



Australian International
Institute *of*
Higher Education

STUDENT HANDBOOK

2024
2025



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-  +61 07 3667 9512 (Brisbane Campus)
-  www.aiihe.edu.au



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WELCOME

Congratulations for being selected to study at the Australian International Institute of Higher Education (the Institute) and welcome to this exciting new chapter of your life!

This Student Handbook is intended to help all currently enrolled students at the Institute with all the basic information and resources for your academic and personal wellbeing during your time as student with us. It contains general information about your course, the academic and personal support services at the Institute, your rights, and obligations as a student, and provides links to more detailed information in specific areas.

If there are any terms used in this Handbook, or in other information provided to you during your studies that are not clear to you please consult the Australian International Institute of Higher Education (AIIHE) Glossary of Terms.

The Student Handbook is updated annually. Where there are any significant changes to your course or any other critical updates there will be a notice posted on the AIIHE student portal and when appropriate an email will be sent to your student email account. It is your responsibility as a student to stay up to date with any changes that may affect your studies so you should check your student email account, your AIIHE Student Portal and the AIIHE website regularly.

All Institute staff join me in welcoming you to the Institute and we look forward to supporting you in your academic and personal success during your time with us.



Vladica Belovukovic

Interim Chief Executive Officer



ABOUT AIIHE

Australian International Institute of Higher Education (AIIHE) is the business name under the parent company Queensland Institute of Higher Education Pty Ltd. It was registered as a higher education provider under the Tertiary Education Quality and Standards Agency Act 2011 (the TEQSA Act) in 2021. The Institute is now accredited to provide the Bachelor of Business (Marketing) and the Bachelor of Business (Information Systems) with approval to deliver courses to international students in Australia (CRICOS Provider No: 04013G).

VISION

Australian International Institute of Higher Education aspires to be a leading and respected institute that is vibrant and welcoming, pursues excellence in higher education and contributes to the greater good of the wider community.

MISSION

The Institute is committed to providing quality education that will enable its students to acquire the knowledge and skills to succeed in their careers, become community leaders, and engage in lifelong learning.

GOALS

The Institute aims to provide higher education courses in a learning environment that encourages students to:

- attain relevant and advanced knowledge in their chosen discipline areas
- become work-ready, develop self-confidence and self-discipline.
- understand different viewpoints and embrace the diversity of the business world
- explore new ideas and develop an intellectual curiosity
- learn to communicate effectively, solve problems, and reach conclusions
- be aware of and responsive to social and ethical issues in their professional and personal lives.

We encourage students to give feedback and get involved in decision-making processes as much as possible through suggestions and feedback.

You can find out more about the role and operation of the key AIIHE governing bodies by referring to the *AIIHE Governance Framework* available at: www.aiihe.edu.au.



YOUR CAMPUS

The AIIHE Sydney campus is located at	Level 8, 540 George Street, Sydney, NSW 2000 +61 02 9261 1078
The AIIHE Brisbane campus is located at	Level 23-24, 343 Albert St, Brisbane City, Qld 4000 +61 07 3667 9512
The email address for all general enquiries is:	info@aiihe.edu.au
Contact phone number:	1300 692 444

TOWN HALL IN SYDNEY: SITUATED IN THE HEART OF THE CBD

- Convenient location in Sydney's central business district (CBD), providing easy access to transportation, shopping, dining, and entertainment options.
- Surrounded by major cultural and historical landmarks such as the Sydney Opera House, Harbour Bridge, and Darling Harbour
- Dynamic and diverse student population with access to a wide range of extracurricular activities
- Access to state-of-the-art facilities and resources, such as libraries, computer labs, and research centres

BRISBANE CITY IN BRISBANE: CENTRAL AND ACCESSIBLE

- In the heart of Brisbane's Central Business District (CBD)
- Central Train Station provides easy access.
- Frequent bus services, including City Glider
- Convenient to major arterial roads linking to North and South Brisbane
- M3 Pacific Motorway is just a minute away.

LOCAL TRENDS IN BOTH CAMPUSES

- Startups and creative industries
- Innovative buildings and vibrant spaces
- Vibrant nightlife and restaurant scene
- Boutique retail
- Café culture

AIIHE campuses in Sydney and Brisbane are in the CBD (Central Business District) and are surrounded by shops, cafés and public transport. AIIHE Sydney campus is right next to the Sydney Town Hall, and the Brisbane campus is right next to the Brisbane City Hall. Classrooms on our campuses are large and modern, furnished with projectors, computers, sound systems and other required classroom equipment.

There are also extensive amenities available for students.

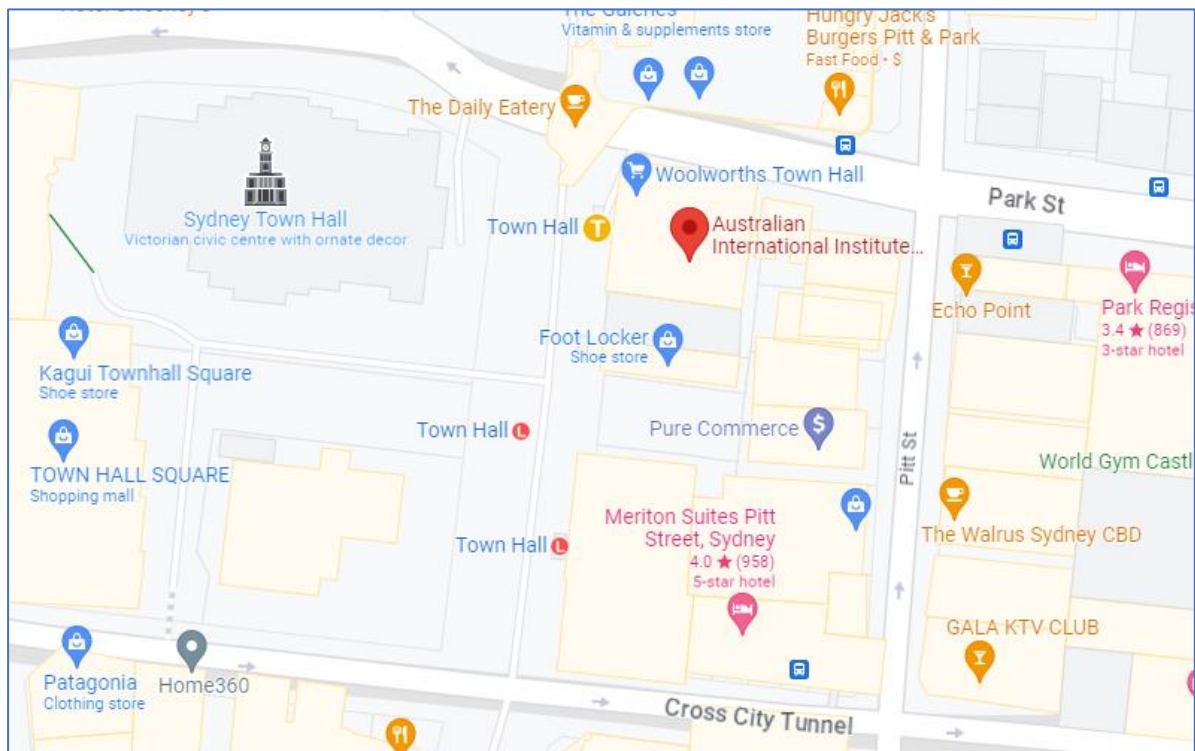


- Free internet access and wireless connection throughout the campus
- Disabled access
- Printing and Photocopying facilities
- Collaborative learning spaces
- Library and Quiet Study Area
- Student lounges and kitchen
- Vending machine

Some of the facilities in the Brisbane campus, including learning space, student lounges, and kitchens, are to be shared between AIIHE and Brighton College.

Our campuses will offer a resourceful learning environment from which to pursue your academic interests.

Sydney Campus:





SYDNEY

SYDNEY IS A CITY THAT OFFERS A HIGH QUALITY OF LIFE WITH A GREAT CLIMATE, BEAUTIFUL BEACHES, A DIVERSE RANGE OF CULTURAL AND RECREATIONAL ACTIVITIES, AND DELIVERS TOP-TIER EDUCATIONAL OPPORTUNITIES.

It is Australia's business, financial and economic capital, and it has a strong economy and diverse job market, with many opportunities for skilled workers. Sydney is home to some of the world's top universities and is known for the quality of its education system.

The city has an extensive public transport system, including buses, trains, and ferries, making it easy to get around. Additionally, Sydney is one of the safest cities in the world and offers a high-quality healthcare system with many hospitals, clinics and health professionals.

Furthermore, the city is surrounded by beautiful national parks and nature reserves, offering many outdoor activities and adventure opportunities. Finally, Sydney is a diverse and multicultural city with a vibrant and inclusive community, which makes it an attractive place to live. (reference: <https://www.nsw.gov.au/living-in-nsw>)

LIVING IN SYDNEY

Sydney is the capital city of New South Wales and is a global city with a diverse population, a strong economy, and a high standard of living. Known for its iconic landmarks, such as the Sydney Opera House and the Harbour Bridge, as well as its beautiful beaches and vibrant arts and culture scene, Sydney is a popular destination for both tourists and residents.

