



## Bachelor of Commerce Course Outlines & Subject Descriptions

### Bachelor of Commerce

Raffles Course Code: KBN001 | CRICOS Course Code: 062394G

Associate Degree of Commerce | CRICOS Course Code: 062393J

Majors: Design Management, Finance, Hospitality, Management, Marketing, Tourism

### COURSE OUTLINES

Subjects may be offered out of sequence at the discretion of the College.

Semester 1						
Management	Marketing	Finance	Hospitality	Tourism	Design Management	Credit Points
BG001 Management Essentials for Today's Business						6
BK001 Marketing Basics for Competitive Positioning						6
BF001 Data Management for Business Success						6
BU034 Key Economic Principles for Business						6
Semester 1 total						<b>24</b>

Semester 2						
Management	Marketing	Finance	Hospitality	Tourism	Design Management	Credit Points
BG002 Managing People and Organisations						6
BF002 Managerial Accounting			BH001 Trends and Opportunities in Hospitality and Tourism		DM002 Design and Marketing	6
BU051 Essentials of Business Law			BH002 Managing Business Information in Hospitality and Tourism		DM001 Design, Business and Law	6
BU052 Information and Data Management: Basic Mathematics and Computing			BH003 Accounting and Financial Management in Hospitality	BT001 Tourism Planning and Development	Design Management Elective	6
Semester 2 total						<b>24</b>

<b>Semester 3</b>						
<b>Management</b>	<b>Marketing</b>	<b>Finance</b>	<b>Hospitality</b>	<b>Tourism</b>	<b>Design Management</b>	<b>Credit Points</b>
BU035 Innovation and Entrepreneurship						6
BG003 International Business			BK004 Essential E-marketing Strategy		DM003 Design Leadership	6
BF003 Business Finance for Business Success			BU033 Effective Communication in the Corporate Environment		DM004 Business Studies for Designers	6
Management Elective	Marketing Elective	Finance Elective	Hospitality Elective	Tourism Elective	Design Management Elective	6
Semester 3 total						<b>24</b>

<b>Semester 4</b>						
<b>Management</b>	<b>Marketing</b>	<b>Finance</b>	<b>Hospitality</b>	<b>Tourism</b>	<b>Design Management</b>	<b>Credit Points</b>
BG005 Knowledge Management for Today's Competitive Company			BK002 Understanding Today's Consumers		DN023 Design and Subculture	6
BF005 Perspectives on International Trade and Finance			BK005 Success Strategies for International Marketing		DN022 Sustainable Design	6
Management Elective	Marketing Elective	Finance Elective	Hospitality Elective	Tourism Elective	DM006 Design and Business Management	6
Elective	Elective	Elective	Elective	Elective	Elective	6
Semester 4 total						<b>24</b>
<b>Associate Degree Exit Point total</b>						<b>96</b>

<b>Semester 5</b>						
<b>Management</b>	<b>Marketing</b>	<b>Finance</b>	<b>Hospitality</b>	<b>Tourism</b>	<b>Design Management</b>	<b>Credit Points</b>
BU041 Why Corporate Social Responsibility Matters						6
Management Elective	Marketing Elective	Finance Elective	Hospitality Elective	Tourism Elective	DN024 Design Futures	6
Management Elective	Marketing Elective	Elective	Elective	Elective	Design Management Elective	6
Elective	Elective	Elective	Elective	Elective	Elective	6
Semester 5 total						<b>24</b>

<b>Semester 6</b>						
<b>Management</b>	<b>Marketing</b>	<b>Finance</b>	<b>Hospitality</b>	<b>Tourism</b>	<b>Design Management</b>	<b>Credit Points</b>
BU047 Internship						6
BU048 Integrative Management Project	BU049 Integrative Marketing Project	BU050 Integrative Finance Project	BU053 Integrative Hospitality Project	BU054 Integrative Tourism Project	BU056 Integrative Design Management Project	18
Semester 6 total						<b>24</b>
<b>Bachelor of Commerce total</b>						<b>144</b>

**Elective subjects** may be chosen from any of the subjects shown below.

Elective subjects may also be chosen from any subject at bachelor degree level offered by Raffles College. Check with Student Services about the availability of each elective in a given term.

