



## Course Information to Students

### 1. AWARD AND ACCREDITATION STATUS

Elite Education Institute is accredited by the Tertiary Education Quality and Standards Agency (TEQSA) as a Higher Education Provider since 2014. The Institute has been accredited for the following award courses:

- a) Diploma of Business (1.0 Year; AQF Level 5; equivalent to the first year of Bachelor of Business; CRICOS Code: 084214B); and
- b) Bachelor of Business (specialization in Professional Accounting, CRICOS Code: 084217K; Business Management, CRICOS Code: 084215A; and Communication & Public Relations, CRICOS Code: 084216M) (Undergraduate - 3.0 Year; AQF Level 7):

All award courses are recognized under Australian Qualifications Framework (AQF). Additionally, the Bachelor of Business (Professional Accounting) has been accredited by Certified Practising Accountants Australia (CPA), the Institute of Chartered Accountants Australia & New Zealand (ICAA), and Institute of Public Accountants (IPA).

### 2. COURSE INFORMATION AND STRUCTURE

#### a) Diploma of Business (1.0 Year; AQF Level 5; equivalent to the first year of Bachelor of Business); (CRICOS Code: 084214B):

This course is accredited by Tertiary Education Quality and Standards Agency (TEQSA) until June 2018, whereupon EEI will apply for renewal of accreditation. The Diploma of Business, CRICOS Code: 084214B, is designed for students wishing to pursue accounting or business careers in a domestic and international context. Students will gain an understanding of key areas of business including economics, accounting, finance, business management and marketing. The Diploma of Business is equivalent to the first year of the Bachelor of Business degree. To qualify for award of the Diploma of Business, a candidate must complete 8 units study with aggregated 48 credit points (i.e., 6 credit points for each unit).

The course structure is as below:

Unit Code	Unit Name	Credit Points
ACC101	Fundamentals of Accounting I	6
MIS101	Management Information Systems	6
ECO101	Microeconomics	6
STA101	Statistics for Business	6
ACC102	Fundamentals of Accounting II	6
MGT101	Fundamentals of Management	6
MKT101	Marketing Principles	6
LAW101	Business Law	6
CMU101	Professional Writing	6

Notes:

- Fundamentals of Accounting I is pre-requisite unit for Fundamentals of Accounting II.

**b) Bachelor of Business (Bachelor of Business (specialization in Professional Accounting, Business Management; and Communication & Public Relations) (Undergraduate - 3.0 Year; AQF Level 7): This course is accredited by Tertiary Education Quality and Standards Agency (TEQSA).**

This course is accredited by Tertiary Education Quality and Standards Agency (TEQSA) until June 2018, whereupon EEI will apply for renewal of accreditation. The course structure of Bachelor of Business includes three specialisations, namely Professional Accounting (CRICOS Code: 084217K), Business Management (CRICOS Code: 084215A), and Communication & Public Relations (CRICOS Code: 084216M). The normal duration of the Bachelor degree is 3 years (i.e., 6 semesters). However, EEI is running a trimester system, which means normal 3 years courses can be completed within 2 years by studying 3 trimesters each year. In each Trimester (14 weeks), we offer in two academic blocks (7 weeks each block). In each block, students can choose two subjects. Course will be delivered by face-to-face classroom based learning, plus online facilitated learning (i.e., Moodle System).

To qualify for award of the degree of Bachelor of Business, a candidate must complete 24 units study with aggregated 144 credit points (i.e., 6 credit points for each unit). The first year in Bachelor degree equals to Diploma of Business.