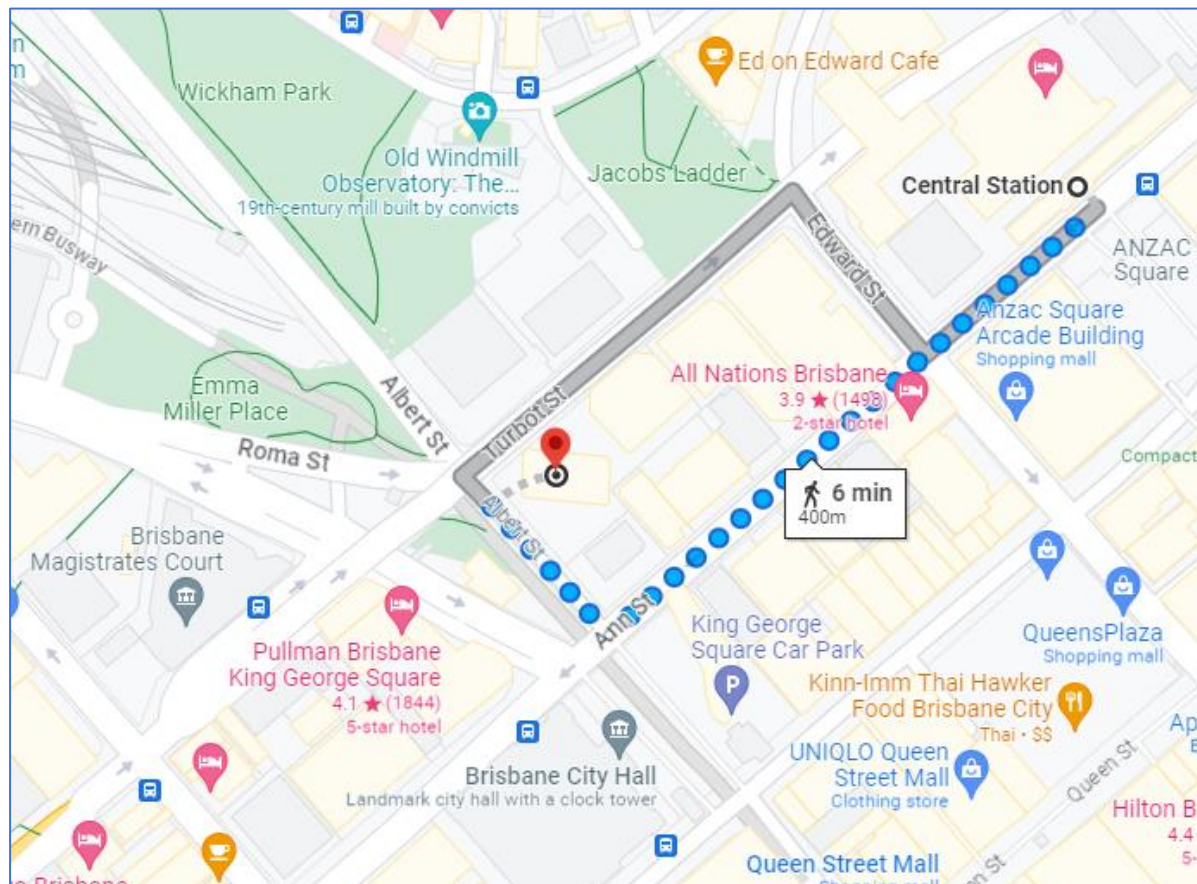
Overview

- Population: 5 million
- Average age: 38 years old
- Average daily temperature: 8 - 28°C (depending on the season)

<https://www.population.net.au/sydney-population/>



Brisbane Campus:



BRISBANE

BRISBANE IS A LARGE, MODERN, MULTICULTURAL CITY OFFERING WORLD-CLASS EDUCATION, AFFORDABLE LIVING, A GREAT SUBTROPICAL CLIMATE AND LOTS OF THINGS TO DO AND SEE.

Innovative, modern and welcoming, Brisbane has been rated in the top 30 per cent of the world's fastest-growing cities and in the top 10 cities in the world for lifestyle and talent. With a subtropical climate, Brisbane delivers an average of 283 days of sunshine every year.

Outdoor activities can be enjoyed year-round, from swimming at South Bank's Streets Beach to strolling through the City Botanic Gardens, kayaking on the Brisbane River or climbing the iconic Story Bridge. The city's cultural and events calendar is bursting with blockbuster shows, international sporting matches, festivals and exclusive exhibits. In the city's cultural precinct, you will find Australia's largest Gallery of Modern Art, Queensland Art Gallery, Queensland Museum and Queensland Performing Arts Centre.

Brisbane has a great safety record, convenient public transport, airport connections to most major cities worldwide and world-class shopping, dining, nightlife and recreation facilities. Studying in Brisbane makes for great travelling and learning to adventure.



LIVING IN BRISBANE

Brisbane is Queensland's capital, situated on the east coast of Australia, with a population of more than two million. It is small enough to be friendly and welcoming but big enough to be filled with culture, attractions, and adventure. Brisbane's perfect weather, unbeatable lifestyle and proximity to beautiful beaches make it one of the best places in the world to study. It is a green city with many famous tourist attractions. It has one of the fastest-growing economies in Australia.

Brisbane is well and truly on its way to becoming a world leader in sustainability. More than 2000 parks and more than 2500 animal species make Brisbane Australia's most biodiverse city.

Overview

- Population: 2.24 million
- Average age: 35 years old
- Average daily temperature: 15-25°C
- Average of 283 days of sunshine per year

<https://study.brisbane.qld.au/>

<https://www.queensland.com/au/en/places-to-see/destinations/brisbane>



WHAT TO DO IN AN EMERGENCY

If you witness or are involved in a critical incident on campus you should speak to the nearest staff member or contact the Reception Desk for help as soon as you can.

If it is an emergency (on or off campus) please call the most appropriate number below.

EMERGENCY CONTACTS

Issue	Contact
A life-threatening emergency	Police: 000
Non-emergency assistance – business hours	AllHE Sydney Reception: (02) 9261 1078 AllHE Sydney After Hours: 0409 613 117 AllHE Brisbane Reception: (07) 3667 9512 AllHE Brisbane After Hours: 0476 532 867
Non-emergency assistance - all hours	Police Link: 131 444
Emergency fire	000
Ambulance – a life-threatening emergency	000
Sexual assault	<ul style="list-style-type: none">• Student Services Manager: (02) 9261 1078• Women's legal service QLD Telephone: (07) 3392 0644 Website: https://wlsq.org.au/• Women's Legal Service NSW Telephone: (02) 8745 6999 Website: https://www.wlsnsw.org.au/• External specialist services are available at Queensland and NSW Health 1800 Respect (1800 737 732), 24-hour sexual assault and domestic violence support.• AllHE Sydney Reception: (02) 9261 1078• AllHE Brisbane Reception: (07) 3667 9512
General wellbeing support	<ul style="list-style-type: none">• Student Services Manager: (07) 3667 9512
Counselling	<i>External counselling service:</i> <ul style="list-style-type: none">• Beyond Blue: Depression Anxiety Telephone: 1300 224 636 Website: www.beyondblue.org.au• Lifeline Crisis and Suicide Prevention Telephone: 131 114 Website: www.lifeline.org.au



Issue	Contact
	<ul style="list-style-type: none">1800Respect: Telephone: 1800 737 732 Website: www.1800respect.org.auRelationships Australia: Telephone: 1300 364 277 Website: www.relationships.org.au
General health issues	<p><i>Nearest general medical service:</i></p> <ul style="list-style-type: none">Sydney: Holdsworth House Medical Practice Level 3/26 College St, Darlinghurst NSW 2010Brisbane: Smart Clinics Brisbane City Family Medical Centre Cnr Adelaide & George Street, Brisbane City, QLD 4000 Tel: (07) 3236 2559
Hospital	<ul style="list-style-type: none">St Vincent's Hospital Sydney 390 Victoria St, Darlinghurst NSW 2010 Tel: (02) 8382 1111Royal Brisbane and Women's Hospital Cnr Butterfield St and Bowen Bridge Rd, Herston, 4027 QLD Tel: (07) 3646 8111
Crisis Support – all hours	<ul style="list-style-type: none">Lifeline: 131 114 oronline chat: https://www.lifeline.org.au/crisis-chat/

When you are a witness to or are involved in a critical incident on campus, you may be asked to complete a statement under the *Institute's Critical Incident and Emergency Management Plan*. This evidence is crucial in helping the Institute review and improve its responses to the critical incident on campus.

Key resources, policies, and forms	Helps with ...
Critical Incident and Emergency Management Plan	Institute procedures and responsibilities for preventing and managing critical incident
Website	Collection of all updated information about AIIHE
Incident Reporting Form	Download from the AIIHE www.aiihe.edu.au



KEY STAFF CONTACTS: CROSS-CAMPUS

Position	contact details
Chief Executive Officer	Name: Mr Vladica Belovukovic E: ceo@aiihe.edu.au Ph: (07) 3667 9512, (02) 9261 1078
Academic Dean	Name: Dr Prabal Barua E: academic.dean@aiihe.edu.au Ph: (07) 3667 9512, (02) 9261 1078
Course Coordinator - Bachelor of Business (Marketing)	Name: Dr Nirmal Acharya E: coordinator.bbm@aiihe.edu.au Ph: (07) 3667 9512, (02) 9261 1078
Course Coordinator – Bachelor of Business (Information Systems)	Name: Dr Smitha Shivshankar E: coordinator.bbis@aiihe.edu.au Ph: (07) 3667 9512, (02) 9261 1078
Operations Manager	Name: Mr Sarath Chandh Vunnamatla E: operations@aiihe.edu.au Ph: (07) 3667 9512, (02) 9261 1078
Student Service Manager	Name: Mr Jack Cameron E: ssm@aiihe.edu.au Ph: (07) 3667 9512, (02) 9261 1078

KEY STAFF CONTACTS: CAMPUS-WISE

Position	contact details	
	Brisbane	Sydney
Reception	Name: Emily Sit E: reception@aiihe.edu.au Ph: (07) 3667 9512	Name: Ms Camille Poyaoan E: reception@aiihe.edu.au Ph: (02) 9261 1078
Student Service Officer	Name: Emily Sit E: sso@aiihe.edu.au Ph: (07) 3667 9512	Name: Ms Camille Poyaoan E: sso@aiihe.edu.au Ph: (02) 9261 1078
English Language Support Services	Name: Ms Yiqing Wang E: support@aiihe.edu.au Ph: (07) 3667 9512	Name: Ms Yiqing Wang E: support@aiihe.edu.au Ph: (02) 9261 1078



Position	contact details	
	Brisbane	Sydney
Student Administration Officer	Name: Emily Sit E: admissions@aiihe.edu.au Ph: (07) 3667 9512	Name: Ms Camille Poyaoan E: admissions@aiihe.edu.au Ph: (02) 9261 1078
Librarian	Name: Ms Yiqing Wang E: library@aiihe.edu.au Ph: (07) 3667 9512	Name: Ms Yiqing Wang E: library@aiihe.edu.au Ph: (02) 9261 1078
Student Learning Support Officer	Name: Ms Yiqing Wang E: support@aiihe.edu.au Ph: (07) 3667 9512	Name: Ms Yiqing Wang E: support@aiihe.edu.au Ph: (02) 9261 1078
Marketing and Recruitment Officer	Name: Mr Rohit Khadka E: marketing@aiihe.edu.au Ph: (07) 3667 9512	Name: Ms Olaiza Edades E: marketing@aiihe.edu.au Ph: (02) 9261 1078
Web and IT services	Name: Mr David Mojarrango E: ictsupport@aiihe.edu.au Ph: (07) 3667 9512	Name: Mr Pradip Pokhrel E: ictsupport@aiihe.edu.au Ph: (02) 9261 1078
After Hours	Name: Mr David Mojarrango E: david.mojarrango@aiihe.edu.au M: 0476 532 867	Name: Mr Jack Cameron E: jack.cameron@aiihe.edu.au M: 0409 613 117



PRE-ARRIVAL INFORMATION

STUDYING IN AUSTRALIA

Many of our students will be studying in Australia for the first time. The Institute will support you through all the services and programs outlined in this Handbook to adapt to the challenges of living and studying here.