<b>Management Electives</b>		<b>Credit Points</b>
BG004	E-commerce in the Modern Global Economy	6
BG006	Managing Government Relations in International Ventures	6
BG007	International Management for Innovation and Growth	6
BG008	Cross Cultural Communication for Effective Leadership and Management	6
BG009	Strategic Decision Making	6
BU033	Effective Communication in the Corporate Environment	6
BG010	Project Management	6
BH008	Events Management	6
BK007	Customer Relations Management in Marketing	6

<b>Marketing Electives</b>		<b>Credit Points</b>
BK002	Understanding Today's Consumers	6
BK003	Marketing: The Media and Public Relations	6
BK004	Essential E-marketing Strategy	6
BK005	Success Strategies for International Marketing	6
BK006	International Promotion and Government Relationships	6
BK007	Customer Relations Management in Marketing	6
BK008	Services Marketing	6
BG010	Project Management	6

<b>Finance Electives</b>		<b>Credit Points</b>
BF004	E-finance in Today's Global Economy	6
BF006	Financial Modeling	6
BF008	Asian Financial Institutions	6
BF009	International Finance and Banking	6
BF010	Taxation	6
BF011	Financial Statements and Company Valuation	6
BG010	Project Management	6

<b>Hospitality Electives</b>		<b>Credit Points</b>
BH004	Strategy and Operations for Progressive Hotel and Resort Management	6
BH005	Competitive Food and Beverage Management	6
BH006	Human Resource Management for Excellence in Hospitality	6
BH007	Essentials of Accommodation Operations	6
BH008	Events Management	6
BG010	Project Management	6
BK007	Customer Relations Management in Marketing	6
BK008	Services Marketing	6

<b>Tourism Electives</b>		<b>Credit Points</b>
BT002	Trends and Opportunities in Modern Ecotourism	6
BT003	Trends and Opportunities in Modern Urban Tourism	6
BT004	Competitive Product Design and Pricing in Tourism Today	6
BT005	Tourism in Asia: Emerging Trends and Opportunities	6
BG010	Project Management	6
BH008	Events Management	6
BK008	Services Marketing	6

<b>Design Management Electives</b>		<b>Credit Points</b>
BU031	Business Communications	6
BU032	Human Resource Management	6
DM007	Accounting for Designers	6
DN020	20 <sup>th</sup> Century Design and Culture	6
DN021	Design Research Interactive Systems	6
FM001	Fashion Communication	6
FM002	Strategic Marketing	6
FM003	E-Fashion	6
FM004	Social Psychology of Fashion	6
FM005	Brand Management	6
FM006	Fashion Merchandise	6
GD062	Visual Language Past and Present	6
ID061	Interior Design Past and Present	6
ID069	Exhibition Design	6

<b>General Electives (all electives listed above plus list below)</b>		<b>Credit Points</b>
BU042	International Relations in the Global Business Environment	6
BU043	Strategic Planning for Business Success	6

## **SUBJECT DESCRIPTIONS**

All subjects are worth 6 credit points unless stated otherwise.

### **Data Management for Business Success | BF001**

This subject provides a broad and introductory overview of the nature of statistics relating relevant data management methods to business applications. Students are provided with explanations and examples of statistical concepts related to data gathering, presentation, analysis & interpretation; frequency distributions; measures of central tendency; data distribution & variability; samples and populations. They are expected to demonstrate basic skills in using these techniques as well as both presenting and interpreting data in business cases and exercises.

### **Managerial Accounting | BF002**

The subject is to introduce the fundamental concepts of managerial accounting. It covers an understanding of developments in managerial accounting (including budgeting, product and service costing, control and performance evaluation, and strategic management accounting) by the application of relevant numerical and analytical skills and the demonstration of current theoretical knowledge in the application of these skills. An understanding of the nature, functions, structures and operations of management is also encompassed by this subject.

