at Kaplan Higher Education Institute. 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 certificate. The degree will be the same as that awarded to on-campus graduates in Australia.

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.
Credit Points Required For Double Major Combination

This particular Double Major combination requires students to undertake additional units of study to meet the total of ‘75’ credit points:

- Communication & Media Studies and Marketing
- Banking & International Business
- Hospitality & Tourism Management and Web Communication
- International Business and Web Communication
- Journalism & Management
- Journalism & Marketing
- Management & Web Communication
- Marketing & Journalism
- Marketing & Public Relations
- Web Communication & Management
- Web Communication & Marketing

This particular Double Major combination requires students to undertake additional units of study to meet the total of ‘78’ credit points:

- Accounting and Economics
- Accounting and Human Resource Management
- Accounting and Management
- Business Information Systems and Web Communication
- Computer Science and Web Communication
- Cyber Forensics & Information Security and Web Communication

This particular Double Major combination requires students to undertake additional units of study to meet the total of ‘81’ credit points:

- Accounting and International Business
- Business Information Systems and Management
- Computer Science and Management
- Cyber Forensics & Information Systems and Management
- Psychology and Communication & Media Studies
- Psychology and Web Communication

This particular Double Major combination requires students to undertake additional units of study to meet the total of ‘84’ credit points:

- Psychology and Human Resource Management
- Cyber Forensics & Information Systems and Banking
- Psychology and Management
- Psychology and Marketing
Graduation Ceremonies & Career Fair

Graduation Ceremonies
There are two graduation ceremonies every year. The ceremony is a celebration of all of our graduating students’ achievements. It is an important milestone in their life and a truly unforgettable day for them and their families.

Career Fair
The annual Kaplan Career Fair is the biggest employment event held on campus. The Fair offers an opportunity for students to meet employers face-to-face and learn about career paths and the job opportunities that are available to them throughout their programme and beyond. Students can enhance their employability and also hone resume writing and interview skills through career coaching workshops.
Certificates

Bachelor of Arts

Communication and Media Studies and Public Relations

Psychology and Human Resource Management

Tourism & Events and Marketing

Web Communication and Marketing
Bachelor of Business

**Accounting and Finance**

Dorothy Gale

Having fulfilled all requirements of the course and regulations of the University, I hereby award the degree of Bachelor of Business in Accounting and Finance.

Chancellor

**Banking and Finance**

Dorothy Gale

Having fulfilled all requirements of the course and regulations of the University, I hereby award the degree of Bachelor of Business in Banking and Finance.

Chancellor

**Finance and Marketing**

Dorothy Gale

Having fulfilled all requirements of the course and regulations of the University, I hereby award the degree of Bachelor of Business in Finance and Marketing.

Chancellor

**Human Resource Management and Management**

Dorothy Gale

Having fulfilled all requirements of the course and regulations of the University, I hereby award the degree of Bachelor of Business in Human Resource Management and Management.

Chancellor
Certificates

Bachelor of Business / Science

Hospitality & Tourism Management and Business Law

International Business and Marketing

Management and Marketing

Cyber Forensics & Information Security and Business Information Systems
Fee Application & Schedules

Fee Schedule
Please refer to the insert for the information on:

- Tuition Fee
- Refund Policy
- Non-tuition Fee
- EduTrust Certification

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

Entry Requirements & Application
The Bachelor's Degree 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.

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:

<table>
<thead>
<tr>
<th>Bank</th>
<th>Phone Number</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maybank</td>
<td>1800 629 2265</td>
<td><a href="http://www.maybank.com.sg">www.maybank.com.sg</a></td>
</tr>
<tr>
<td>OCBC Bank</td>
<td>1800 363 3333</td>
<td><a href="http://www.ocbc.com.sg">www.ocbc.com.sg</a></td>
</tr>
</tbody>
</table>

*Only applicable for local students.