The Australian Government also provides a website (<https://www.studyaustralia.gov.au/en>) for international students that will provide you with information about studying in Australia, the cost of living, and such things as conditions that apply when you have accompanying family members.

ACCOMMODATION OPTIONS

Student Services staff will provide students with information to help new students organise accommodation prior to their arrival.

Options for accommodation include:

- Private rental and/or shared accommodation, and
- Homestay arrangements – living with an Australian family who provides accommodation and meals. This is sometimes a wise option if longer-term accommodation is taking a while to secure.

Sharing rental accommodation helps reduce costs. For more information, see [here](#).

COST OF LIVING

It is crucial to know how much it will cost you to live in Brisbane or Sydney, depending on your study location. Considering your accommodation and lifestyle choices, you can estimate how much you will need to live comfortably using the [online calculator](#).

CLOTHING

Although both Sydney's and Brisbane's climate is generally moderate, it is sensible to be prepared with layers of clothing. Include both lightweight summer clothes (T-shirts, shorts, skirts or dresses) in your luggage and cardigans, jumpers and jackets.

TRANSPORT

Every part of Sydney and Brisbane can be reached by the extensive public transportation system, which includes buses, trains, ferries and taxis. You can plan your route, calculate travelling time, and check accessibility requirements at:

Sydney: <https://transportnsw.info/>

Brisbane: <https://translink.com.au/>

ARRIVAL

A staff member will meet the student arriving at Sydney or Brisbane Airport and transfer you to your pre-arranged accommodation if you have requested airport pickup service at the time of admission. We can also assist you with your immediate basic needs, such as changing money, buying food and



any other items, and longer-term requirements, such as opening a bank account, city familiarisation and information on the local transport system.

Key resources, policies, and forms	Helps with ...
AllIHE webpage	Information about pre-arrival and arrival services, including accommodation
Key Oz websites	General information about living in Australia
Request for airport pick-up form	Airport pick-up arrangements
Student Support Framework	Support programs and services available prior to and during your course

OUR COURSES

COURSE ACCREDITATION

The Bachelor of Business (Marketing) and the Bachelor of Business (Information Systems) were accredited by the Tertiary Education Quality and Standards Agency (TEQSA) on 15 September 2021. Refer to <https://www.teqsa.gov.au/national-register>.

Candidates are admitted to these awards according to the criteria set out in the Institute's Admission Policy and Procedure.

Detailed information about the Institute's courses, including course structure, subjects available and prerequisites, is available in Appendix One to this Handbook and on our website at: www.aiihe.edu.au.

At the beginning of each subject, you will be given a Subject Outline which will provide you with full details of that subject, including assessment requirements and Subject Learning Outcomes.

CREDIT ARRANGEMENTS

If you have successfully completed studies at a similar level as your intended course at AllIHE or with substantial relevant informal learning or professional experience, you may be eligible for credit towards your course.

If you are in this situation and have not applied for credit as part of your application to AllIHE you should consult the Credit Policy and Procedure.

Students currently enrolled in one of our courses seeking to transfer to another course at the Institute may also be eligible for credit for successfully completed units of study under this Policy.

EMPLOYMENT OUTCOMES

Institute courses have been designed to equip our graduates with relevant skills and knowledge for contemporary marketing and IT careers. We expect our graduates to be employed in positions for each relevant course:



Bachelor of Business (Information Systems): AIIHE aims to prepare work-ready professionals. It is expected that graduates start a career in Information Systems in positions such as systems analyst or business analyst.

Bachelor of Business (Marketing): AIIHE aims to prepare work-ready professionals. It is expected that graduates will embark on a career in marketing in positions such as marketing and communications officers, advertising and sales team members and managers, digital marketers and marketing project consultants, brand managers, marketing managers or market research analysts.

Key resources, policies and forms	Helps with ...
Admissions Policy and Procedure	Entrance requirements, including English language, methods of application, responsible officers
Credit Policy and Procedure	Credit for prior formal study and professional experience, limits to credit, credit when transferring between courses
Credit Application Form	Applying for credit prior to being admitted to AIIHE or as a student making an internal transfer
Webpage	Information about AIIHE and its courses

COURSE DURATION AND MODE

Institute courses are available on a full-time basis for international students. Domestic students may enrol full-time or part-time. In full-time mode our Bachelor courses are of three years' duration.

Study periods comprise six semesters which run for 14 weeks including breaks and exam periods as follows:

Course duration	3 years/6 semesters
Regular semester composition	6 weeks delivery + 1 week mid-semester break + 6 weeks delivery + 1 week exam period <i>End of semester week number may vary to accommodate an optional semester in Summer. Please refer to the annual academic calendar on the AIIHE website.</i>
Semester 3 (optional) composition	10 weeks delivery + 2 week mid-semester break + 2 weeks delivery + 1 week exam period
Subject composition	4 contact hours per week, divided into lecture and tutorial components (2 hours lecture + 2 hours tutorial)
Workload requirements	For each contact hour, 1½ hours of independent study is expected from students for every face-to-face hour (4 + 6 = 10 hours workload per subject per week) Full time: 4 subjects x 10 hours per subject = 40 hours per week.

AIIHE has put arrangements in place for students to complete their learning online should face-to-face learning be interrupted again by the pandemic or other similar reasons. In addition to the face-to-face learning, lectures and accompanying learning resources may be accessed online on the Learning Management System.



ACADEMIC CALENDAR

Semester/break	Dates for 2024 – 2025	Dates for 2025 - 2026
Semester 1 class	19 February – 29 March	17 February – 25 March
Mid-semester break	1 April – 7 April	31 March – 4 April
Semester 1 class resumes	8 April – 19 May	7 April – 16 May
Exam	20 May – 26 May	19 May – 23 May
End-of-semester holiday	27 May – 16 June	26 May – 13 June
Semester 2 class	17 June – 26 July	16 June – 25 July
Mid-semester break	29 June – 4 August	28 July – 1 August
Semester 2 class resumes	5 August – 13 September	4 August – 12 September
Exam	16 September – 22 September	15 September – 19 September
End-of-semester holiday	23 September – 13 October	22 September – 10 October
Semester 3 (optional) class	14 October – 20 December	13 October – 19 December
Mid-semester break	23 December – 3 January	22 December – 2 January
Semester 2 class resumes	6 January – 17 January	5 January – 16 January
Exam	20 January – 24 January	19 January – 23 January
End-of-semester holiday	27 January – 14 February	26 January – 13 February

New South Wales and Queensland public holidays will be observed on the respective campuses.

A detailed Academic Calendar and all critical dates are available at the webpage:

<https://www.aiihe.edu.au/calendar/> and <https://www.aiihe.edu.au/important-dates/>



ASSESSMENT

Assessment of learning is achieved by a combination of a variety of assessment techniques, including practical and written examinations, individual or group presentations, reports, essays and assignments. Some assessments will require students to give presentations and others to work in groups.

All assessment tasks are designed to help you achieve the learning outcomes for the individual subject and, ultimately, your course. Assessment scheduled early in each subject is designed to give you and your lecturer feedback about any areas that you will need to focus on in the subject.

You will be expected to discuss your opinions, ideas, and perspectives related to the coursework, readings and assignments in many subjects. Classroom participation aims to link theoretical learning with broad academic critical thinking skills.

We understand that this can be difficult for those whose first language is not English or for those who come from a learning culture where there may be different practices.

As these are important competencies required for the workplace, Institute students must develop and enhance their knowledge, skills and confidence in these areas. Our academic and Learning Support staff will support you in developing your skills.

Students are advised to attempt all assessment tasks to maximise their learning opportunities and maintain progress at the required level.

All details of assessment for each subject are provided in the Subject Outlines available on the Learning Management System [LMS \(aiihe.edu.au\)](https://lms.aiihe.edu.au).

Students who are concerned about results achieved for individual pieces of assessment are entitled to seek feedback on their performance from their lecturer, and if still dissatisfied, may request a formal re-mark.

Key resources, policies and forms	Helps with ...
Assessment Policy and Procedure	Design of assessment, student workloads, implementation of assessment, penalties for late submission, examinations, special consideration, Institute grading system
Assessment Review Policy and Procedure	Processes for seeking feedback and requests for formal review.
Assessment Moderation Policy and Procedure	Outlines the processes the Institute uses to quality-assure our assessment practices.
Request for Assessment Review Form	The form students should use to apply for a formal review of any decision related to assessment, including late submissions, grades, etc.
Application for special consideration	When something happens, that affects your ability to complete an assessment or examination to the best of your ability
Webpage	Provide the information on the courses and assessment process.



ACADEMIC INTEGRITY

The practice of good scholarship and academic integrity by all students and staff is regarded as critical at the Institute and is an area of particular focus in the Australian higher education sector at the moment. All Institute students and staff are expected to observe the highest ethical standards in all aspects of academic work. This means that all scholars are expected to:

- cite the work of others appropriately
- not procure the services of others for the completion of any assessment (contract cheating)
- collaborate in the completion of assessment activities only where this is included in instructions for an assessment task
- not falsify any data
- not take unauthorised materials into an examination.

We recognise that students may need training in good scholarship when newly enrolled in our courses, particularly the ways in which you acknowledge the work of others in specific disciplines. The Institute will provide you with information, resources and training in this and other aspects of good scholarship during your orientation program and through the Learning Management System at various points during your course.

You will also be required to submit all your assessments through the software Turnitin which helps you detect the possible instances where you have failed to acknowledge the work of others properly.

When academic misconduct is discovered or an allegation is made, the Institute has processes in place for the proper investigation of such incidents and allegations. Outcomes from such investigations could be one of the following:

- No misconduct found, and perhaps a finding of poor scholarship and a requirement for further academic integrity training.
- Minor Academic misconduct.
- Major Academic Misconduct.

Students should be aware that penalties for a positive finding of academic misconduct can range from a deduction of marks, failure in a subject through to suspension or exclusion from your course.

Key resources, policies and forms	Helps with ...
Student Academic Integrity Policy and Procedure	Definitions of academic integrity and misconduct, the process for investigation and determination, and penalties for confirmed breaches.



GETTING STARTED AT THE INSTITUTE

NEW STUDENT CHECKLIST

There are several things you need to attend to when you first arrive at the Institute:

- a. contact the Student Administration Officer to make sure we have your updated address and contact details,
- b. log in to your student email,
- c. collect your student card from Reception,
- d. register with the student association,
- e. make sure you have the details of the orientation program in your calendar.

ORIENTATION AND TRANSITION

From the time you accept your offer of a course at the Institute, we will start helping you to orient to your new life as a student with us and gain the skills you will need to successfully complete your studies.