### **Business Finance for Business Success | BF003**

The subject is to introduce the fundamental finance theory and associated tools for financial decision making. By completing this subject, students should be able to appropriately analyse capital structure, evaluate market securities, and select proper financing strategies (debt & equity financing) in various business environments

### **E-finance in Today's Global Economy | BF004**

Students will learn about the changing environment of e-commerce, the internet brokerage industry and financial services, on-line asset management, credit, banking, and fixed income trading; the foreign exchange market, financial services portals, and the future of venture capital.

### **Perspectives on International Trade and Finance | BF005**

This subject has two broad aims. The first is to provide students with the conceptual foundations of the functions of the international trading and financial system. The second is to impart an understanding and appreciation of the current issues reflected in the international arena of trade and finance. These issues include trade deregulation, globalisation risks and rewards, import and export licensing, intellectual property protection, and, ethical trading and social responsibility.

### **Financial Modeling | BF006**

On successful completion of this subject, students will be able to calculate time value of money, conduct valuation, capital budgeting and financial planning, excel financial modelling, apply binomial option pricing, Black Scholes option pricing, debt and equity valuation, and, understand working with options and corporate finance models.

### **Asian Financial Institutions | BF008**

On successful completion of this subject, students will be able to research the ASEAN free-trade, the Asia-Pacific Economic Cooperation Forum, the Asian Monetary Fund, and China's WTO membership. They will also be able to analyse quantitative dimensions of growth in Asian economies and investigate market-driven regionalization of Asia.

**International Finance and Banking | BF009**

On successful completion of this module, students will be able to analyse international banking case studies, evaluate theories of credit market imperfections and those of expectations and the stock market. They will understand the balance of payment, the role of a financial system and be able to analyse financial markets and investigate the foreign exchange market.

**Taxation | BF010**

Topics covered include the role of General Taxation laws within the overall legal framework, direct and indirect taxation, domestic and international tax rules, tax treaties, transfer pricing, tax competition, and, taxation ethics.

**Financial Statements and Company Valuation | BF011**

Students will be taught, among other things, the “language of business”, financial reporting and analysis at different stages of business growth and development, accounting analysis and financial statements, valuation models, PE ratios and earning growth, multiple time series and time series analysis, and, the relationship between valuation assumptions and strategic decision-making and positioning.

**Management Essentials for Today’s Business | BG001**

The student will learn the management principles and theories, the role of the manager and creative management processes, core management functions, the management of quality, productivity and operations, and contemporary issues in domestic and international management.

**Managing People and Organisations | BG002**

Students will be introduced to key human resource management principles and practices. The subject covers Human Resource (HR) functions, performance criteria and international issues.

**International Business | BG003**

The student will learn the dynamics and complexities of international business and how to look at and assess business performance and markets from a global perspective.

**E-commerce in the Modern Global Economy | BG004**

Students will be taught about the opportunities and problems created by the development of e-commerce, e-commerce IT, E-commerce portals and business models, security, tax issues, and, the legal and ethical issues of e-commerce.

**Knowledge Management for Today’s Competitive Company | BG005**

The student will study the nature of knowledge and information and its contribution to strategic planning, foresight and decision making in the business context.

**Managing Government Relations in International Ventures | BG006**

The module introduces students to the concept of free trade and globalisation, deregulation and protectionism, regional free trade agreements, emerging trading blocks, and the WTO.

**International Management for Innovation and Growth | BG007**

Students will learn the drivers of globalization, the roles of multinational enterprises (WTO, World Bank, WHO, ADB, OECD, OAS), international legal issues, negotiating in varied business environments, and, national traditions affecting global management.

**Cross Cultural Communication for Effective Leadership and Management | BG008**

The subject introduces the cultural and global diversity trends, cross cultural verbal and non-verbal communication, cross cultural negotiation skills, intercultural adaptation and conflict management techniques, etc.