Structure of the course of study comprises:

- Minimum 8 first year diploma level subjects, which provide an introduction to the key areas of business study;
  - Minimum 8 specialisation core subjects (include core subjects in Year One);
  - Minimum 6 electives subjects;
  - 1 compulsory capstone subject
- **Bachelor of Business (Professional Accounting) - 3.0 Year; AQF Level 7; CRICOS Code: 084217K:**

The Bachelor of Business (Professional Accounting), CRICOS Code: 084217K, degree is designed to provide a rigorous accounting education with comprehensive exposure to accounting theories and professional practice. The degree provides students with systematic training in accounting and business management for them to enter into accounting profession. For developing students' competencies in business oriented knowledge and perspectives, the core professional areas of accounting, economics, finance and law is integrated with the exploration of broad commercial context relating to the management and conduct of business. Hence, the graduates will not only be professionally competent in the theoretical and technical aspects of accounting profession, but also have well developed analytical and communication skills necessary to equip them for leadership roles in their professional and business lives. By completing this degree, students will be able to engage in profession of auditing, taxation services, commercial accounting, public accounting, not-for-profit or government accounting, and financial services, etc. The Bachelor of Business (Professional Accounting) degree is accredited by Certificated Practising Accountant, Australia (CPA), Institute of Chartered Accountants in Australia (ICAA), and Institute of Public Accountants (IPA).

Core Units (13 units):

ACC101	Fundamentals of Accounting I
ACC102	Fundamentals of Accounting II
STA101	Statistics for Business
LAW101	Business Law
ECO101	Microeconomics
ECO202	Macroeconomics
FIN201	Corporate Finance

LAW202	Corporations Law
ACC203	Management Accounting
ACC204	Advanced Financial Accounting
ACC305	Auditing and Professional Practice
ACC307	Accounting Theory
LAW303	Taxation Law

- **Bachelor of Business (Business Management) - 3.0 Year; AQF Level 7; CRICOS Code: 084215A:**

The Bachelor of Business (Business Management), CRICOS Code: 084215A, degree is designed to provide students with exploration, appreciation, and apprehension of contemporary business management theories and practices. Through extensive case studies, syndicated and stimulated business management projects, students can understand, evaluate, analyse, and solve the business management problems and challenges. Graduates will be equipped with the necessary knowledge, skills and self-confidence to efficiently and effectively managing business within constantly changing and highly competitive national and international business environments.

**Core Units (12 units):**

ACC101	Fundamentals of Accounting I
LAW101	Business Law
MGT101	Fundamentals of Management
MKT101	Marketing Principles
MGT202	Organizational Behaviour
MGT203	Human Resource Management

ACC203	Management Accounting
MGT204	Logistics and Supply Chain Management
MGT205	Cross Culture Management
MGT306	Strategic Management
MGT307	International Human Resource Management
MGT308	International Marketing Management

- **Bachelor of Business (Communication & Public Relations) - 3.0 Year; AQF Level 7; CRICOS Code: 084216M:**

The Bachelor of Business (Communication & Public Relations), CRICOS Code: 084216M, degree is designed to provide students with theoretical principles and practical skills in managing the activities of professional public relations. Through systematic study, students will appreciate the importance of public relations to the effective internal and external communication of organisations, develop skills in writing for different audiences, familiar with new media tools for public relations practitioner, and understand international and inter-cultural contexts of public relations practice. Graduates will be able to pursue careers in advertising agencies, communication strategy and advisory services, community relations services, marketing communication services, media liaison services, political media advisory services, lobbying services, public relations consultancy, publicity services and special events coordination, etc.

**Core Units (12 units):**

LAW101	Business Law
MGT101	Fundamentals of Management
MKT101	Marketing Principles
CMU101	Professional Writing
CMU201	Business Communications
PRS201	Public Relations Theory and Practice

CMU202	Marketing Communications I
PRS202	Issues in Crisis Management
CMU304	Marketing Communications II
PRS303	Public Relations Management and Tactics
PRS304	Public Relations Writing & Media Techniques
PRS305	Corporate Communication and PR

The assessment strategies for all courses include formative and summative assessments, e.g., class quiz, individual or group assignment, final exam, research project or case study, and presentation, etc.