SUPPORT ON ARRIVAL

When you arrive in Sydney or Brisbane, depending on your study location, you can arrange an appointment with our Student Service Officer to discuss any support you may need to ease your transition to study and life in Australia.

ORIENTATION

The Institute orientation program is conducted before classes begin. It is compulsory for all newly arriving students to participate in the orientation. The program provides an opportunity for you to meet the key staff at the Institute and your fellow students and find your way around all the resources on campus. Information will be provided about student support services, facilities, healthcare, obtaining legal advice, what to do in an emergency, and contact details of key Institute staff.

You will learn about your rights and responsibilities as a student at the Institute, including information about grievances, appeals and the legal requirements regarding study and residence in Australia. There will be sessions about how to study successfully and, for international students, an introduction to Australian culture, society and life.

Students who arrive after orientation will be provided with copies of and links to all resources, including a link to online orientation.

A separate Course Advice Session is provided to students to ensure students are enrolled in both the correct course and units of study to optimise academic progress. For new students, these sessions provide an opportunity to meet academic and administrative staff and managers at the Institute and to have any queries or concerns resolved.



Key resources, policies and forms	Helps with ...
AllIHE Orientation Program	Outline of the program
Webpage: Student Support Services	A description of all the services available at the institute and links to relevant external services
Student Support Framework	The framework/policy for the provision of student support programs and services

IT ACCESS

Your letter welcoming you to the Institute will include details of how to access all key IT systems, including your student email account and the Learning Management System.

You will be prompted at regular intervals to change the password to all the non-public IT systems that you will be required to access.

It is important to remember that the use of all Institute resources, including IT and learning resources, is governed by the Student Code of Conduct and related policies. You must never reveal your password to anyone. Reasonable personal use of the internet is allowed as long as provisions in relation to proper use are followed.

Key resources, policies and forms	Helps with ...
Use of ICT Policy	Use of IT resources, passwords, security issues, and proper use of resources.
Student Code of Conduct	Expected standards of behaviour and how allegations of general (non-academic) misconduct are managed at AllIHE.
Website	Access to email, learning management system, library information, instructions and user guides.

LIBRARY

The library is your AllIHE learning hub. All the physical resources in the Institute collection are located there as well as places for you to work both individually and collaboratively. Library staff are on hand to assist you in accessing and using any of the learning resources required for your course.

The learning resources for your course have been developed with reference to the latest developments in the disciplines of relevance to your course and to provide students with a wide range of perspectives to inform the academic debate.

You are encouraged to give feedback on any aspect of the Institute's learning resources in the regular student feedback surveys that you will be asked to contribute to during your studies.



Key resources, policies and forms	Helps with ...
Facilities and Resources Review Policy and Procedure	The Framework for ensuring the quality of all educational resources at AIIHE.
Library website	Access to the online collection and other learning resources.

LEARNING MANAGEMENT SYSTEM

The AIIHE Learning Management System (LMS) is an online learning platform where you will find all the learning materials and activities associated with each subject in your course and through which you will submit all your assessments (apart from major examinations).

The username and password for accessing the LMS are the same as the ones you use to access your student email account. You can access the LMS on your mobile device but can only undertake any assessment activities via your laptop or desktop computer.

Instructions on accessing and using the LMS are on the AIIHE website at [the AIIHE Student Dashboard](#)

Key resources, policies and forms	Helps with ...
Learning Management System website	All online resources for your subjects and course.

STUDENT PARTICIPATION

AIIHE BOARDS AND COMMITTEES

The Institute believes it is important for students to be involved in governance and activities to ensure that the student perspective is captured in key decisions made at the course and institutional levels. Participation in governance bodies is also a great way for students to develop professional skills and feel a part of the AIIHE community.

STUDENT REPRESENTATIVE COUNCIL (SRC)

The Institute Student Representative Council is composed of three student representatives, including a President, elected for one year by currently enrolled students and may stand for re-election.

The main objective of the SRC is to provide an independent student forum for expressing views and discussing concerns impacting the student experience at the Institute and coordinating certain student initiatives.

The Student Services Manager supports the SRC and reports any concerns and issues raised by them to the Executive Management Team.



Key resources, policies and forms	Helps with ...
Webpage for Governance Framework	Understanding the key functions of the Academic Board and the Governing Council
SRC webpage	Current members and activities of the SRC
Student Representation Policy	How students can participate in Institute governance and the SRC

YOUR RIGHTS AND OBLIGATIONS AS A STUDENT

RESPECT, CONDUCT AND MISCONDUCT

The Institute has a responsibility and commitment to providing a supportive environment in which all individuals may flourish and achieve their goals no matter what background they come from or whether they are students, staff members or visitors.

As a student at AIHE, you are expected to treat all members of the community with respect and to abide by AIHE policies. The policies referred to below will help you understand what standards of behaviour are expected at AIHE, how allegations of misconduct are managed, what the consequences of confirmed breaches may be, and who to approach if you have any issues related to the conduct of any other person.

AIHE has a framework for the prevention of sexual misconduct, the response to reported incidents and the mitigation of the negative consequences of sexual misconduct when it occurs. The Institute aims to develop and maintain a culture of respect and safety within the organisation and puts in place processes to prevent, prepare for, respond to, and recover from sexual misconduct.

1. The Institute adopts a zero-tolerance approach to sexual harassment and sexual assault.
2. The Institute encourages the reporting of incidents, supports complainants, and will appropriately sanction perpetrators. This approach is consistent with the *Staff Code of Conduct*, the *Student Code of Conduct* and the law.
3. Where sexual misconduct takes place outside of the scope of the activities of the Institute, support will also be provided to victims.
4. In its approach to the prevention and management of sexual misconduct, the Institute will:
 - a. seek to prevent the occurrence of sexual misconduct across all areas of the Institute's operations, on campus and online
 - b. ensure that management is aware of its responsibilities for establishing controls and procedures for the prevention and detection of, response to, and recovery from instances of sexual misconduct.
 - c. ensure staff members are aware of the Institute's expectation to report promptly and respond effectively to cases of sexual misconduct.
 - d. treat all reports with confidentiality and care.
 - e. provide assurances to staff, students, and the wider community that any suspected case of sexual misconduct will be fully investigated and sanctions imposed up to termination of enrolment or employment.
 - f. provide integrated support to victims of sexual misconduct to enable recovery and resumption of studies or employment.



For further information, please refer to AIIHE's Sexual Assault and Sexual Harassment Prevention Policy and Procedure.

Key resources, policies and forms	Helps with ...
Student Code of Conduct	Expected standards of behaviour of all Institute students.
Student Misconduct Policy and Procedure	How allegations of general misconduct are managed at AIIHE.
Student Equity and Diversity Policy and Procedure	The values that all students are expected to uphold as a members of a diverse community built on respect for all.
Sexual Assault and Sexual Harassment Prevention Policy and Procedure	What is sexual assault and harassment, where to go for help and how allegations are managed for staff and students.
Student Grievances Policy and Procedure	How to approach an issue when someone else's conduct is causing concerns for you.
Student Appeals Policy and Procedure	How to appeal decisions made under any Institute policies.

INTELLECTUAL PROPERTY AND COPYRIGHT

INTELLECTUAL PROPERTY

As a student at the Institute, you own the intellectual property (IP) that you create during your studies unless you extensively use the Institute's resources or use the Institute's pre-existing IP in the relevant academic work. In such a case, the Institute may seek to establish shared intellectual property with you through a written agreement endorsed and signed by you.

COPYRIGHT

Copyright law in Australia protects the rights of copyright creators and provides a framework for the appropriate use of others' intellectual property.

You will be provided with guidance on the lawful use of others' work by your teaching staff and staff in the library. Notices in the Library will also remind you about lawful limits on copying and using the material.

Key resources, policies and forms	Helps with ...
Intellectual Property Policy and Procedure	Your rights and obligations as an AIIHE student in relation to IP
Library webpage	Explanation of your copyright obligations



YOUR FINANCIAL RIGHTS AND OBLIGATIONS

The Institute has an obligation under the *Higher Education Standards Framework (Threshold Standards) 2021* and the *Education for Overseas Students Act 2000* to give students clear information about all fees and charges associated with their course and as much notice as possible when such fees and charges may be subject to change.

The Institute will advise students of all course fees and charges and the timeframe in which these must be paid through letters of offer and on our website.

The specific arrangements for the payment of fees and charges and the circumstances under which refunds will be paid are outlined in the Fees Policy and Procedure and the Refund Policy and Procedure [AIIHE - Policies \(aiihe.edu.au\)](#).

Key resources, policies and forms	Helps with ...
Fees Policy and Procedure	Overall arrangements for the setting and payment of fees
Refund Policy and Procedure	Grounds for issuance of refunds and method of application, tuition protection arrangements, consequences of non-payment
Fees webpage	All up-to-date information on fees and charges
Application for refund form	The form needed to apply for all refunds at the Institute

CHANGES TO YOUR ENROLMENT

The Institute recognises that events in a student's life may make it difficult for them to continue studying as planned.

Such events may include serious illness or injury, bereavement of an immediate family member or a traumatic experience (e.g. involvement in or witnessing a serious accident). These are examples of compassionate or compelling reasons for a student to defer or suspend their studies.

More information can be found in the Institute's Domestic Student Enrolment Policy and Procedure and International Student Enrolment Policy and Procedure if you need to vary your enrolment.

You should note that the Institute may also defer, suspend, or cancel a student's enrolment. The Institute may do this due to misconduct by the student or if the student fails to pay the Institute's fees (tuition and non-tuition) or has breached course progress rules. Under these situations, you will be given an opportunity to appeal our decision before the Institute defers, suspends, or cancels your enrolment.

In all circumstances, you need to be aware of the critical dates for applying to make a change to your enrolment. The most important date is the Census Date ([AIIHE - Important Dates \(aiihe.edu.au\)](#)) in each teaching period – changes to enrolment in your course after the Census Date could result in a failure being recorded on your academic record and ineligibility for a refund on units that you are unable to complete.



INTERNATIONAL STUDENTS

International students should be aware that there are specific conditions that apply to their enrolment and your ability to vary that enrolment under the conditions of their student visa.

Under the provisions of the [National Code of Practice for Providers of Education and Training to Overseas Students 2018](#), a Leave of Absence for international students can only be approved under 'compassionate and/or compelling circumstances'. Examples of such circumstances and how these must be evidenced are outlined in the International Student Enrolment Policy. Similarly, specific conditions apply to international students who wish to transfer from the course for which their visa was issued.