**Strategic Decision Making | BG009**

Module focuses on corporate vision and mission; analysis of business environments; business strategy and decision-making corporate governance, leadership, entrepreneurship and innovation.

**Project Management | BG010**

The student will learn the importance of Project Management (PM) and the range of PM skills and techniques. By completing this subject, students should understand and be able to apply all elements of project planning and management, i.e., the scope, anticipated outcomes, risk management, budgeting and cost management, time management, ongoing evaluation, and quality management. Some other issues are also introduced, such as leadership, motivation, team building, conflict management, and communication, etc.

**Trends and Opportunities in Hospitality and Tourism | BH001**

This subject will provide a general introduction to tourism and hospitality, its sectors and key business drivers.

**Managing Business Information in Hospitality and Tourism | BH002**

The subject explores the role of IT in today's contemporary tourism and hospitality industry through identifying the sector specific information technology applications, the future trends in IT and opportunities for future growth, innovation and new venture creation; and evaluating best practice through technological implementation. Students should be able to analyse case studies for analysis of IT systems and the effectiveness of implementation when completing this subject.

**Accounting and Financial Management in Hospitality | BH003**

This subject focuses on the systems for monitoring financial activities in the hospitality industry: value creation; risk and required rates of return; financial maths; capital budgeting; structure and dividend policies.

**Strategy and Operations for Progressive Hotel and Resort Management | BH004**

This subject focuses, among other things, on operations management and functional areas, competitiveness, value-adding systems in hotels/resorts, facility layout, staffing, planning and controlling, and, development and management of recreational facilities.

**Competitive Food and Beverage Management | BH005**

On successful completion of this subject, the student will understand the logistics of Food and Beverage management, the development, implementation and management of quality control systems. They will also be able to apply cost and revenue control techniques.

**Human Resource Management for Excellence in Hospitality | BH006**

This subject highlights the critical role of the HRM function in the hospitality industry, in both national and international business. Using illustrative cases, it explores the legal aspects of HRM and delves into performance management and staff retention.

**Essentials of Accommodation Operations | BH007**

This subject presents an overview of accommodation considerations while focusing on rooms division and controls; scheduling of staff; property management systems and applications; rooms forecasting, budgeting and pricing; security, safety and risk management; and, equipment maintenance.

**Events Management | BH008**

On completion of this subject, students will be able to organise, publicise and promote a wide range of events in the hospitality industry; identify the different stages and steps required in planning, managing and evaluating events, conferences and other special events; explore the potential cultural and environmental impacts of specific events, and understand the economic and competitive importance of hospitality event management.

**Marketing Basics for Competitive Positioning | BK001**

Students will learn the principles and theories of marketing; the target, database and web marketing, SWOT analyses and other environmental analytical tools, etc. By completing this subject, students should know how to create a marketing plan, how to conduct market research, how market differences influence marketing decisions in domestic and international contexts and analyse marketing cases.

**Understanding Today's Consumers | BK002**

Students will learn about the critical links between marketing and understanding the psychology of consumer decision-making and behaviour. With the help of case studies, students will be able to analyse the social influences, demographics and associated influences on consumer behaviour.

**Marketing: The Media and Public Relations | BK003**

Students will be taught public relations theory and practice, and, the difference between marketing and public relations. They will learn image creation and management, and how to deal with the media and how to handle press conferences, photo sessions, interviews, radio, current affairs, and, television. They will also learn how to handle community relations and write media releases.

**Essential E-marketing Strategy | BK004**

Students will be introduced to e-marketing strategy, internet macro and micro-environments, e-marketing mix, relationship e-marketing and branding, e-sales quality, and, interactive marketing communications.

**Success Strategies for International Marketing | BK005**

This subject explores the political, legal, regulatory, social and cultural environments of international marketing. Students will learn about current trends in international marketing and the importance of the industry to the world economy. They will be taught how to analyse and target international market opportunities and how to create marketing strategies.

**International Promotion and Government Relationships | BK006**

The subject explores the role of international non-governmental organisations and the political economy of the world trading system. Students also learn about public policy and trade promotion, trade barriers, market entry strategies, and trade logistics.

