UOW’s belief in students as a force for positive change has led to the creation of a new Bachelor of Commerce degree that is unique in Australia. The new degree is founded on principles of socially innovative commerce; an attitude of respect and responsibility for people and the planet. It involves imagining and implementing ideas for sustainable generation of wealth and wellbeing.

**BACHELOR OF COMMERCE**

**Duration**
3 years

**Seminars**
Two 18-week semesters of study in a year (March & August Intakes)

**Majors and Minors available at INTL:**

**SUBANG**
- Accounting: KPT: 014, 015
- Economics: KPT: 019, 020
- Finance: KPT: 020, 022, 023
- Management: KPT: 024, 025
- Marketing: KPT: 027, 028
- Public Relations: KPT: 034, 036

**PENANG**
- Accounting: KPT: 039, 040, 042, 043
- Economics: KPT: 044, 045
- Management: KPT: 046, 047
- Marketing: KPT: 048, 049


All students complete a common first year of seven core subjects, and have a choice of one additional first-year subject, covering the basic principles of business theory and practice. Students may complete the Bachelor of Commerce as a general business degree with no major, or select a major from the above list. Students who select a major will have the option to take the remaining subjects as electives, double major, or a minor study plus electives. The degree therefore allows a high degree of flexibility. In order to successfully complete a Commerce degree within three years (full-time mode of study), students need to complete 24 subjects (excluding Malaysian Compulsory Subjects) to graduate.

**CORE SUBJECTS**
- Accounting Fundamentals in Society
- Principles of Reasonable Commerce
- Macroeconomic Essentials for Business
- Statistics for Business
- Introductory Principles of Finance
- Marketing Principles
- Introduction to Management

Plus at least one of the following core elective:
- Accounting in Organisations
- Introductory Microeconomics
- Business Communications

Plus one capstone subject from:
- Simulation of a Socially Innovative Business Enterprise
- Applied Business Research for Social Innovation
MAJORS
ACCOUNTING
Accounting is about analysing and communicating the financial performance of a business organisation, as well as being an essential part of a responsible and profitable business. Accountants play an essential role in decision-making, whether they work for multinational companies, small, private entities, government departments or are in public practice.

Subjects available within the Accountancy major are as follows:
- Financial Accounting IA
- Financial Accounting II
- Management Accounting II
- Information Systems in Accounting
- Corporate Finance
- Financial Accounting III
- Management Accounting III
- Auditing and Assurance Services
- Law
- Taxation Law
- Law of Business Organisations
- Financial Economics

Plus four subjects from any field of study (e.g. Marketing, Finance, Management, Economics, Public Relations, Information Systems)

PROFESSIONAL RECOGNITION
Graduates have completed their professional program (seven subjects for the Accounting major require six subjects for other majors) and can join the major professional organisations: CPA Australia®, ACCA®, the Institute of Chartered Accountants in Australia (ICAA), or Malaysian Institute of Certified Public Accountants (MICPA).

ECONOMICS
Economics provides an understanding of the operation of the economy at macro and micro levels. These include modern business, the environment, the labour market, national economic policy and international monetary issues. A student in this major will learn general principles and tools that can be applied to a wide range of issues affecting the national and international economy, such as unemployment, inflation, budget deficit, trade deficit and other problems confronting the world economy today.

Subjects within the Economics major are as follows:
- Macroeconomic Theory and Policy
- Microeconomic Theory and Policy
- Economic Policy
- Financial Modelling
- History of Economic Thought
- Industry and Trade in East Asia
- Electronic Commerce and the Economics of Information
- Financial Economics

Plus four subjects from any field of study (e.g. Marketing, Finance, Management, Economics, Public Relations, Information Systems)

FINANCE
Finance is about money and investments. Individuals, private companies and the public sector all share the common objective of profitable investments. The role of finance managers involves a range of investment decisions for individuals and companies.

Some of the areas covered in this major include:
- Investment Analysis
- Financial Markets and Institutions
- Financial Modelling
- Corporate Finance
- International Finance

Plus four subjects from any field of study (e.g. Marketing, Finance, Management, Economics, Public Relations, Information Systems)

MANAGEMENT
Management is the art and science of planning, coordinating and leading group efforts. It is the mobilising of human and material resources to achieve organisational goals. Management skills include the ability to make sound judgements on all issues that arise at work and to achieve objectives through organisational skills.

Subjects available within the Management major are as follows:
- Organisational Behaviour
- Managing Human Resources
- Management of Change
- Strategic Management
- Operations Management
- Responsible Leadership
- Managing Across Cultures
- International Business Management

Plus two subjects from any field of study (e.g. Marketing, Finance, Management, Economics, Public Relations, Information Systems)

MARKETING
Marketing is about identifying what people need and want, generating products and services to meet these needs, and then positioning these products or services so as to ensure that the right people buy them.

The marketing manager's role includes effective planning, promotion, pricing and sales distribution strategies. This major is geared towards problem solving and decision making in management. Marketing graduates will be involved in analysing, planning, organising, motivating and controlling the marketing process within an organisation.

Subjects available within the Marketing major are as follows:
- Introduction to Marketing Research
- Consumer Behaviour
- Services Marketing
- Marketing Communications & Advertising
- Marketing Strategy
- Social Marketing
- International Marketing
- Creating and Marketing New Products

PUBLIC RELATIONS
Public relations is the process of building relations between people and organisations, business associations and other social networks, together with the process of improving societies. In addition to management and marketing subjects, this major includes subjects in corporate branding, public relations concepts, strategies and campaigns.