International students are expected to complete their course within the duration indicated on their Confirmation of Enrolment. International students are expected to maintain continuous enrolment over the duration of their course. The Institute will only reduce, extend, defer, or suspend an international student's enrolment in limited and specified circumstances. And should the Institute do so, advice from the Department of Home Affairs should be sought on the potential impact of the variation to the international student's student visa.

Students should consult the International Student Enrolment Policy for more information.

Key resources, policies and forms	Helps with ...
International Student Enrolment Policy	International student admissions and course progression information
Fees Policy and Procedure	Information and processes concerning fees and costs at AIIHE
Refund Policy and Procedure	Information and processes concerning course changes and any consequent refunds

SERVICES AND PROGRAMS FOR STUDENTS

The Institute has a range of services designed to support you both personally and academically during your enrolment.

SUPPORT SERVICES

The following table summarises all support services offered by the Institute.

Support Service	Description
Student Administration	Professional support staff provide timely advice to students on matters related to their enrolment and will assist students in making appointments for other support services, including with academic staff. Student Administration offers advice on visa conditions, including employment rights and conditions, and on avenues for resolving issues arising in relation to employment (e.g., Fair Work Ombudsman).



Support Service	Description
	Student Administration provides advocacy and other support for complainants and appellants.
Reception services	All new students arriving from outside Sydney or Brisbane will be provided with information about the local area and services, including assistance with accommodation options prior to their arrival. International students will be met at the airport and taken to their accommodation and provided with assistance with all immediate needs.
Orientation Program	Students are provided with an Orientation Program at the beginning of each semester. This will include coverage of the nature of the course and learning expectations, as well as an introduction to academic learning, personal support services, and local and cultural orientation. This information will also be provided on the Institute's website.
Student Learning Support Officer	<p>The Student Learning Support Officer located in the library is available for one-on-one consultation by appointment or by referral from academic staff and can assist students face-to-face or by phone, or online.</p> <p>The Student Learning Support Officer provides English Language Proficiency support through informal social gatherings as well as formal workshop sessions.</p> <p>The Student Learning Support Officer also provides scheduled academic learning support workshops in literacy, numeracy, and other areas such as report and essay writing and academic integrity. These workshops will be advertised via the Learning Management System (LMS).</p>
Academic Staff	Academic staff are available for individual student consultation in accordance with the <i>Staff Consultation Policy</i> .
Library	<p>Physical access to the library resources and Librarian will be in accordance with the campus opening hours.</p> <p>The Institute also provides online access to several learning resources and learning support material is provided via the LMS.</p> <p>The Librarian will assist students in accessing research materials for their studies.</p>
Learning Portal– Learning Management System	The Institute's Learning Management System portal is the primary site for the provision of course information and learning resources to students.
Counselling Services	The Institute refer students to appropriate counselling services at no additional cost to the overseas students. However, students should be aware that the counselling service may charge a fee for their services, which the student will be responsible for paying.



Support Service	Description
Student Policies	The Institute has a number of easily accessible student-facing policies to assist and guide students in their time at the Institute. These are available via the Institute website.
Student Representatives	The Institute's <i>Student Representation Policy</i> provides for students' active engagement in the Institute's governance. Student Representatives are a major mechanism whereby students can raise their concerns and seek solutions at the Institute.

STUDENTS WITH A DISABILITY

The Institute aims to develop and maintain a culture of respect for diversity within the organisation. In relation to students with disabilities, this means that the Institute puts in place processes that, as much as possible, give students with disabilities opportunities on the same basis as students without disabilities, including comparable access, services and facilities, and the right to participate in education unimpeded by discrimination.

The Institute adopts a zero-tolerance approach to discrimination based on disability, including discrimination, harassment or victimisation of a student's associate who has a disability (such as a relative or carer). This approach is consistent with the *Staff Code of Conduct*, *Student Code of Conduct* and related legislation.

The Institute will take reasonable steps to ensure that students with disabilities are provided with opportunities to realise their individual potential through their participation in education on the same basis as students without disabilities.

The Institute will make reasonable adjustments to assist a student with a disability in applying for admission, participating in the Institute's courses, and using facilities or services on the same basis as a student without a disability.

Key resources, policies and forms	Helps with ...
Student Support Framework	List of academic and non-academic support available to AIIHE students
Student Disability Policy and Procedure	Ensuring that all students, including students with disabilities, enjoy the benefits of education and training in an educationally supportive environment that values and encourages participation by all students.



YOUR ACADEMIC PROGRESS

The Institute provides every opportunity for students to succeed in their studies to graduate from their award within the maximum allowed time, independent of their background. The Institute has the expectation that students will make every effort to excel in their coursework.

Key principles informing this Policy are:

- all students are informed about the requirements to achieve satisfactory progress before the commencement of study
- the Institute will document and monitor each student's progression
- all students will have access to clearly defined, equitable and fair processes for handling matters in relation to assessment and academic progress issues, including avenues of appeal against significant decisions
- the Institute is committed to providing early feedback to students to ensure that they are given every chance at success
- the Institute supports students' progress through the provision of reasonable access to academic staff and support services
- student support services address both the personal and academic development of the student and any special needs that they may have
- the intervention will be employed at any time that a student is deemed as being at risk.

PROGRESS DIFFICULTIES

STUDENTS AT RISK

In the case where a student fails to meet minimum academic standards in any term of study, they are deemed to be 'at risk' and will be enrolled in the Institute's Monitoring Academic Progress (MAP) support program for the following term to improve their academic progress.

Students do not achieve minimum academic standards and are deemed 'at risk' where any of the following apply:

- Fail fifty per cent or more of their enrolled subjects in any term.
- Fail the same subject more than once.
- Fail to make sufficient academic progress to complete the course within the maximum candidature.

The Academic Dean will review students who have been identified as 'at risk' after the publication of results for each term of study and will:

- Advise students in writing of their failure to meet minimum academic standards and require students to attend an academic counselling session. The purpose of academic counselling sessions is to allow Course Coordinators, student support officers and students to negotiate appropriate support and an intervention strategy to improve academic progress over the following semesters of study.
- Enrol the student in the Monitoring Academic Progress support program.



MONITORING ACADEMIC PROGRESS (MAP)

The goals of the MAP program are to identify issues limiting the capacity of students at risk to progress in their studies and to provide appropriate advice and support to assist these students in improving their academic results in the following term. This support may include:

- Academic skills workshops and support sessions.
- Individual case management.
- Peer support or mentoring arrangements.
- Minimum class attendance requirement.
- Personal counselling.
- Reduced study load.
- Changes in course enrolment.
- Conditions on enrolment.
- Any combination of the above.

Student counselling sessions and attendance at support sessions will be monitored and recorded in the student file by Counsellors and Course Coordinators. These records will be reviewed by the Teaching and Learning Committee in order to assess academic progress as a consequence of intervention strategies.

COMPLETION AND QUALIFICATIONS

Students are eligible to graduate with their awards when they have met all the rules for course completion and meet a range of other criteria outlined in the ***Qualifications Issuance Policy and Procedure***.

Students will be provided with a range of academic certifications on graduation, which will include a full academic transcript, an official testamur, and an Australian Higher Education Graduation Statement.

Key resources, policies and forms	Helps with ...
Academic Progression and Students at Risk Policy and Procedure	Academic Progress in your course, and how our studies are supported
Assessment Policy and Procedure	How students are assessed, how to complete your assignments at AIIHE
Qualifications Issuance Policy and Procedure	Course Completion



FEEDBACK AND COMPLAINTS

There are various channels for students to provide feedback to the Institute on their experiences. These include student representation in governing bodies and through student surveys that are administered at the completion of each subject.

Where students are dissatisfied with an aspect of the Institute's services, facilities, or academic delivery, they may lodge a complaint via the channels outlined in the AIIHE website on

AIIHE's ***Student Grievance Policy and Procedure*** apply to:

- prospective students of the Institute.
- currently enrolled students.
- graduates of the Institute whose enrolment ended no more than six months before the grievance was lodged.

Students should use the grievance process to raise concerns about the quality of their experience at the Institute or issues in relation to standards, behaviour, or process. Processes to handle the following issues are outlined in the respective policies:

Key resources, policies and forms	Helps with ...
Student Grievance Policy and Procedure	All complaints and appeals
Academic Progress and Students at Risk Policy and Procedure	Academic progress
Student Academic Integrity Policy and Procedure	Academic integrity
Assessment Review Policy and Procedure	Assessment
Sexual Assault and Harassment Prevention Policy and Procedure	Sexual assault or harassment
Refund Policy and Procedure	Student refunds
Student Misconduct Policy and Procedure	Student Misconduct
Student Appeals Policy and Procedure	Decisions made by the Institute arising from other student-related policies

LEGISLATION GOVERNING YOUR STUDY AT THE INSTITUTE

As a student at the Institute, you are also required to comply with State and Commonwealth legislation stipulated by the Government.

All staff and students at the Institute are required to be aware of their rights and responsibilities under the following Commonwealth and State legislation (principal and amendment acts).

- Higher Education Standards Framework (Threshold Standards) 2021 (Cth)
- Tertiary Education Quality and Standards Agency Act 2011 (Cth)
- Education Services for Overseas Students Act 2000 (Cth)
- National Code of Practice for Providers of Education and Training to Overseas Students 2018 (Cth)



- Racial Discrimination Act 1975 (Cth)
- Sex Discrimination Act 1984 (Cth)
- Disability Discrimination Act 1992 (Cth)
- Disability Standards for Education 2005 (Cth)
- Australian Human Rights Commission Act 1986 (Cth)
- Workplace Gender Equality Act 2012 (Cth)
- Age Discrimination Act 2004 (Cth)
- Anti-Discrimination Act 1991 (Qld)

Copies of legislation documents are available at the following websites:

- www.lawlex.com.au – all above legislation available from this site
- www.comlaw.gov.au – all Federal legislation documents

The legislation (Principal and Amendment Acts) that governs the Institute's compliance as a registered provider of education and training, for both domestic and overseas students, includes:

Australian Qualifications Framework

- TEQSA Act 2011
- Higher Education Standards Framework, including the Threshold Standards
- Education Services for Overseas Students (ESOS) Act 2000 including amendments and related acts such as the ESOS Regulations (2001) National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (National Code 2018)

National Code of Practice

The National Code of Practice for Registration Authorities and Providers of Education and Training for Overseas Students 2018 established under Commonwealth law (the ESOS Act, 2000 and ESOS Regulations 2001) sets out standards (specifications and procedures) for the conduct of registered providers and the registration of their courses. You are encouraged to review the many quality standards set out in the National Code.

The ESOS Act and National Code are also published at the following location:

<https://www.dese.gov.au/esos-framework>

Department of Home Affairs

The Institute will undertake to inform students of the following:

- changes to student visa conditions as advised by the Department of Home Affairs (DoHA)
- changes to the student's enrolment
- breaches by students of student visa conditions relating to satisfactory academic progress.