- **Summary Table of Core and Elective Units in Each Specialisation;**

Table1: Core Units in Each Specialisation

Unit Code	Dip Bus	BBus (Prof Acc)	BBus (Bus Man)	BBus (Comm& PR)
ACC101	X	X	X	
MIS101	X			
ECO101	X	X		
STA101	X	X		
ACC102	X	X		
MGT101	X		X	X
LAW101	X	X	X	X
CMU101	X			X
ECO202		X		
FIN201		X		
LAW202		X		
ACC203		X	X	
ACC204		X		
ACC305		X		
ACC307		X		
LAW303		X		
ACC306				
FIN302				
MGT204			X	
MGT205			X	
MKT101			X	X
MGT202			X	
MGT203			X	
MGT306			X	
MGT307			X	
MGT308			X	
CMU201				X
PRS201				X
CMU202				X
PRS202				X
CMU304				X
PRS303				X
PRS304				X
PRS305				X
BUS301		X	X	X
Number of electives	0	10	11	11

*Note: Whether a unit is a core unit is dependent on the course so that a unit is core in one course may be available as an elective in another.*

- Summary Table of Prerequisite(s) for Each Unit:

**Table 2: Prerequisite(s) for Each Unit**

Unit Code	Unit Name	Prerequisites
ACC101	Fundamentals of Accounting I	N/A
MIS101	Management Information Systems	N/A
ECO101	Microeconomics	N/A
STA101	Statistics for Business	N/A
ACC102	Fundamentals of Accounting II	ACC101
MGT101	Fundamentals of Management	N/A
LAW101	Business Law	N/A
CMU101	Professional Writing	N/A
ECO202	Macroeconomics	ECO101
FIN201	Corporate Finance	N/A
LAW202	Corporations Law	LAW101
ACC203	Management Accounting	ACC101 & ACC102
ACC204	Advanced Financial Accounting	ACC101 & ACC103
ACC305	Auditing and Professional Practice	ACC101, ACC102 & ACC204
ACC307	Accounting Theory	ACC101, ACC102 & ACC204
LAW303	Taxation Law	LAW101 & LAW202
ACC306	Financial Statement Analysis	ACC101, ACC102 & ACC204
FIN302	International Finance	FIN201
MGT204	Logistics and Supply Chain Management	MGT101
MGT205	Cross Culture Management	MGT101
MKT101	Marketing Principles	N/A
MGT202	Organizational Behaviour	N/A
MGT203	Human Resource Management	MGT101
MGT306	Strategic Management	MGT101
MGT307	International Human Resource Management	MGT203
MGT308	International Marketing Management	MKT101
CMU201	Business Communications	N/A
PRS201	Public Relations Theory & Practice	CMU201
CMU202	Marketing Communications I	MGT101 & CMU201
PRS202	Issues in Crises Management	CMU201 & PRS201
CMU304	Marketing Communications II	CMU202
PRS303	Public Relations Management and Tactics	PRS201
PRS304	Public Relations Writing & Media Techniques	PRS201 & PRS303

PRS305	Corporate Communications	CMU201 & PRS201
BUS301	Integrated Capstone Project	The unit can only be undertaken at the last trimester

*Note: Units red coded in Table 1 are prerequisites for others. A prerequisite is a subject that must be completed before enrolment in another specified subject.*

### 3. CONTENT OF UNIT OF STUDY:

- CMU101 – Professional Writing

This unit introduces academic writing used in tertiary level degree courses and the critical thinking skills required to use these effectively. The unit focuses on the academic essay as a platform for learning compositional skills necessary for report, article, paper and thesis writing at the undergraduate levels. The kinds of essays covered in this unit are Comparison and Contrast, Classification, Process Analysis, Cause-and-Effect Analysis, and Argumentative Essays. The unit moves from outlining the academic writing process to paragraphing, and through to the typology of essays. In addition, a practical focus is brought to bear on essay writing and grammar in a number of informal and formal assignments. Assistance with academic essay writing is provided in tutorials that complement the main lectures. The unit also includes a section on errors in grammar and sentence construction commonly found in university level essays and reports.