**Customer Relations Management in Marketing | BK007**

Students will learn the principles and current practices of Customer Relationship Management (CRM) including the planning and implementation of best-practice CRM programmes; they will learn about the tools and technologies available to promote these practices, including the role of marketing, company positioning, branding, and IT, in terms of reaching customers and accessing knowledge.

**Services Marketing | BK008**

Students who have completed the subject will be expected to have an understanding of the importance of the services sector in Australia and globally, the differences between goods and services marketing, and the specific problems of services marketing management, including marketing positioning for a competitive advantage, marketing strategy, communication and customer satisfaction, and the interactive nature of services and the resulting issues that need to be faced by managers and the general skills required for the marketing of services.

**Tourism and Planning Development | BT001**

This subject introduces students to the strategic and operational management of tourism and to the economic, legal and social dimensions of the industry's relationship with the environment.

**Trends and Opportunities in Modern Ecotourism | BT002**

On completion of this subject, students will be able to identify the drivers, logistical and management considerations in the development of ecotourism products and destinations. They will also be able to research and explore ecotourism options in accommodation and catering, corporate social citizenship and sustainability, and, tourism policy and operations.

**Trends and Opportunities in Modern Urban Tourism | BT003**

Students will learn about the principles of urban tourism: market and consumer trends; the management issues; environmental impacts; dynamics; and marketing practices in the industry. They will also learn about urban renewal, customer service management and the planning for urban tourism activities.

**Competitive Product Design and Pricing in Tourism Today | BT004**

Students will learn about how the tourism operational environment (political-legal, economic, socio-cultural and technological) impacts, among other things, product choice, design and marketing.

**Tourism in Asia: Emerging Trends and Opportunities | BT005**

The subject gives students an understanding of the contemporary issues and trends in the Asian inbound/outbound tourism industry. It also explores growth predictions, scenario planning and future challenges in that industry.

**Business Communication | BU031**

This subject introduces students to the theory and practice of effective communication in the business environment. The subject covers the dynamics of group and individual communication in terms of verbal, non-verbal and written interactions in an organisational setting.

**Human Resource Management | BU032**

This subject examines the critical importance of people in an organisation in terms of core competence and the development and execution of a competitive strategy. The subject is designed to provide students with an understanding of the role of human resource management in the workplace from the perspective of both the organisation and the individual.

**Effective Communication in the Corporate Environment | BU033**

The student will learn the strategic importance of communication in the business setting. The dynamics of successful business communication will be studied.

**Key Economic Principles for Business | BU034**

The subject introduces the basic microeconomic and macroeconomic principles. By completing this subject, students should be able to explain basic micro- and macro- economic principles and apply those principles in contemporary business environment. Through comprehensive case studies, students need to analyse how economic influences will impact on the performance of the business future.

**Innovation and Entrepreneurship | BU035**

The subject introduces the student to the nature and challenges of entrepreneurial activity, the relationship between creative ideas, innovations and business opportunities, and the steps involved in developing a business plan.

**Why Corporate Social Responsibility Matters | BU041**

The student will gain an understanding of corporate social responsibility (CSR) and how it is evolving. The role of and challenges facing international organisations and private-public partnerships will be discussed. The contribution of CSR to sustainable 21<sup>st</sup> century businesses will also be explored.

**International Relations in the Global Business Environment | BU042**

This subject will teach students, among other things, the historical context of contemporary international relations, the role of International Relations in business, models of foreign policy decision-making, concepts of private individual, mass publics, global governance and international cooperation, alliances and economic causes of war, international issues (e.g. non-proliferation, migration, climate change, terrorism, financial crises), and, the role of institutions in economic-policy debates.

**Strategic Planning for Business Success | BU043**

On successful completion of this subject, students will be able, among other things, to conduct environmental scanning using various statistics, including extrapolation, understand futures studies, envisage preferred futures, and develop world future scenarios.

