

Broad Field 1 Business and Administration

Business and Administration is the study of the theory and practice of planning, directing, organising, motivating and co-ordinating the resources of private and public organisations and institutions. It includes the merchandising and provision of goods and services.

The theoretical content of Broad Field 1 Business and Administration includes:

- management and administration
- human and materials resource management
- sales and marketing
- finance and financial management
- human behaviour and communication

The main purpose of this broad field of study is to develop an understanding of the theory and practice of decision making and policy formation, organisational development, planning, financial management and the production, marketing and selling of goods and services.

Fields of study in this broad field are classified into the following narrow fields:

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|----|-----------------------------|
| 11 | Management |
| 12 | Management Support Services |
| 13 | Sales and Marketing |
| 14 | Financial Services |

Exclusions:

Politics is excluded from this broad field as it is more concerned with the processes of government than business and administration. It is included in Detailed Field 413 Politics.

Narrow Field 11

Management

Management is the study of planning, directing and operating the functions and activities of organisations and institutions.

The focus of qualifications in management is the goals, policies and design of organisations and institutions. It provides an overall perspective of their operation, resources and organisational structure.

Courses of study in Management aim to develop:

- an understanding of the theory of management and administration and its application in the development, structure and operation of organisations and institutions
- an understanding of the role of staff management and development
- the ability to organise the efficient and effective provision of goods and services
- the ability to plan, co-ordinate and control the activities of an organisation and resolve problems and conflicts associated with the performance of these activities

Fields of study in this narrow field are classified into the following detailed fields:

111	Business Management
112	Public and Institution Management
113	Personnel Management
114	Hospitality Management
119	Management, nec

111 Business Management

Business Management is the study of planning and directing the activities of commercial enterprises. It includes the study of the nature, operation and role of business, and the resolution of management and administrative problems.

Subjects studied include:

Accounting
Administration
Business Law
Communication
Computing
Economics
Organisational Theory
Resource Management

Skills learnt include:

- identifying and evaluating the economic, legal, social, political and ethical environment in which business operates

- analysing and determining policy issues at a managerial level
- relating organisational and behavioural theory to a business enterprise
- applying the principles of accounting, quantitative methods, personnel development and information systems in a business environment

Examples of qualifications include:

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| 1 | 111 | Master of Business Administration
Master of Business Management |
| 2 | 111 | Graduate Diploma in Business Administration
Graduate Diploma in Shipping |
| 3 | 111 | Bachelor of Business in Management
Bachelor of Arts in Tourism Administration |
| 4 | 111 | Diploma in Business Administration
Diploma of Business in Management |
| 5 | 111 | Associate Diploma of Transport Administration
Associate Diploma of Business Administration |
| 7 | 111 | Certificate in Transport Administration
Certificate in Commercial Shipping Practices |

112 Public and Institution Management

Public and Institution Management is the study of planning and directing the functions, and the day to day operations of organisations whose primary objective is the provision of services for the public good. It includes the study of governmental procedures, general management and administrative principles, organisational structure and the resolution of management and administrative problems.

Subjects studied include:

Administration
 Organisational Theory
 Communication
 Accounting
 Public Administration
 Public Organisation Management
 Resource Management
 Public Policy
 Law
 Economics

Skills learnt include:

- identifying and evaluating the role of public organisations and public and private institutions in society
- analysing government policy and planning, and developing strategies for its implementation and administration
- relating organisational and behavioural theory to public organisations and public and private institutions
- applying the principles of accounting, quantitative methods, personnel development and information systems in public organisations and public and private institutions

Examples of qualifications include:

- 1 112 Master of Public Administration
 Master of Public Policy
- 2 112 Graduate Diploma in Educational Administration
 Graduate Diploma in Social Administration
- 3 112 Bachelor of Arts in Public Administration
 Bachelor of Business in Health Administration
- 4 112 Diploma in Health Administration
 Diploma of Applied Science in Nursing Management
- 5 112 Associate Diploma in Local Government Administration
 Associate Diploma in Aboriginal Community Administration
- 6 112 Certificate in Public Administration
- 7 112 Certificate in Local Government
 Certificate in Aboriginal Administration

Exclusions:

Politics is excluded from this detailed field as it is more concerned with the processes of government than with the management of institutions and public organisations. It is included in Detailed Field 413 Politics.