- ACC101 – Fundamentals of Accounting I

The unit's emphasis is on developing the theoretical concepts of fundamental accounting principles. Using the conceptual framework of accounting, students will learn the desirable reporting qualities, i.e. relevance, reliability, materiality, understandability and comparability. This unit covers the key competencies of accounting principles and procedures, i.e., bookkeeping, journal entry, ledger posting, trial balance, adjusting & closing entry, etc; and also covers the introduction of manual and computerized accounting system and the competency to prepare financial reports for reporting entities. The unit is designed with the combination of prescribed textbook and recommended readings.

- MIS101 – Management Information Systems

The aim of this unit is to give students a comprehensive introduction of management information systems from a business and managerial point of view. Students will have the opportunity to develop their knowledge and understanding of the role of MIS in organisations, study relevant and current topics to the area, and examine the components that interact within MIS. The unit covers a range of topics, from strategic and competitive technology opportunities to the organisation and management of information using databases and data warehouses. It also provides a technical glimpse into the world of IT to help students better understand the impact of technologies on business and management.

- ECO101 – Microeconomics

The purpose of this unit is to introduce students to the principles essential to understand fundamental microeconomic problems and to make clear the policy alternatives that Australian society may use to cope with these problems in an international context. It covers topics such as the determination and interaction of demand and supply of a particular product or service, economic efficiency, the four basic models of alternative market structures, rationale for government intervention in some markets and explanations of inequality and different rates of growth between countries.

- STA101 – Statistics for Business

This unit is to introduce the basic statistical concepts and methods that are widely used in economics, finance, accountancy, marketing and, more generally, business. Course topics include: descriptive statistics; probability distributions; point and interval estimation of parameters; hypothesis testing; and simple and multiple regression. In the computing segment of the course, students will learn to solve statistical problems in an Excel spreadsheet environment

- ACC102 – Fundamentals of Accounting II

Following from the first unit in introductory accounting, this unit further develops the theoretical underpinnings of financial accounting and fundamental introduction of management accounting. It covers issues related to the financial accounting elements covering the conceptual framework of accounting, liabilities, accounting for partnership & companies, cash flow statement, and financial statement analysis; and the management accounting coverage of job order and process costing system, Cost-Volume-Profit (CVP) analysis, and budgeting etc. Finally, it gives a theoretical foundation of professional judgment and ethics in accounting.

- MGT101 – Fundamentals of Management

This unit serves as an introduction to the study of management. It is designed to integrate the accepted theories in the area with real world applications in order to provide students with the basic knowledge and skills needed for managing business. This course begins with a discussion of current issues in management and then proceeds to cover the traditional functions of management: planning, organising, leading and controlling.

- MKT101 – Marketing Principles

This unit covers fundamental theories of marketing and its various applications, i.e. creating and delivering customer value facilitating vital customer satisfaction and relationships leading to sustainable profitability, social responsibility and ethics in marketing, market behavior and strategies including market segmentation, positioning and target marketing, developing marketing mix and also the competency to prepare a basic marketing plan at the end of the study.

- LAW101 – Business Law

The unit introduces students to business structures and consumer protection law and the nature of contractual obligations that underpin business relations. The unit equips students with the skills necessary to recognize legal problems so that business activities may be conducted efficiently and within the law. This unit covers some key areas in conducting business in Australia, which includes the Australian legal framework, the law of contract and torts, business associations and business compliances. At the completion of this unit, students will be expected to be able to identify and understand the laws that impact on business activity and the underlying principles of Australian business law and related ethical issues; understand the principles of legal risk management and how to use legal knowledge as a preventative tool; and have a working knowledge of the concept of law of contract and torts as well as the application of ethical decision making systems.