**Internship | BU047**

Students will take an internship position in an approved company where, in most cases, they will work full time for at least 12 weeks, creating some tangible benefit to the organisation while using that experience to develop a small, applied research project. On occasion, students may be working in a more consultative role when completing an in-depth applied research project, with the organization being the data provider.

**Integrative Management Project | BU048 – 18 credit points**

This subject aims to build on work placement experience. The aim is to develop an integrative management project, in liaison with the academic mentor and employer that will address a real issue identified by the student and facing the employer. The development and application of analytical skills in identifying and solving relevant problems is seen as central to this module as is the development of leadership and/or teamwork skills required for management roles. The project is individual in design, and, content will differ from project to project.

**Integrative Marketing Project | BU049 – 18 credit points**

This subject aims to build on work placement experience. The aim is to develop an integrative marketing project, in liaison with the academic mentor and employer that will address a real issue identified by the student and facing the employer. The development and application of analytical skills in identifying and solving relevant problems is seen as central to this module as is the development of leadership and/or teamwork skills required for marketing roles. The project is individual in design, and, content will differ from project to project.

**Integrative Finance Project | BU050 – 18 credit points**

This subject aims to build on work placement experience. The aim is to develop an integrative marketing project, in liaison with the academic mentor and employer that will address a real issue identified by the student and facing the employer. The development and application of analytical skills in identifying and solving relevant problems is seen as central to this module as is the development of leadership and/or teamwork skills required for roles in the financial industry. The project is individual in design, and, content will differ from project to project.

**Essentials of Business Law | BU051**

This unit develops a critical understanding of how the legal system works in a business\commercial environment, with emphasis on specific areas of business law and how they operate within a legal framework of legal obligations, duties and responsibilities applicable to legal entities, artificial and real, within the legal system.

**Information and Data Management: Basic Mathematics and Computing** | BU052

The student will gain an understanding of how information management processes have developed in recent years and how they contribute to strategic decision-making.

**Integrative Hospitality Project** | BU053 – 18 credit points

This subject aims to build on work placement experience. The aim is to develop an integrative hospitality project, in liaison with the academic mentor and employer that will address a real issue identified by the student and facing the employer. The development and application of analytical skills in identifying and solving relevant problems is seen as central to this module as is the development of leadership and/or teamwork skills required for hospitality management roles. The project is individual in design, and, content will differ from project to project.

**Integrative Tourism Project** | BU054 – 18 credit points

This subject aims to build on work placement experience. The aim is to develop an integrative tourism project, in liaison with the academic mentor and employer that will address a real issue identified by the student and facing the employer. The development and application of analytical skills in identifying and solving relevant problems is seen as central to this module as is the development of leadership and/or teamwork skills required for tourism management roles. The project is individual in design, and, content will differ from project to project.

**Integrative Design Management Project** | BU056 – 18 credit points

This subject aims to build on work placement experience. The aim is to develop an integrative design management project, in liaison with the academic mentor and employer that will address a real issue identified by the student and facing the employer. The development and application of analytical skills in identifying and solving relevant problems is seen as central to this module as is the development of leadership and/or teamwork skills required for design management roles. The project is individual in design, and, content will differ from project to project.

**Design, Business and Law** | DM001

The aim of this subject is to examine the legal, business and ethical environment in which local and international contemporary design oriented businesses operate. It is designed to equip students with knowledge of the basic business and legal principles pertinent to both international business and to the country in which they are studying. The subject focuses on ethical principles that require an examination of the human consequences to corporate decision-making, and on the increasing importance of social corporate responsibility for today's design business. Additionally the subject introduces the learner to the concept of design management and to design management principles.

**Design and Marketing** | DM002

This subject introduces the basic concepts of marketing and public relations and will examine how these relate to the wants and needs of today's design practice, business and real/potential consumers. Students will learn how to apply these principles in practice when making decisions about marketing their products and services to potential customers in domestic and international markets.

**Design Leadership** | DM003

The purpose of this module is to give students an awareness of the importance of leadership for design both in being leaders and using design to lead the society.