The PRISMS Administrator (the Student Services Manager) has access to the functions in order to report student changes. Student course variations include:

- student failed to meet course requirements, including those outlined in the AIIHE Academic Progression and Students at Risk Policy and Procedure
- student completed the course early
- student did not commence the course
- student course was cancelled, but the provider is still operating
- student left provider (transferred to a course at another provider)



- student unable to start the course (course suspended)
- student enrolled in another course (at the same provider)
- student deferring/postponing studies
- student notified cessation of studies.

Changes to a student's course or breaches of visa conditions will be reported to DoHA, via the PRISMS system located online at: <https://prisms.education.gov.au>.

If a student makes any other change to their course/enrolment as listed above, the following procedure applies. Once formally advised of changes by the student and confirmed by the Course Coordinator, the Registrar reports this through the PRISMS system. If a student changes his or her course or enrolls for another course with the Institute, a new Confirmation of Enrolment (COE) is issued. The student is advised to submit the new COE to the DoHA to advise them of the change of course. A new visa may need to be issued.



APPENDIX ONE: INFORMATION ABOUT THE INSTITUTE'S COURSES

BACHELOR OF BUSINESS (INFORMATION SYSTEMS)

COURSE DESCRIPTION

Graduates of the Bachelor of Business (Information Systems) will demonstrate knowledge and skills to solve problems and exploit opportunities in diverse business contexts through applications of technology-based systems. The program provides an initial foundation year of key business disciplines such as Accounting, Marketing, Business Law, and Management, whilst the latter years provide students with knowledge and skills in the major areas of business information systems. The program is characterised by a final capstone project that allows students to apply their learning to real-world problem solving.

ADMISSION REQUIREMENTS

To be eligible for admission to the Bachelor of Business (Information Systems), applicants are required to hold at least one of the following:

- successful completion of Year 12 or equivalent with a minimum ATAR of 60
- successful completion of an equivalent overseas secondary qualification and attainment of the ATAR equivalent
- satisfactory completion of an accredited Tertiary Preparation Program or a Foundation Year Program offered by an Australian university or other accredited institution that would enable students to gain entry to an Australian university
- satisfactory completion of at least one year of accredited full-time study at a registered institute of tertiary education at AQF level 4 (Certificate IV) or above in Australia
- admission to candidature for an undergraduate degree at an Australian university.

Admission requirements are further described in the ***Admission Policy and Procedures***.

ASSUMED KNOWLEDGE

Students are assumed to have all of the following:

- basic numeracy skills in fundamental arithmetic - addition, subtraction, multiplication, and division
- the ability to reason and to apply simple logical concepts
- the ability to apply, in context, a combination of different discipline-based knowledge and skills.

ENGLISH LANGUAGE REQUIREMENTS

English Language Requirements are specified in the ***Admission Policy and Procedures***.

Students whose first language is not English or who have not completed prior studies in English must demonstrate competency in the English language. English proficiency can be demonstrated by providing proof of an International English Language Testing System (IELTS) test result (or equivalent



alternative test result as defined by regulations of the Australian authorities) that meets the minimum level of English proficiency of EAP IELTS overall score of 6.0 with no individual band lower than 5.5.

Students who do not meet the specified English proficiency requirements will need to successfully undertake an ELICOS (English Language Intensive Courses for Overseas Students) program with academic components, i.e. undertake an EAP (English for Academic Purposes) with a recognised provider.

CREDIT FOR PRIOR LEARNING

Conditions and procedures for application for Credit for Prior Learning are described in the ***AIIHE Credit for Prior Learning Policy and Procedures***.

COURSE STRUCTURE

This course is designed as a three-year full-time program delivered over six semesters.

Each Semester will run for thirteen weeks, which includes twelve weeks of delivery and one week of examinations, if relevant. Each subject will have three contact hours per week, and students are expected to undertake a further seven hours of self-directed study.

In order to meet the degree requirements for the Bachelor of Business (Information Systems), a student will need to complete 240 credit points in 23 subjects as follows:

- Eight (8) first-year (100 level) core subjects.
- 12 designated Information Systems subjects, including a 20-credit point capstone.
- One corporate governance subject.
- Two (2) elective subjects.

Subject Code	Subject Name	CPS	Pre-req
First Year			
Semester One			
MKT101	Principles of Marketing	10	Nil
BUS101	Business Communication	10	Nil
INF101	Business Information Systems	10	Nil
MGT101	Principles of Management	10	Nil
Semester Two			
STA101	Business Statistics	10	Nil
ECO101	Business Economics	10	Nil
LAW101	Introduction to Business Law	10	Nil
ACC101	Principles of Accounting	10	Nil
Second Year			
Semester Three			
INF201	Business Database Systems	10	INF101
INF202	Business Systems Analysis and Design	10	INF101
INF203	Information Systems Development	10	INF101
INF204	Information Systems Management	10	INF101
Semester Four			



INF205	Cloud Computing	10	INF202, INF204
INF206	Business Process Modelling	10	INF201
INF207	Business Data Analytics	10	INF201, STA101
	Elective - 1	10	
Third Year			
Semester Five			
INF301	E-business	10	INF205
INF302	Project Management	10	INF205
INF303	Cyber Security for Information Systems	10	INF205
INF304	User Experience Design	10	INF202, INF203
Semester Six			
BUS301	Corporate Governance and Social Responsibility	10	LAW101
INF305	Information Systems Capstone	20	INF302, 180 credit points
	Elective – 2		
ELECTIVE SUBJECTS			
Students may choose elective subjects from the subjects available at the Queensland Institute of Higher Education providing they meet the subject prerequisites.			
Subject Code	Subject Name	CPS	Pre-req
MKT201	Consumer Behaviour	10	MKT101
MKT202	Marketing research and Marketing Analytics	10	MKT101, STA101
MKT203	Digital and Social Media Marketing	10	MKT101
MKT206	Introduction to Entrepreneurship	10	MKT101
MKT303	Event Marketing	10	MKT101
LAW201	Corporate Law	10	LAW101

BACHELOR OF BUSINESS (INFORMATION SYSTEMS)

SUBJECT DESCRIPTIONS

Subject title	Overview
100 Level	
Principles of Accounting	In this subject, students will undertake a general overview and develop an understanding of the accounting principles related to the preparation of financial and managerial reports. This subject introduces students to fundamental accounting theory and practice of recording and reporting financial events. The focus is to illuminate how accounting information is used by various stakeholders in planning, controlling and investing decisions. Students will develop an understanding of the social dimensions of the accounting cycle and the key valuation and allocation methods used for financial statements.
Business Communications	This subject will enable students to develop an understanding of the role of communication in business and professional environments and to identify the most effective methods for creating, sending, and receiving messages.



	Studying this subject provides students with the basic principles of effective communication skills and practices relevant to verbal and non-verbal modes of communication designed for a variety of audiences in business contexts. It includes an introduction to working and communicating in teams. Students will be introduced to library research and critical thinking skills, as well as introducing students to the appreciation of ethical practice through analysing complex information. It also provides students with a balanced approach focusing on communication theories as well as their practical implications.
Business Economics	This subject will provide students with a comprehensive understanding of the role of economics in business. Students will explore critical issues of supply and demand, consumer and firm behaviour, price determination and the operations of markets, inflation, exchange rates, interest rates and the impact of trade on the wellbeing and stability of the economy. Students will critically examine and respond to a selection of micro-economic and macro-economic issues prevalent in contemporary business contexts.
Business Information Systems	Business Information Systems study provides an opportunity for students to develop an understanding of the role of information technology (IT) and information systems (IS) in organisations. Students will explore the relationship between IS systems and business performance whilst critically assessing the key types of information technology used in business today. Subsequently, students will have exposure to the various ways information systems can be used in accounting, finance, marketing, management and human resources to solve everyday business problems.
Introduction to Business Law	This subject provides students with an introduction to the law regulating business in Australia today. It seeks to develop students' knowledge and understanding of the Australian legal system and sources of law in Australia, the commercial legal responsibilities and risks of doing business, key aspects of the law of torts, contracts and consumer protection, and the law associated with starting, managing, financing and closing companies and other business entities.
Principles of Management	<p>This subject develops students' understanding of management and the nature of organisations, their structure and operation. The subject teaching areas include the development of organisations and management; the context or environment of an organisation; what constitutes performance for an organisation, and sustainability.</p> <p>This subject introduces the students to the roles and functions of managers, including the introduction to organisations and the need for and the nature of management. It also examines the evolution of management theory, organisational environment, ethics and corporate social responsibility. Additionally, this subject includes a detailed investigation of the four functions of management: planning and decision-making, organising, leading and motivating and controlling, which are essential to managers across industries.</p>
Principles of Marketing	This subject provides an introduction to marketing through an examination of consumer behaviour, marketing research, product planning, and promotion planning, including the use of digital media, distribution planning, and product and service pricing.



	<p>It introduces students to the key theories, concepts, issues and practices of marketing. It explores basic marketing concepts in the context of contemporary business environments focusing on how marketing decisions are developed. The assessment of this subject provides an opportunity for students to develop their skills in strategic marketing planning by applying the four elements of marketing: product, price, place and promotion. More importantly, this subject is designed to encourage the application of marketing theories to real-life brands and marketing situations.</p>
Business Statistics	<p>This subject provides students with an introductory knowledge of the application of statistics to business disciplines. Students will gain knowledge of probability and distributions, enabling them to analyse, interpret and present data to provide meaningful information to assist in making management decisions and skills to apply quantitative tools (such as MS Excel) to data analysis in a business context. Students will learn both theoretical and practical applications of statistics and become familiar with a range of tools and methods necessary for day-to-day business needs.</p>
200 Level	
Database Systems	<p>Database Systems provides an opportunity for students to learn about several database models and, in particular, the relational database model. As part of hands-on learning, students will formulate entity relationship diagrams (ERD) for a given set of business requirements and learn to apply normalisation techniques to improve efficiency. Subsequently, these models will be mapped to a physical database, and students will learn how to use structured query language (SQL) to import and export data from a functioning database. Students will learn about some of the regulatory and privacy issues pertaining to databases. Finally, students will gain an understanding of trends such as datamining and NoSQL databases.</p>
Business Systems Analysis and Design	<p>Business Systems Analysis and Design develops students' appreciation of the role of system analysis within the context of information systems development. The importance of eliciting user requirements to specify the requirements of a system will be explored. Students will learn about standard approaches to the Systems Design Life Cycle, such as the waterfall method and newer methodologies, such as agile and object-oriented approaches. Students will elicit requirements and use a variety of tools and techniques for system analysis and implementation of the resulting design models. They will learn about systems using cloud architecture and issues of security and maintenance for systems.</p>
Information Systems Development	<p>This subject progresses students through the basics of programming, where students learn about programming techniques and the environment. Topics include pseudocode, algorithm design, data types, control structures, functions, arrays, and the mechanics of running, testing, and debugging. By using a hands-on approach, students will learn about the construction of code, the application of best practices for programming, and the use of testing and debugging techniques. By the end of this course, students will be able to formulate computational problems using representations such as sets, functions and logical specifications to solve business problems.</p>



