

Business, Communication and Social Context

FS022 courses

Foundation Accounting

This course focuses on accounting as a financial information system. The course will develop skills in the recording and reporting of financial information for businesses operating as a sole proprietor in both a trading and service setting. The recording and reporting will adopt the double entry approach and will comply with the International Accounting Standards Board (IASB) Conceptual Framework that provides six main qualitative characteristics that financial information should have in general purpose financial reports. In addition, the financial information system will adopt the four main assumptions of accounting recording and reporting.

Law and Society

In this course students will be introduced to the adversarial legal system used in Australia and other common law countries. Students will examine the system of governance, the legislative process, the main sources of law, dispute resolution methods and legal institutions. Through the exploration of recent law reform, students will contemplate law-making as a reflection of the needs of society.

Students will analyse the effectiveness of the legal system to respond to the need for law reform.

Marketing and Communication

Our community comprises organisations of varying types - large and small businesses, government agencies, social enterprises, clubs and associations. All of these organisations use marketing to communicate important messages to their key stakeholders. This course will introduce marketing theory and frameworks. Students will be asked to consider how businesses communicate their objectives and promote their goods and services to influence stakeholder behaviours in globalised multicultural societies. In this course students will describe and analyse the role played by businesses in a society. Focusing on marketing, students will analyse corporate culture and indicators of business performance.

Principles of Economics

In this course, students will be introduced to the fundamentals of a market economy. This study will include an investigation into the need for economics, the operation of the market system and will consider economic decisions. The course will consider efficiency in resource allocation and the macroeconomic goals of an economy – low inflation, full employment and sustainable economic growth. Emphasis will be placed on the interrelationship between real world situations and the application of economic theory. This will be achieved through an investigation of current economic conditions and an evaluation of how a mix of government policies is implemented to achieve the macroeconomic goals of the economy.

Global Studies: Relationships and Trade

This is a study of the political, social, cultural, environmental and economic forces that shape interactions between states and nations. It examines the interconnectedness of the contemporary global political arena and the impact of globalisation on culture, sovereignty, human rights and the environment. It examines the nature and power of key nations with emphasis on the effect on countries in the Asia-Pacific region. Students will develop a critical understanding of the world of contemporary global issues and are provided with the opportunity to develop the awareness and the critical thinking skills that underpin active citizenship and an ability to more deeply appreciate and contextualise the global environment in which they live.

Media: Power and Persuasion

This course is designed to introduce you to the study of media and develop skills in analysing media in a range of forms including film, television, print and advertising. Students will study how media texts construct meaning and how audiences interpret meaning from media texts. Students will also study how the media industry changes over time as new technologies develop. There is an emphasis on the production and consumption of media texts. Students will take this knowledge and use it to produce and exhibit your own media products, individually and collaboratively. This course will develop their oral, written, research and production skills in the area of communication and the media.

English

Creative Narratives

Through a focussed examination of English texts, students investigate how effective communication of ideas and experiences are effectively shared for different audiences and purposes. They will examine written works and multimodal media pieces exploring in depth the techniques and conventions that are used to influence the thinking, understanding and actions of the intended audience. Students will develop as independent, innovative and creative learners and thinkers who appreciate the use of language, can evaluate perspectives and evidence and challenge ideas and interpretations. Media journalism, public and international relations, and the world of advertising are elements within this course.

Exploring Narratives

In this course students will explore a range of texts in audio, written and multimodal forms which show how personal, social, historical, authorial and cultural contexts are conveyed and seek to influence the audience. This course enables students to develop a deeper understanding of the ideas, issues and themes that reflect and record human experiences through reading and responding to texts. Students will encounter strategies that enhance the capacity to think, analyse, question, and form and defend opinions in response to the diverse texts which will be examined.

Comparative Texts

In this course, students focus on comparing two selected texts as well as explore other texts in audio, written and multimodal forms that add to their understanding of how authors seek to influence the audience to appreciate and accept ideas, beliefs and views on the world. This course enables students to develop a deeper understanding of the ideas, issues and themes that reflect and record human experiences through reading and responding to texts. Students will encounter strategies that enhance their capacity to think, analyse, question, and form and defend opinions in response to the diverse texts which will be examined.