**Business Studies for Designers** | DM004

This subject is designed to enable students to understand the basic principles of small business development and growth. It will help students to examine the ways in which they might set up their own small design business, and will highlight the key pitfalls and areas of critical risk for small business owners. The subject will also examine ways in which students might manage or mitigate common risks faced by new business owners.

**Design and Business Management | DM006**

This subject is designed to enable students to understand the basic principles of small business development and growth. It will help students to examine the ways in which they might set up their own small design business, and will highlight the key pitfalls and areas of critical risk for small business owners. The subject will also examine ways in which students might manage or mitigate common risks faced by new business owners.

**Accounting for Designers | DM007**

This subject introduces basic, modern, financial and managerial accounting theory and practice and how those practices affect the work of the designer. Students develop a clear understanding of how and why accounting data is used to help make decisions in organisations.

**20<sup>th</sup> Century Design and Culture | DN0020**

The aim of this subject is to understand the historical, cultural, social and economic factors that have influenced development of design in the 20<sup>th</sup> century.

**Design Research Interactive Systems | DN021**

This subject aims to give students an introduction to all interactive systems (Human Factors and Ergonomics) that affect the design process, design research and design practice.

**Sustainable Design | DN022**

The purpose of this module is to give students an awareness of the importance of designing for sustainability in addition to providing a valuable knowledge of current sustainable technologies, materials, design innovation and practitioners.

**Design and Subculture | DN023**

The purpose of this module is to explore a range of subcultures and their historical transition into mainstream culture through design.

**Design Futures | DN024**

The aim of this subject is to develop and advance the working methodology of design students as they prepare to enter the professional industry.

**Fashion Communication | FM001**

This module examines the processes of public relations as a management function of marketing. Attention is directed to the specific requirements of interacting with a diversity of people. Students work with public opinion, research data on industry-derived projects, and cases, plan and write proposals for publicity and public relations programmes.

**Strategic Marketing | FM002**

This subject focuses on basic fashion marketing principles taking a strategic approach to creating and managing today's marketing challenges in the design business. The subject provides a practical framework for the design, implementation and evaluation of strategic options for business and market planning. The subject also focuses on how the marketing organisation can be both pro and re active to the competitive business environment through both macro and micro business analyses and an examination of competitor activity.

**E-Fashion | FM003**

The aim of the subject is to solicit and analyse Internet marketing data. The subject will investigate and interpret computer networks and other telecommunications technologies which link employees, suppliers, and customers in different locations through the public internet and intranets. The theory will investigate the technological

advances, pitfalls, and development in the fashion marketing industry and assess potential new e-fashion markets.

**Social Psychology of Fashion | FM004**

The aim of this subject is to help students evaluate the utilization of cultures and societies in the marketplace and the research of trends. This subject surveys what psychology and sociology are by definition, then focuses on the meaning of fashion to the individual in society. Cultural messages and symbols communicated through fashion are identified and explored in a fashion-forecasting context.

**Brand Management | FM005**

This subject examines the importance of developing strategies focused on brand management. The module will present branding strategy options, and outlines how a poorly planned branding strategy can confuse customers and devalue a company's competitive strength. The subject articulates brand designing and building, the challenges in branding development, and developing branding strategies to form competitive barriers and work towards establishing and sustaining a competitive market position.

**Fashion Merchandise | FM006**

This subject will provide the learner with knowledge and skills required to manage store merchandising, visual merchandising, housekeeping and pricing policies.

**Visual Language Past and Present | GD062**

The aim of this subject is to better understand the value and application of the many forms and codes of visible languages in contemporary society through the study of the origins and development of visible languages in the context of social, cultural and technological change.

**Interior Design Past and Present | ID061**

The application of historical design movements and contexts and their influence on contemporary design trends is the focus of this subject.

**Exhibition Design | ID069**

This subject introduces students to designing exhibition spaces. The student will outline the project scope for a designated space including planning, costing, sourcing and negotiating. Then they will design the designated space.