

JCU Diploma of Higher Education (Business Studies)

COURSE DETAILS

1) Course Entry Requirement(s)

To gain entry to the Diploma of Higher Education in Business Studies prospective students must have:

- a lower level Year 12, GCE 'A' Level qualifications or its equivalent.
- in addition an overall IELTS score of 5.5 (with no component lesser than 5.0) or its equivalent or completed the JCU English Language Preparatory program Level 2 (score of 75% & above), ELPP Level 3 (55% and above)

2) Course learning outcomes

The objective of the Diploma of Higher Education program with its two streams is to provide a suitable pathway for students with an unacknowledged or lower level Year 12, GCE 'A' Level qualifications. The new Diploma of Higher Education will primarily focus on providing a supported pathway into degree study for non- degree eligible students.

Students in this course will be given a tailored program within the allocated study period to acquire the necessary skills needed to progress to an undergraduate degree program. The Diploma of Higher Education will also provide an exit point for early graduates who wish to undertake advanced skills or paraprofessional work in the industry.

The graduates of the JCU Diploma of Higher Education will be prepared and equipped to create a brighter future for life in the tropics through the application of acquired knowledge and skills and being enabled for study at bachelor degree level.

3) Exit Requirements

Pass all 8 subjects.

4) Course schedule with modules and/or subjects

For the Diploma of Higher Education in Business Studies students must complete eight subjects Each subject is equivalent to 3 credit points.

Diploma of Higher Education (Business Studies)

Subjects	
CU1022:03	Developing Academic Skills (Core)
CS1022:03	Learning in a Digital Environment (Core)
MA1022:03	Essential Mathematics
CV1200:03	Effective Speaking
BU1804:03	Business, Environment and Society in the Tropics
BU1805:03	Contemporary Business Communications
BU1808:03	Managing Consumer Markets
BU1902:03	Accounting for Decision Making

5) Course Duration

The Diploma of Higher Education is a 8 month program comprising of two trimesters. It is conducted on a trimester basis (4 subjects per trimester).

Intakes: March, July & November

Course Title	Contact Hour/week per subject	Total Teaching Weeks	Total Subjects	Total Contact Hours Full-time
Diploma of Higher Education(Business Studies)	5	10	8	400

6) Module synopses

CU1022 Developing Academic Skills

Developing Academic Skills allows you to develop the learning, thinking, critical reading and writing and time management skills that are required for rigorous study in a university context. The subject aims to facilitate the process of orientation and transition into academic teaching and learning cultures in a range of disciplines. You will develop learning skills relevant to the contemporary university environment to maximise learning from future lectures, tutorials and online subject materials. You will learn to plan and develop responses to a range of assessment tasks, and develop skills to prepare a range of written and oral tasks required in a university environment. Through actively engaging in planning, monitoring and evaluating your own learning, you will develop confidence in your own ability to be successful in higher education studies. There will be a strong emphasis on the importance of independent learning for successful university studies.

Learning Outcomes

- Upon successful completion of this subject, you will be able to: Identify, analyse, synthesize and evaluate information, claims and evidence from a range of texts and sources for specific academic purposes
- Communicate information, ideas, arguments and solutions in a clear and logical way using appropriate academic and referencing conventions
- Demonstrate the ability to be a self-directed and independent learner through application of knowledge and academic literacy, digital literacy and numeracy skills
- Demonstrate autonomy, judgment, accountability and responsibility to complete a range of higher education activities within broad but established parameters
- Manage personal development and evaluate future study/career pathways

CS01022 Learning in a Digital Environment

In Learning in a Digital Environment, you will develop the digital literacy skills required to select and use appropriate tools and technologies for learning and research purposes as well as communicating information, including the use of mobile devices. Through experiential learning activities, you will develop the necessary skills to use computers and other information communication technologies that are integral to learning and success at university. The subject will also introduce you to the LearnJCU platform, exploring its functions and uses across different disciplines. This subject will enable you to apply practices that ensure your safety in a digital environment.

Learning Outcomes

- Upon successful completion of this subject, you will be able to: Identify, analyse, synthesize and evaluate information, claims and evidence from a range of texts and sources for specific academic purposes
- Communicate information, ideas, arguments and solutions in a clear and logical way using appropriate academic and referencing conventions
- Demonstrate the ability to be a self-directed and independent learner through application of knowledge and academic literacy, digital literacy and numeracy skills
- Demonstrate autonomy, judgment, accountability and responsibility to complete a range of higher education activities within broad but established parameters
- Manage personal development and evaluate future study/career pathways

MA1022 - Essential Mathematics

You will develop mathematical knowledge, conceptual understanding and skills through investigative and explorative approaches to learning. These approaches provide opportunities for you to work individually, as well as collaboratively and cooperatively in teams. This subject is designed in ways that encourage you to develop positive and productive attitudes towards mathematics. You will participate in learning experiences that have relevance to you personally and to a range of work contexts and possible future study pathways. Essential Mathematics involves the study of Functional Mathematics, Financial Mathematics, Applied Geometry and Statistics and Probability.