Information Systems Management	Information Systems Management provides an opportunity for students to assess the importance of IS Management to a business enterprise in terms of productivity, profitability and competitive advantage. The subject emphasises the deployment of strategies for innovative IS applications and system acquisitions to support competitive advantages, such as customer relationship management and supply chain management. The critical role data, information and business intelligence play in organizational success will be examined, and several cyber security strategies will be outlined to counteract emerging threats. Risk and service management will be explored.
Cloud Computing	This subject looks at cloud computing technologies such as Infrastructure as a Service (IaaS), Software as a Service (SaaS) and Platform as a Service (PaaS). It examines the issues organisations face in whether or not to move information and technology infrastructure to the cloud and, if so, to what provider and what services. It explores the cloud models that are available and their security risks.
Business Process Modelling	This subject provides an opportunity for students to learn about techniques and approaches in business process modelling (BPM). BPM can create efficiencies in the output of any organisation and deliver solutions to real-life issues by modifying or adding business processes. At the end of the subject, students will be able to justify the importance of the proper alignment of business goals with the objectives of the business processes when undertaking business process reengineering.
Business Data Analytics	Business Data Analytics exposes students to several types of business problems which are suitable for using data analytics. By using popular data mining tools and techniques used in the industry, the students will understand how big data analytics works and the key role data insights have in business decision-making. Students will differentiate the key aspects of data analytics principles and tools in a business context whilst identifying the strengths and limitations of data analytics technologies and evaluating appropriate applications. Finally, they will propose a data analytics roadmap for use in a modern organisation that will automate data collection and mining and utilise techniques to discover previously hidden insights.
300 Level	
E-Business	This subject will provide students with a good understanding of how internet technologies can be transformed and integrated into businesses, including challenges, opportunities, and risks. This course focuses on management, governance, and innovation aspects of e-business and how technology and businesses inter-play to produce innovative business models, processes, products and services in various contexts. It covers a broad spectrum of internet technologies and digital business transformation from both operational and strategic perspectives. Students will also explore the problems surrounding electronic business, such as security, privacy, intellectual property rights, legal liabilities and global issues. After completion of this course, students are expected to have an appropriate level of knowledge, skills, and concept of digital operations and transformation in the digital economy.



Project Management	Project Management provides an opportunity for students to learn about the project life cycle model and its application to real-life business projects and the key project planning techniques that take into consideration the time, cost, and quality constraints of every project. Working collaboratively, students will prepare project plans that incorporate resource management, quality/risk, and human resource management strategies and subsequently, they will demonstrate skills in project management methods and planning software tools.
Cyber Security for Information Systems	Students will learn about cyber security risks for business information systems and for the community at large. They will learn about the legal, professional, and ethical responsibilities and standards for information security management. They will explore cyber security from both an attacker's and a defendant's position. They will examine tools, technologies and techniques in cyber security and learn how to analyse and manage risks and threats with secure design techniques, incident response and disaster recovery.
User Experience Design	<p>Students will learn various topics underlying user experience design, including frameworks and tools, evaluation of user interfaces, usability testing concepts, capabilities of computer technology and the needs of human factors in designing user interfaces and experiences. Upon completion, students will gain knowledge and skills in digital designing and standards in the context of web and mobile platforms.</p> <p>Students will learn various topics underlying user experience design, including frameworks and tools, evaluation of user interfaces, usability testing concepts, capabilities of computer technology and the needs of human factors in designing user interfaces and experiences. Upon completion, students will gain knowledge and skills in digital designing and standards in the context of web and mobile platforms</p>
Corporate Governance and Social Responsibility	In this subject, students will develop and advance their understanding of the fundamental links between today's business environment and concepts of corporate governance, ethics, and social responsibility. Students must critically analyse ethical issues that arise in the business environment attending to the requirements for transparency in corporate governance and its impact on corporate policy formulation and implementation, including stakeholders' interests and rights. Students will analyse the issues around corporate governance in global multicultural organisations and where data is stored, or operations take place in the cloud.
Information Systems Capstone	Information Systems Capstone provides an opportunity for students to demonstrate an advanced application of the knowledge and skills gained in earlier subjects in order to develop an IS project. As part of a project group, students will develop and follow a project plan successfully to deliver outcomes and create IS documentation that contains business cases, user requirements, and system designs. In the completion of this subject, the project groups will have to deliver a working IS prototype based on system design requirements.



BACHELOR OF BUSINESS (MARKETING)

COURSE DESCRIPTION

Graduates of the Bachelor of Business (Marketing) will demonstrate knowledge and skills to solve problems and exploit opportunities in diverse business contexts through evidence-based and creative marketing strategies. The program provides an initial foundation year of key business disciplines such as Information Systems, Accounting, Business Law and Management, whilst latter years provide students with knowledge and skills in the major areas of marketing related to professional practice. The program is characterised by a final capstone subject that allows students to apply their learning to real world problem solving.

ADMISSION REQUIREMENTS

To be eligible for admission to the Bachelor of Business (Marketing), applicants are required to hold at least one of the following:

- successful completion of Year 12 or equivalent with a minimum ATAR of 60
- successful completion of an equivalent overseas secondary qualification and attainment of the ATAR equivalent
- satisfactory completion of an accredited Tertiary Preparation Program or a Foundation Year Program offered by an Australian university or other accredited institution that would enable students to gain entry to an Australian university
- satisfactory completion of at least one year of accredited full-time study at a registered institute of tertiary education at AQF level 4 (Certificate IV) or above in Australia
- admission to candidature for an undergraduate degree at an Australian university.

Admission requirements are further described in the ***Admission Policy and Procedures***

ASSUMED KNOWLEDGE

Students are assumed to have all of the following:

- basic numeracy skills of fundamental arithmetic - addition, subtraction, multiplication, and division
- the ability to reason and to apply simple logical concepts
- the ability to apply, in context, a combination of different discipline-based knowledge and skills.

ENGLISH LANGUAGE REQUIREMENTS

English Language Requirements are specified in the ***Admission Policy and Procedures***.

Students whose first language is not English or who have not completed prior studies in English must demonstrate competency in the English language. English proficiency can be demonstrated by providing proof of an International English Language Testing System (IELTS) test result (or equivalent alternative test result as defined by regulations of the Australian authorities) that meets the minimum level of English proficiency of EAP IELTS overall score of 6.0 with no individual band lower than 5.5.

Students who do not meet the specified English proficiency requirements will need to successfully undertake an ELICOS (English Language Intensive Courses for Overseas Students) program with



academic components, i.e. undertake an EAP (English for Academic Purposes) with a recognised provider.

CREDIT FOR PRIOR LEARNING

Conditions and procedures for application for Credit for Prior Learning are described in the *Credit for Prior Learning Policy and Procedures*.

COURSE STRUCTURE

This course is designed as a three-year full-time program delivered over six semesters.

Each Semester will run for thirteen weeks, which includes twelve weeks of delivery and one week of examinations, if relevant. Each subject will have three contact hours per week and students are expected to undertake a further seven hours of self-directed study.

In order to meet the degree requirements for the Bachelor of Business (Marketing) a student will need to complete 24 subjects as follows:

- Eight first-year (100 level) foundation subjects, including Principles of Marketing.
- Eleven additional Marketing subjects.
- One Corporate Governance subject. and
- Four elective subjects.

Subject Code	Subject Name	CPS	PREQ
First Year			
Semester One			
MKT101	Principles of Marketing	10	Nil
BUS101	Business Communication	10	Nil
INF101	Business Information Systems	10	Nil
MGT101	Principles of Management	10	Nil
Semester Two			
STA101	Business Statistics	10	Nil
ECO101	Business Economics	10	Nil
LAW101	Introduction to Business Law	10	Nil
ACC101	Principles of Accounting	10	Nil
Second Year			
Semester Three			
MKT201	Consumer Behaviour	10	MKT101
MKT202	Marketing Research and Marketing Analytics	10	MKT101 STA101
MKT203	Digital and Social Media Marketing	10	MKT101
	Elective – 1	10	
Semester Four			
MKT204	Marketing Communications	10	MKT201
MKT205	Services Marketing	10	MKT201
MKT206	Introduction to Entrepreneurship	10	MKT101
	Elective – 2		



Third Year			
Semester Five			
MKT301	International Marketing	10	MKT201
MKT302	Social Enterprise Marketing	10	MKT206
MKT303	Events Marketing	10	MKT101
	Elective – 3	10	
Semester Six			
MKT304	Strategic Marketing	10	MKT201
MKT305	Capstone Marketing Project	10	MKT201
BUS301	Corporate Governance and Social Responsibility	10	Nil
	Elective – 4	10	
Total for Course		240	

ELECTIVE SUBJECTS			
Students could choose elective subjects any subjects available/offered at the Queensland Institute of Higher Education as long as they meet the prerequisite requirements.			
Subject Code	Subject Name	CPS	PREQ
INF201	Business database Systems	10	IFN101
INF202	Business Systems Analysis	10	IFN101
INF203	Information Systems Development	10	IFN101
INF 204	Information Systems Management	10	IFN101
INF 207	Business Data Analytics	10	INF201
LAW201	Corporate Law	10	LAW101

BACHELOR OF BUSINESS (MARKETING)