- ECO202 – Macroeconomics

The aim of this unit is to develop an understanding of the way in which economies operate at the aggregate level and to address the major challenges that face the macro-economy, both nationally and internationally. This unit provides

an introduction to the analysis of aggregate output, employment and economic growth and their relationship to the policy issues of unemployment, inflation and the balance of payments. Other topics include: aggregate income and expenditure analysis; macroeconomic models of income determination; consumption and investment functions; the role of money and financial institutions; interactions between goods and money markets in equilibrium and disequilibrium situations; and an analysis of recent Australian macroeconomic experience.

- LAW202 – Corporations Law

This unit aims to introduce students to the process of incorporation, including the development of the modern corporation and an introduction to regulatory structures; an introduction to the corporate constitution, organs and capital; the separate personality of the corporation and its exceptions. It will cover the structure and governance of the corporation and the division of corporate powers; the duties and liabilities of directors and other officers; the remedies available to shareholders for the enforcement of director's duties and protection against oppression or overreaching by controllers. The course considers these legal doctrines and theoretical perspectives as they relate to both public corporations and to small incorporated businesses. The unit involves a critical analysis of decided cases and appropriate legislation. Reference to current developments in corporate practice will also be made. Students should be able to identify the different types of corporate entities in existence, the roles of the regulator, the importance of the duties of directors and the procedures available when companies are in financial trouble.

- FIN201 – Corporate Finance

This unit introduces students to the major concepts and analytical tools used in the theory and practice of financial decision making in a business context. This unit covers the key concepts of time value of money, simple interest calculations and discounting, calculations using compound interest, annuity calculations and applications, principles and methods in project evaluation, portfolio theory and asset pricing model, capital market in Australia, the principles of capital structure, cost of capital and the taxation issues in project evaluation, sources of long-term and short-term financing, dividend policy, futures and options.

- CMU201 – Business Communications

This unit aims to enable students to develop an understanding of the role of communication in the business environment and identifies the most effective methods for creating, sending, and receiving messages. In addition, students should be able to utilise effective oral and written communications skills in business; write business documents, including letters, memos, and reports using the principles of correct style, organisation and format; prepare and deliver an effective oral business presentation. This unit provides the opportunity to practice communication and other employability skills in a professional context.

- PRS201 – Public Relations Theory and Practice

This unit introduces students to the principal theoretical foundations and applications involved in public relations, including relationship management, systems theory, adjustment and adaptation, co-orientation, historical models of public relations. Drawing upon these theories, concepts and the public relations skill set, students will learn how to analyse and evaluate the significance of public relations issues to the management of relationships between organisations and their publics.

- MGT202 – Organizational Behaviour

The aim of the unit Organizational Behaviour is to provide students an understanding of the behaviour of people at



work. This includes providing knowledge on understanding individual, group and ultimately organization behaviour, concepts and theories of related to group behaviour, teams, leadership, power and politics, motivation, organization culture etc. This unit also aims at developing skills in students in the areas of applying OB concepts and theories in real life situation and to develop the ability to analyse organizational issues and problems critically.

- MGT203 – Human Resource Management

This unit provides an introduction to the field of HRM, and therefore we will be covering a wide range of topics. The unit will cover the main functions usually associated with HRM: Human resource management roles and responsibilities in organizations, strategic human resource management, planning & forecasting human resource needs, recruitment, selection, performance management, remuneration, training & development, equal employment opportunity, and occupational health and safety. In addition to covering key theoretical perspectives, illustrative examples of HRM in practice will be provided from both public and private sector organisations in Australia and overseas.

- ACC203 – Management Accounting

This unit introduces students to the major concepts and analytical tools used in the theory and practice of financial decision making in a business context. This unit covers the key concepts of time value of money, simple interest calculations and discounting, calculations using compound interest, annuity calculations and applications, principles and methods in project evaluation, portfolio theory and asset pricing model, capital market in Australia, the principles of capital structure, cost of capital and the taxation issues in project evaluation, sources of long-term and short-term financing, dividend policy, futures and options.