Who to Contact
For enquiries on this programme, SMS MUPTBRO43 <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:

<table>
<thead>
<tr>
<th>Contact</th>
<th>Phone Number</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone</td>
<td>6733 1877</td>
<td></td>
</tr>
<tr>
<td>Facsimile</td>
<td>6225 3605</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:info.sg@kaplan.com">info.sg@kaplan.com</a></td>
<td>Murdoch Website: <a href="http://www.murdoch.edu.au">www.murdoch.edu.au</a></td>
</tr>
<tr>
<td>Kaplan Website</td>
<td><a href="http://www.murdochkaplan.com.sg">www.murdochkaplan.com.sg</a></td>
<td>Murdoch Website: <a href="http://www.murdoch.edu.au">www.murdoch.edu.au</a></td>
</tr>
</tbody>
</table>

The full application package should be sent to:

Director, Murdoch University
Bachelor's Degree Programmes
Kaplan Higher Education Institute
Kaplan City Campus @ Wilkie Edge
8 Wilkie Road, #02-01, Singapore 228095

Murdoch University and Kaplan Higher Education Institute 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 (October 2017).

Murdoch University CRICOS Provider Number 00125J
Registered with Committee for Private Education (CPE), part of SkillsFuture Singapore (SSG).
UEN 198600044N: Validity 17/8/2014 to 16/8/2018

The Bachelor's Degree programme accepts a wide range of qualifications with advanced standing:

- Only applicable for local students.
Over **180** Double Majors
Bachelor’s Degree Programmes

### Bachelor of Arts

**Communication and Media Studies**
- Communication & Media Studies and Journalism
- Communication & Media Studies and Marketing
- Communication & Media Studies and Web Communication

**Tourism and Events**
- Tourism & Events and Business Law
- Tourism & Events and Communication & Media Studies
- Tourism & Events and Hospitality and Tourism Management
- Tourism & Events and Human Resource Management
- Tourism & Events and International Business
- Tourism & Events and Management
- Tourism & Events and Web Communication

**Psychology**
- Psychology and Communication & Media Studies
- Psychology and Human Resource Management
- Psychology and Management
- Psychology and Marketing
- Psychology and Web Communication

**Journalism**
- Journalism and Communication & Media Studies
- Journalism and Management
- Journalism and Web Communication

**Public Relations**
- Public Relations and International Business
- Public Relations and Journalism
- Public Relations and Management
- Public Relations and Marketing

**Web Communication**
- Web Communication and Communication & Media Studies
- Web Communication and Management
- Web Communication and Marketing
- Web Communication and Public Relations

**Bachelor of Business**

**Accounting**
- Accounting and Banking
- Accounting and Business Law
- Accounting and Economics
- Accounting and Finance
- Accounting and Human Resource Management
- Accounting and International Business
- Accounting and Management

**Finance**
- Finance and Business Law
- Finance and Management
- Finance and Marketing

**Human Resource Management**
- Human Resource Management and Business Law
- Human Resource Management and Finance
- Human Resource Management and Management
- Human Resource Management and Marketing

**International Business**
- International Business and Business Law
- International Business and Finance
- International Business and Hospitality and Tourism Management
- International Business and Human Resource Management
- International Business and Management
- International Business and Web Communication

**Hospitality and Tourism Management**
- Hospitality & Tourism Management and Business Law
- Hospitality & Tourism Management and Human Resource Management
- Hospitality & Tourism Management and Marketing
- Hospitality & Tourism Management and Web Communication

**Management**
- Management and Business Law
- Management and Communication & Media Studies
- Management and International Business
- Management and Marketing
- Management and Public Relations
- Management and Tourism and Events

**Marketing**
- Marketing and Business Law
- Marketing and International Business
- Marketing and Management
- Marketing and Public Relations
- Marketing and Web Communication

**Banking**
- Banking and Business Law
- Banking and Finance
- Banking and Human Resource Management
- Banking and International Business
- Banking and Management
- Banking and Marketing

**Economics**
- Economics and Banking
- Economics and Business Law
- Economics and Finance
- Economics and International Business
- Economics and Management
- Economics and Marketing

**Psychology**
- Psychology and Communication & Media Studies
- Psychology and Human Resource Management
- Psychology and Management
- Psychology and Marketing
- Psychology and Web Communication

**Bachelor of Science**

**Business Information Systems**
- Business Information Systems and Computer Science
- Business Information Systems and Management
- Business Information Systems and Web Communication

**Computer Science**
- Computer Science and Business Information Systems
- Computer Science and Management
- Computer Science and Web Communication

**Cyber Forensics and Information Security**
- Cyber Forensics & Information Security and Banking
- Cyber Forensics & Information Security and Business Information Systems
- Cyber Forensics & Information Security and Computer Science
- Cyber Forensics & Information Security and Management
- Cyber Forensics & Information Security and Web Communication

---

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