Subjects available within the Public Relations major are as follows:
- Public Relations Concepts
- Public Relations Strategy
- Public Relations Campaigns
- Corporate Identity and Branding
- Managing Across Cultures
- Social Marketing
- Marketing Communications & Advertising

ADDITIONAL COMMERCIAL MAJORS ARE AVAILABLE AT THE UNIVERSITY OF WOLLONGONG

These additional majors include:
- Accounting and Finance
- Finance and Economics
- Finance and Marketing
- Management and Marketing
- Public Relations and Management
- Public Relations and Marketing

* Students will be required to complete an additional 1.5 subjects to fulfill the double major requirement upon consultation with the Dean.

ADDITIONAL COMMERCE MAJORS ARE AVAILABLE AT THE UNIVERSITY OF WOLLONGONG

These additional majors include:
- Business Innovation
- Business Law
- Financial Planning
- Supply Chain Management
- Human Resource Management
- International Business
- International Economics
- Quantitative Analysis in Economics

* Students can pursue these majors in conjunction with the Commerce major. Students must ensure to select appropriate courses to complete all of these majors at Wollongong University. Students intending to pursue Commerce and another major should speak to their respective academic advisors and complete course selection forms available from the Commerce Admissions Office.

UNIVERSITY OF WOLLONGONG 2013 UNDERGRADUATE COURSE GUIDE 10

Wollongong, Australia
MAJORS
ACCOUNTING
Accounting is about analysing and communicating the financial performance of a business organisation, as well as being an essential part of a responsible and profitable business. Accountants play an essential role in decision-making; whether they work for multinational companies, small, private entities, government departments or in public practice. Subjects available within the Accountancy major are as follows:
- Financial Accounting I
- Financial Accounting II
- Quantitative Systems in Accounting
- Corporate Finance
- Financial Accounting III
- Management Accounting I
- Auditing and Assurance Services
- Law of Business Organisations
- Taxation Law

Plus four electives from any field of study (e.g. Marketing, Finance, Management, Economics, Public Relations, Information Systems)

ECONOMICS
Economics provides an understanding of the operation of the economy at macro and micro levels. These include modern business, the environment, the labour market, national economic policy and international monetary issues. A student in this major will learn general principles and tools that can be applied to a wide range of issues affecting the national and international economy, such as unemployment, inflation, budget deficit, trade deficit and other problems confronting the world economy today. Subjects available within the Economics major are as follows:
- Macroeconomic Theory and Policy
- Microeconomic Theory and Policy
- Economic Policy
- Financial Modeling
- History of Economic Thought
- Industry and Trade in East Asia
- Electronic Commerce and the Economics of Information

Plus four electives from any field of study (e.g. Marketing, Finance, Management, Economics, Public Relations, Information Systems)

MANAGEMENT
Management is the art and science of planning, coordinating and leading group efforts. It is the mobilising of human and material resources to achieve organisational goals. Managerial skills include the ability to make sound judgements on all issues that arise at work and to achieve objectives through organisational skills.

Subjects available within the Management major are as follows:
- Organisational Behaviour
- Managing Human Resources
- Management of Change
- Strategic Management
- Operations Management
- Responsible Leadership
- Managing Across Cultures
- International Business Management

Plus four electives from any field of study (e.g. Marketing, Finance, Management, Economics, Public Relations, Information Systems)

FINANCE
Finance is about money and investments. Individuals, private companies and the public sector all share the common objective of profitable investments. The role of finance managers involves a range of investment decisions for individuals and companies. Some of the areas investigated in the domain of finance include the reasons for investing in government-securitised bonds and shares, and identifying the right time to invest.

Subjects available within the Finance major are as follows:
- Financial Accounting I
- Corporate Finance
- Investment Analysis
- Financial Markets and Institutions
- Financial Modelling
- Advanced Corporate Finance
- Portfolio Analysis
- International Finance

PUBLIC RELATIONS
Public relations is the process of building relationships between people in communities, business alliances and other social networks, together with the process of improving societies. In addition to management and marketing subjects, this major includes subjects in corporate branding, public relations concepts, strategies and campaigns.

Subjects available within the public relations major are as follows:
- Public Relations Concepts
- Public Relations Strategies
- Public Relations Campaigns
- Corporate Identity and Branding
- Managing Across Cultures
- Social Marketing
- Marketing Communications & Advertising

ADDITIONAL COMMERCE MAJORS ARE AVAILABLE AT THE UNIVERSITY OF WOLLONGONG
These additional majors include:
- Accounting and Finance
- Finance and Economics
- Finance and Marketing
- Management and Marketing
- Public Relations and Management
- Public Relations and Marketing

Students will be required to complete an additional 15 subjects to fulfil the double major requirement upon consultation with the Dean

ADDITIONAL COMMERCE MAJORS ARE AVAILABLE AT THE UNIVERSITY OF WOLLONGONG
These additional majors include:
- Business Innovation
- Business Law
- Financial Planning
- Supply Chain Management
- Human Resource Management
- International Business
- International Economics
- Quantitative Analysis in Economics

Students can pursue these majors in concert with a 3.0 or 3.5 or 3.75 management, whereby students complete 240 units in total to secure the major.

Note:
Students who progress beyond the equivalent first year of the UW Bachelor of Commerce at Wollongong will be required to complete the remaining two years full-time of studies.

Students seeking to move to UW must also ensure they have completed the first year of the major at UW and have completed the first year of the major at UW.

Students seeking to move to UW also must also ensure they have completed the first year of the major at Wollongong, and have completed the first year of the major at Wollongong.