- ACC204 – Advanced Financial Accounting

This unit examines and critically evaluates at an advanced level selected issues relating to the external financial reporting obligation for a Company or group of companies. Issues identified and analysed include the accounting standards for aspects of external reporting requirements such as company tax, leasing, asset impairment and employee benefits. Emphasis is also placed on the preparation of consolidated financial statements.

- MGT204 – Logistics and Supply Chain Management

This unit provides an introduction to the logistics functions that allow the planning, procurement, production, movement, distribution and positioning of goods and services for domestic and international business. The focus on supply chain management emphasises the requirement of integration of international business activities, and the necessary collaboration between firms to manage not simply the movement and positioning of inventory, but also the management of information, finance, data and knowledge across borders.

- MGT205 – Cross Culture Management

This unit introduce students with key cultural concepts, analytical methods and decision tools necessary for understanding the dynamic nature of diverse cultural background and differences in the context of international business management faced by global organizations, The objective of this unit is to enable students to acquire relevant knowledge and techniques to handle the various cross-cultural challenges, and to develop meaningful solutions to overcome such challenges.

- CMU202 – Marketing Communications I

This unit introduces students to concepts and theories of marketing communication. It examines the traditional tools of marketing communications: advertising, public relations, direct marketing, personal selling and promotional activities. Students will be introduced to the mechanics and magic of marketing communications in its modern environment, with a comprehensive discussion of the conceptual frameworks of successful campaign planning and implementation. The unit also offers an innovative approach with a coherent „brand narrative“ thread that interweaves the concepts and contexts of both marketing communications and branding.

- PRS202 – Issues in Crisis Management

This unit will cover a range of topics from defining crisis and issues, and understanding their potential impact on organisations, through to identifying response strategies for emerging crises and recovery strategies. Students will use historical and contemporary case studies to explore relevant concepts.

- ACC305 – Auditing and Professional Practice

This unit introduces the major conceptual and technical aspects of auditing and assurance services. Accordingly, the unit provides critical insights into: the auditor's legal and societal role; the underlying conceptual theory of auditing; professional auditing techniques; and contemporary auditing issues. The core theme of this unit is the external audit of corporations, from initial planning to final reporting in the context of a professional environment.

- ACC306 – Financial Statement Analysis

This unit aims to provide students with a framework for using financial statement data in a variety of business analysis and valuation contexts. It examines the role of accounting information in the economy, and how financial analysis can create value in well-functioning capital markets. This unit introduces the concepts affecting financial statements and valuation; measuring and forecasting earnings and cash flows and the various approaches for determining a valuation including discounted cash flow, earnings models and multiple based approaches. In addition to a theoretical discussion of various valuation methods and techniques this unit will specifically examine valuation in practice.

- LAW303 – Taxation Law

The unit introduces students to the principles of tax law in Australia with a focus on income tax. Students are introduced to the main provisions of the Income Tax Assessment Acts 1936 and 1997. The unit involves a detailed examination of the concepts of income, capital, and deductions. Topics covered include: the purposes of taxation and the main sources of taxation law, tax rates and the calculation of general and specific deductions, capital gains tax, calculation of capital allowances and trading stock, depreciation, calculation of tax on dividends, company tax and tax for partnerships and trusts and taxation of fringe benefits; GST calculation, tax avoidance and tax planning and the system of taxation penalties and the appeals system.

- MGT306 – Strategic Management

This unit introduces students with concepts, methods and analytical tools necessary for understanding the dynamic nature of strategic management in different organisations. Its objective is to enable professionals to deal creatively with strategy issues and to develop meaningful solutions in professional practice. This unit will provide students with a working model of the strategic management process, and develop students' abilities to think strategically about an organization. It offers a practical, hands-on approach to strategic analysis as the foundation for strategy formulation provides an in-depth discussion of the development of strategic alternatives and presents methodologies for improving

the calibre of strategy implementation and execution.

