UNSW Prep Program 17-19
Stream Details 2015

AUSTRALIAN SCHOOL OF BUSINESS Stream Details

In each semester, students are required to take two specified Enabling courses and 1 ASB course as specified. Students should have completed HSC General Mathematics or equivalent and HSC Standard English or equivalent. HSC ESL may be considered on an individual basis.

To gain entry to the Bachelor of Commerce degree students must pass all courses each semester and obtain a WAM of 60. Students with a WAM between 50-60 will be considered for entry on an individual basis. Credit towards the degree will be awarded for all ASB courses passed.

Semester 1

Academic Skills 1 (REGZ9075)

Academic Skills 1 (REGZ9075) is compulsory for ALL UNSW Preparation Program students. No prior knowledge is required, except for English Proficiency. Topics covered in the course include:

- orientation to the academic system
- time management and critical analysis skills
- preparing seminar presentations
- essay writing
- note taking from lectures and written material
- examination techniques
- introduction to online learning

Mathematics Skills 1 (REGZ9070)

This course is a compulsory component of the Engineering stream. This course is designed to provide a level of competency in mathematics for students who have not studied HSC Mathematics (or equivalent) at high school.

MGMT1001 Managing Organisations and People

Managing Organisations and People is a foundational core course offered in the main bachelor degree programs. This course introduces students to the knowledge and skills required to successfully manage organisations and people in a global economy, based on contemporary research and practice.

The course is designed to provide strong foundations for the development of future organisational leaders and managers who will be able to successfully respond to complex and turbulent environments, promote and sustain competitive advantage, ensure ethical and social responsibility in business practice and decision making, and manage changing social, political and technological factors both inside and outside the organisation, in an increasingly global and diverse workplace.

Topics include:

- the role of organisations in modern societies
- sustainability and corporate social responsibility
- the importance of organisational leadership
- power and networks
- sources of conflict
- problem solving
- group motivation and behaviour;
- professional skills.

Semester 2

Academic Skills 2 (REGZ9076)

Academic Skills 2 develops the fundamental skills of studying at university. It builds on skills already learned in Academic Skills 1, but introduces students to study strategies used in scientific topics. The course is taught in an interactive method, so that students are able to learn through participation. The course contains a number of written and spoken assignments which allow students to further deepen their reading, writing, thinking, researching and spoken skills. Similar to semester one, this course will be based around a general topic which will be explained in Week 1.

Marketing Fundamentals (MARK1012)

This course introduces the student to the major concepts and theories, reflecting the breadth and diversity of marketing. It provides insights into where marketing fits within an
organisation, its contributions to business in general, describes frameworks supporting marketing activities, and helps with challenges in the ever changing market place. It discusses the application of this understanding to consumer goods, as well as service, business-to-business, industrial and non-profit organizations, and to the growing area of e-commerce.

Topics include:
- marketing processes and planning
- the use of market research
- an understanding of consumers and customers
- decision-making and the marketing mix
- market segmentation
- positioning and product differentiation,
- the changing global environment

Mathematics Skills 2 (REGZ9072)*
This course is designed to provide a level of competency in mathematics for students who have not studied HSC Mathematics (or equivalent) at high school and who wish to apply to UNSW programs with assumed knowledge in Mathematics.

* A student who attains a distinction grade of higher in REGZ9070 Maths Skills may be permitted to proceed to one of:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ACCT1501</td>
<td>Accounting &amp; Financial Management 1A</td>
</tr>
<tr>
<td>ECON1101</td>
<td>Microeconomics</td>
</tr>
<tr>
<td>ECON1203</td>
<td>Business &amp; Economics Statistics</td>
</tr>
<tr>
<td>INFS1602</td>
<td>Information Systems in Business</td>
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<tr>
<td>LEGT1710</td>
<td>Business Law</td>
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<tr>
<td>FINS1613</td>
<td>Business Finance</td>
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Credit will be awarded for successful completion of MGMT1001; MARK1012 and if eligible a course from the list above.