SUBJECT DESCRIPTIONS

Subject title	Overview
100 Level	
Principles of Accounting	In this subject, students will undertake a general overview and develop an understanding of the accounting principles related to the preparation of financial and managerial reports. This subject introduces students to fundamental accounting theory and practice of recording and reporting financial events. The focus is to illuminate how accounting information is used by various stakeholders in planning, controlling, and investing decisions. Students will develop an understanding of the social dimensions of the accounting cycle and the key valuation and allocation methods used for financial statements.
Business Communications	This subject will enable students to develop an understanding of the role of communication in business and professional environments and to identify the most effective methods for creating, sending, and receiving messages. Studying this subject provides students with the basic principles of effective communication skills and practices relevant to verbal and non-verbal modes of communication designed for a variety of audiences in business contexts. It



	includes an introduction to working and communicating in teams. Students will be introduced to library research and critical thinking skills, as well as introducing students to the appreciation of ethical practice through analysing complex information. It also provides students with a balanced approach focusing on communication theories as well as their practical implication.
Business Economics	This subject will provide students with a comprehensive understanding of the role of economics in business. Students will explore critical issues of supply and demand, consumer and firm behaviour, price determination and the operations of markets, inflation, exchange rates, interest rates and the impact of trade on the wellbeing and stability of the economy. Students will critically examine and respond to a selection of micro-economic and macro-economic issues prevalent in contemporary business contexts.
Business Information Systems	Business Information Systems provides an opportunity for students to develop an understanding of the role of information technology (IT) and information systems (IS) in organisations. Students will explore the relationship between IS systems and business performance whilst critically assessing the key types of information technology used in business today. Subsequently, students will have an exposure to the numerous ways information systems can be used in accounting, finance, marketing, management and human resources to solve everyday business problems.
Introduction to Business Law	This subject provides students with an introduction to the law regulating business in Australia today. It seeks to develop students' knowledge and understanding of the Australian legal system and sources of law in Australia, the commercial legal responsibilities, and risks of doing business, key aspects of the law of torts, contracts and consumer protection, and the law associated with starting, managing, financing and closing companies and other business entities.
Principles of Management	<p>This subject develops students' understanding of management and the nature of organisations, their structure and operation. The subject teaching areas include the development of organisations and management; the context or environment of an organisation; what constitutes performance for an organisation, and sustainability.</p> <p>This subject introduces the students to the roles and function of managers including the introduction to organisations and the need for and the nature of management. It also examines the evolution of management theory, organisational environment, ethics and corporate social responsibility. Additionally, this subject includes a detailed investigation of the four functions of management: planning and decision making, organising, leading, and motivating and controlling which are essential to managers across industries.</p>
Principles of Marketing	<p>This subject provides an introduction to marketing through an examination of consumer behaviour, marketing research, product planning, promotion planning including the use of digital media, distribution planning, product and service pricing.</p> <p>It introduces students to the key theories, concepts, issues, and practices of marketing. It explores basic marketing concepts in the context of contemporary</p>



	business environments focusing on how marketing decisions are developed. The assessment of this subject provides an opportunity for students to develop their skills in strategic marketing planning by applying the four elements of marketing: product, price, place and promotion. More importantly, this subject is designed to encourage application of marketing theories to real life brands and marketing situations.
Business Statistics	This subject provides students with an introductory knowledge of the application of statistics to business disciplines. Students will gain the ability to analyse and interpret data to provide meaningful information to assist in making management decisions, and skills to apply modern quantitative tools (such as SPSS and MS Excel) to data analysis in a business context. Students will learn both theoretical and practical applications of business statistics, and become familiar with a range of tools necessary for day-to-day business needs
200 Level	
Consumer Behaviour	<p>Consumer behaviour is arguably one of the most fascinating topics in marketing. This subject is designed keeping in mind the need for marketers to understand why consumers act as they do in the marketplace.</p> <p>The subject explores how consumers make decisions during various buying situations they encounter throughout their lives. It introduces students to the role of the consumer and how they are shaped by their social and cultural environments. An understanding of the psychological foundations that can impact decision making are also covered. An important component of this subject is understanding the consumer decision-making process. The subject examines these processes based on perspectives from psychology, sociology, economics, and anthropology as well as examining internal and external factors that influence the consumer decision making process.</p>
Marketing Research and Marketing Analytics	Marketing research and marketing analytics are important tools for marketers and are used to help in decision making. Marketing research aims to develop students' understanding of qualitative and quantitative market research methods and their distinctive importance in supporting sound marketing decisions. Students will be introduced to research methods and tools and develop skills to be able to formulate a research problem and research questions, identify relevant theory, design the most suitable research approach, design an appropriate research methodology and analyse data into meaningful information. In addition, students will also learn about potential ethical issues in conducting research and analysing data. This subject will also introduce students to the scientific method and technology of marketing research to better equip them in making an objective marketing decision.
Digital and Social Media Marketing	<p>The internet has transformed the way business is conducted. The evolution of marketing into digital marketing is evidence of consumers exercising increasing control over their choices.</p> <p>Digital and Social Media Marketing will introduce students to the 'rules of the game' in digital marketing, including cracking the code of new ways to market goods and/or services, reaching, engaging and serving these empowered</p>



	<p>customers. Digital Marketing also introduces a new framework of 3i Principle in marketing: Initiate, Iterate and Integrate.</p> <p>Digital Marketing is designed to cover the basic principles of digital marketing, the use of search engine optimisation, online advertisement, social media marketing and data analytics. In addition, Digital Marketing students investigate globalisation, adaptation, and real-time communication issues together with new forms of segmentation and an entire new paradigm of understanding consumer in this rapidly changing digital environment.</p>
Marketing Communication	<p>Marketing communications are an integral part of a company's overall marketing activity and plays a critical role in determining success in the marketplace. Marketing communications accommodates both creative and analytical processes guided by a company's targeting and positioning strategies.</p> <p>This subject aims to provide students with an understanding of the various decisions and principles that marketing managers must consider when developing communication strategies and action plans. An integrated perspective is adopted for this subject that allows students to analyse, design and evaluate the different mediums of advertising, direct marketing, personal selling, public relations and sales promotion. Relevant and up-to-date theories, concepts and practices in marketing communications will be provided and discussed in classes. This subject will highlight the role of traditional and new media within a unified market-focused communication plan. Message and media strategies will be explored, including the use of media metrics and budget considerations.</p>
Services Marketing	<p>Services are, by their nature, different from products, and therefore lead to a different set of marketing challenges faced by service-based organisations such as those in tourism, hospitality, health care, financial, and legal industries.</p> <p>The Services Marketing provides student with an understanding of the unique characteristics of the services environment. It focuses on adapting marketing management concepts to services by identifying and analysing the various components and extending the services marketing mix. This subject will deal with key issues concerning the management and measurement of service quality and customer satisfaction. Furthermore, the subject develops students' understanding of the critical role of service personnel and their customers with respect to service delivery, service failure and service recovery.</p>
Introduction to Entrepreneurship	<p>Introduction to Entrepreneurship aims to develop students' appreciation and understanding of the role of the entrepreneur in creating value through innovation for a business and for society. This subject covers the foundations of entrepreneurship and entrepreneurial growth, especially in the Asia Pacific.</p> <p>This subject also emphasises the practice of sustainable, ethical, and socially responsible entrepreneurial business. It provides students with opportunities to deal with realities confronting entrepreneurial decision making in a contemporary context and provides opportunity for the students to harness the creative potential of complex dynamics in a systemic approach that creates, grows, and amplifies value throughout the system.</p>



	Students will be involved in evaluating a business plan for a new venture. This will enable them to learn about the necessary components for successful generation of new projects and develop skills in the critical appraisal of business plans.
300 Level	
Corporate Governance and Social Responsibility	Corporate Governance and Social Responsibility furthers students understanding and ability to apply theories and concepts of knowledge in the areas of ethics and social responsibility. Students develop and advance their understanding of the fundamental links in today's business environment between the concepts of corporate governance, ethics, and social responsibility. Students must critically analyse ethical issues that arise in the business environment, attend to requirements for transparency in corporate governance, and assess the impact of policy formulation and implementation on stakeholders' interests and rights.
International Marketing	International Marketing explores the internationalisation of business and examines strategies for Australian and Asian firms engaged in international marketing. The aim of this subject is to provide to students with an introduction to international marketing that extends learning acquired from basic marketing principles. The subject covers topics related to the international marketplace, multi-national, global and transnational corporations and international trading companies. Specifically, the subject examines key issues involved in entering overseas markets and offers practical marketing perspectives for international, multinational, and transnational operations.
Social Enterprise Marketing	<p>Social Enterprise is about finding new ways for business to address old problems. It represents a viable business model that uses market forces to assist in creating employment and strengthening resilience in the community.</p> <p>Social Enterprise Marketing provides students with a comprehensive view of the field. It brings the mindset principles, strategies, tools, and techniques of entrepreneurship into the social sector to present innovative solution to today's social issues.</p> <p>This subject covers the theoretical foundation of social entrepreneurships as well as a strong practical focus through case studies. Weekly lecture and tutorial topics in this subject include critically reviewing concepts, challenges of growing a social enterprise, frameworks for understanding, sourcing funds from a variety of stakeholders, understanding and reporting social impact, as well as collaboration and leadership.</p>
Events Marketing	<p>This subject provides an introduction to events marketing and its importance as integral part of company marketing strategies, especially in providing an experiential marketing in relation to brand activation.</p> <p>Events Marketing introduces students to the key theories and concepts of events marketing, which cover the different types of events marketing, identifying the suitable audiences for the events, creating and promoting the events as well as measuring its effectiveness. The assessments allow students to achieve learning outcomes set out for the subject especially in developing</p>



	the events by applying the four elements of events marketing mix: creating the events, budgeting, and sponsoring the events, distributing the events as well as promoting the events by using a combination of traditional platform and digital platform. More importantly, this subject is designed to encourage application of events marketing theories to real life marketing situations
Strategic Marketing	<p>Strategic Marketing utilises theoretical and practical knowledge from marketing that is applied at a strategic level to enable senior management to determine the corporate direction and develop marketing plans at a business unit level.</p> <p>This subject emphasises the role of marketing as an organisation-wide process rather than as a stand-alone organisational function. It focuses on providing frameworks for marketing decision making as part of a broad-based or holistic approach to strategic marketing, from the situational analysis, setting the objective and develop marketing strategies and action plans. The subject also introduces students to a variety of strategic tools to help in making effective strategic decisions.</p>
Marketing Capstone Project	This is a project-based subject that aims to provide students a supported opportunity to apply a design thinking approach and implement the marketing knowledge they have acquired throughout their study and apply it to a real project. Students apply their research skills to a real and current marketing management issue based in an industry setting. They create a comprehensive project brief by applying a design thinking approach to identify and argue for an innovative solution they have identified. The subject provides a capstone experience by allowing students to integrate, critically reflect and consolidate what they have learnt in the course.



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CHANGE HISTORY

Version	Author	Changes	Approval Date
v1.0	External Compliance Advisor	A full version of the Prospectus	02/09/2020
v2.0	External Compliance Advisor	Dates of the holiday periods were included in the Academic Calendar. Information about enrolment, fees and support services was updated.	05/05/2022
v3.0	External Compliance Advisor	Information about the newly added Sydney campus is incorporated.	17/01/2023
v3.1	Registrar	Information correction to Brisbane campus and academic calendar	10/07/2023
v3.2	Registrar	Minor changes (academic calendar, new roles, etc.)	31/05/2024
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N.B. The document is uncontrolled when printed! The current version of this document is maintained on the AIIHE website at www.aiihe.edu.au.