- MGT307 – International Human Resource Management

This unit examines Human Resource Management (HRM) in an international context. Students investigate the impact of culture on HRM functions. Topics include an introduction to the major differences between domestic and international HRM; cultural, social and ethical issues for IHRM; the possible linkages between IHRM and business strategy; IHRM planning, policies and procedures; international relations and evaluation of host country environments; recruitment and selection; strategic compensation and reward systems; training and development of employee capabilities; maintaining the employment relationship within international operations.

- CMU304 – Marketing Communications II

This unit provides students with the necessary knowledge and skills to understand integrated marketing communications, and to develop appropriate advertising and promotion strategies consistent with strategic marketing principles. The unit explores the role of the individual elements within the advertising and promotional mix, including direct marketing, sales promotion, personal selling, advertising, and public relations.

- PRS303 - Public Relations Management Processes and Tactics (offered in Trimester Two, Year Two)

This unit will provide comprehensive exposure to the management processes of Public Relations and tactics in different organisations facing a diversity of issues and priorities. Through case study analysis and practical work, students will experience public relations problem-solving and programming to sharpen communication planning skills and add specific operational experience.

- ACC307 – Accounting Theory

This unit provides students with an understanding of the historical and contemporary issues that influence the development of accounting practice, accounting regulation and accounting thought. Some main approaches of accounting theories, i.e., the measurement theory, the descriptive (positive) theory, normative theory and critical theory will be discussed. Using these theoretical approaches, this unit will help students to examine current issues, such as social and environmental accountability, the ethical and global dimensions of accounting, Conceptual Framework projects and the political context within which accounting policy decisions are made.

- FIN302 – International Finance

This unit analyses flows of financial assets between countries, including the determinants of the flows, the prices at which they occur, the risks they involve and the ways in which these risks may be reduced. It deals with the financial operations of business firms in an environment of open and integrated financial markets. These operations include arbitrage, financing, hedging, investment and speculation. Although the focus is on the analysis of the operation of the international financial system at the aggregate level, there is also a substantial treatment of the notion of foreign exchange risk and ways in which this risk may be managed.

- MGT308 – International Marketing Management

This unit deals with key international marketing management concepts, analytical methods and decision tools necessary for understanding the dynamic nature of international marketing situations facing different organizations,

and to make international marketing decisions to deal with such international marketing situations. Its objective is to enable students to acquire relevant knowledge and techniques to deal with the various international marketing challenges, and to develop meaningful solutions to overcome such challenges. The unit offers students a practical, hands-on approach to analysing international marketing situations, to formulating international marketing recommendations, and to presenting and defending one's international marketing recommendations via both oral and written communications.

- PRS304 - Public Relations Writing & Media Techniques

This unit will introduce students to common techniques used by PR professionals and their application, particularly, it emphasises on developing strong, effective writing skills. It covers media relations techniques such as media releases, fact sheets, backgrounders. It also includes speech writing, an introduction to desk top publishing planning and development (newsletters and brochures), web page content and social media techniques.

- PRS305 - Corporate Communication and PR

This unit aims to provide students with the theoretical and practical foundations to analyse and critically evaluate current issues affecting contemporary organisations in the practice context of corporate communication. Corporate Communication and PR provides students with the opportunity to build on and apply their knowledge of public relations practice in a corporate setting. Using an issues management framework, students will develop essential critical thinking, decision making and evaluation skills relevant to a public relations practitioner working in a corporate environment.

- BUS301 - Integrated Capstone Project

This unit is designed to allow students to undertake a comprehensive business project that is relevant with their specialisation. It can be provided by industry partners or through a simulated business scenario. It can be supervised jointly by experienced academic staff and industry experts. This is a designated capstone project, allowing students to bring together and apply material learnt in the course to a real world problem.