Learning Outcomes

- Upon successful completion of this subject, you will be able to: Interpret and use appropriate mathematical terminology, symbols and conventions
- Access select, manipulate and apply mathematical rules, formula and procedures
- Interpret, clarify, analyse, model and solve problems
- Analyse, organise and communicate information via written, symbolic, pictorial and graphical forms, for different purposes and audiences.
- Justify the reasonableness of results obtained through the use of technology, and justify conclusions, solutions or propositions through logical explanations and sequences in everyday language and/or mathematical language

CV1200 - Effective Speaking

This subject offers practical training in vocal techniques essential to develop effective speech capabilities. Students are exposed to and learn the skills required to communicate effectively in such contexts as formal discussions, debates, meetings, public presentations and seminars. It also enables students to develop a vocal signature and use it and their body in effective communication.

Learning Outcomes

- the ability to analyse the voice and its role in communication;
- the capacity to apply in practice the interaction between purpose, audience and context;
- facility and confidence in speaking for a range of communicative purposes;
- foundation skills in oral interpretation;
- an understanding of the reciprocal roles of listener and speaker.

BU1804 - Business, Environment and Society in the Tropics

This subject explores the external and internal environmental context of business and organisational practices in the tropics. It examines different facets of management operating in remote locations experiencing constraints on resources. The subject places emphasis on the fundamental building blocks of management: plan, organise, lead and control, which are crucial to starting growing and maintaining a successful business. Prominence is also placed on the contemporary drivers of global, societal and regional change, such as, sustainability, cultural perspectives, corporate social responsibility, ethical accountability and governance.

Learning Outcomes

- analyse key drivers of change to business practices in a tropical context;
- explain how organisations can be ethically, corporately and socially responsible in achieving sustainable practice;
- discuss the principles of diversity management;
- examine key features of the four functions of management in the context of organisational structures;
- appreciate business and management principles that apply specifically in a tropical environmental context.

BU1805 - Contemporary Business Communications

This subject focuses on the key role of communication as an essential business tool. It reviews key theoretical concepts as they apply to a range of communication activities, examining the factors that may influence the effects and effectiveness of different forms of communication with different stakeholder groups.

Learning Outcomes

- critically evaluate communicated information and structure oral and written arguments logically and persuasively;
- apply communication and design theories across social and business settings;
- appraise the role of user-generated content from new media in business communications;
- evaluate the effectiveness of different forms of communications; plan communications that achieve their objective across varying audiences and stakeholder groups; value the significance of intrapersonal and interpersonal communication across social and business settings.

BU1808 - Managing Consumer Markets

At the interface between business and society, managing consumer markets sustainably has an important role to play in shaping the environment for future generations. In developed and developing countries in the tropics and beyond, consumer markets are evolving as service dominated economies. New service business opportunities are emerging in the business and not-for-profit sector to meet the needs of changing consumer markets. This subject examines consumer behaviour in a service context and explores how businesses need to adapt their practices to add consumer value and achieve a sustainable competitive advantage. Topics examined include positioning services in competitive markets, developing sustainable service products and brands; managing people and building service relationships; delivering services through physical and electronic channels; building sustainable communication strategies; understanding costs and sustainable pricing approaches; improving service quality and productivity to manage consumer market demands. The subject integrates knowledge gained from marketing, operations, information technology and human resource management to manage consumer markets sustainably.

Learning Outcomes

- explain why sustainable business practices are vitally important, both in society and for successful businesses;
- examine the role played by service marketing elements in adding consumer value to changing consumer markets through a sustainable approach;
- analyse how functional areas within a business must collaborate to service consumer markets and sustain a viable business;
- demonstrate effective communication skills and the ability to work with others in a professional manner and independently;
- examine how service dominated economies in the tropics and beyond are developing, and identify the service product opportunities that are emerging for businesses and the non-for-profit sector.

BU1902 - Accounting for Decision Making

This subject is an introduction to accounting information systems including accounting concepts and the application and interpretation of accounting information using professional ethics for decision making. It focuses on the following areas: an understanding of accounting reports, analysis of accounting information and the use of accounting information in various business decisions.

Learning Outcomes

- examine business reports (eg: annual reports, financial statements, government budgets) to assess particular data for financial/economic decision-making;
- identify action learning opportunities and self- improvements;
- appropriately apply financial decision-making tools;
- explain the structure, elements, components, users, uses and limitations of the prime general purpose financial reports (GPFs) and their interrelationships: balance sheet; income statement and statement of cashflows
- explain the nature of accounting and contextual factors that underpin the operation of business accounting systems from different perspectives including governance and ethics; financial accounting; management accounting; national and international environments; and government and private sector regulatory environment.