113 Personnel Management

Personnel Management is the study of managing human resources within organisations and institutions. It includes the study of recruitment, training, pay scales, employment benefits and personnel development.

Subjects studied include:

Behavioural Sciences
 Communication
 Counselling
 Employee Training and Development
 Organisational Theory and Behaviour
 Power and Control in Organisations
 Recruitment

Skills learnt include:

- analysing the human factors that affect the task of management
- applying various social and behavioural science theories to human resource management
- evaluating the effects on individuals, groups and organisations of various human resource policies, programmes and practices

Examples of qualifications include:

- 1 113 Master of Business in Human Resource Management
 Master of Commerce in Organisational Behaviour
- 2 113 Graduate Diploma in Human Resource Development
 Graduate Diploma in Personnel Management
- 3 113 Bachelor of Business in Human Resource Management
 Bachelor of Business in Personnel
- 4 113 Diploma in Personnel Management
- 5 113 Advanced Certificate in Personnel Management
 Advanced Certificate in Human Resource Management
- 6 113 Certificate in Personnel Administration
- 7 113 Certificate in Personnel Management
 Certificate of Business Studies in Personnel

114 Hospitality Management

Hospitality Management is the study of the operation and function of hospitality organisations such as hotels and motels. It includes the study of the nature and role of hospitality businesses.

Subjects studied include:

Accounting Principles
 Australian Society
 Business Law
 Hotel and Catering Management
 Introduction to Computing
 Marketing for Hotels and Restaurants
 Premises Planning and Kitchen Design
 Sales Promotion for Hotels and Restaurants

Skills learnt include:

- identifying and evaluating the environments in which hospitality organisations operate
- relating organisational and behavioural theory to a hospitality organisation
- applying the principles of accounting, quantitative methods, personnel development, information systems and the day to day operations of hospitality organisations

Examples of qualifications include:

- 2 114 Graduate Diploma of Business in Hospitality
 Graduate Diploma of Hospitality Management
- 3 114 Bachelor of Commerce in Hospitality
 Bachelor of Hotel Management
- 4 114 Diploma of Business in Hospitality Management
- 5 114 Associate Diploma of Business in Hotel
 Management
 Advanced Certificate in Hospitality Studies
- 7 114 Certificate in Hotel Operations
 Certificate in Hotel Management

119 Management, nec

Management, nec is the study of all Management not elsewhere classified in Narrow Field 11 Management.

Examples of qualifications include:

- 1 119 Master of Project Management
- 2 119 Graduate Diploma in Logistics Management
 Graduate Diploma in Agribusiness
- 3 119 Bachelor of International Business
 Bachelor of Arts in Recreation Management
- 4 119 Diploma of Arts in Recreation Management
- 5 119 Advanced Certificate in Materials Management
 Associate Diploma of Business in Purchasing
 and Supply
- 7 119 Certificate in Purchasing and Supply
 Certificate in Supply Management

Narrow Field 12

Management Support Services

Management Support Services is the study of planning, organising, managing and operating office systems. It includes the study of office skills.

The focus of qualifications in Management Support Services is administrative and supervisory procedures and practices, information management, office technology, and clerical, shorthand and keyboard skills.

Courses of study in Management Support Services aim to develop:

- an understanding of the principles of office administration
- an understanding of the exchange and recording of information in an office environment
- an understanding of the training and supervision of staff
- an understanding of the role of office technology and its development and application
- the ability to plan, direct, organise and carry out the day to day operations of an office

Fields of study in this narrow field are classified into the following detailed fields:

- 121 Office Management
- 122 Keyboarding and Shorthand
- 129 Management Support Services, nec

121 Office Management

Office Management is the study of co-ordinating office systems. It includes the study of the principles and co-ordination of integrated electronic office systems and office technology, and the techniques of supervising and training staff.

Subjects studied include:

- Accounting
- Business Computing
- Business Law
- Control of Office Support Systems
- Marketing
- Office Communication
- Planning Conferences and Meetings
- Supervision of Office Systems/Personnel
- Shorthand/Keyboard

Skills learnt include:

- evaluating the functions and objectives of organisations and the tasks undertaken by professional and administrative staff
- undertaking supervision and training of staff
- co-ordinating and supervising the operation of office systems and technology
- applying business concepts to day to day office operations

Examples of qualifications include:

- 2 121 Graduate Diploma in Office Management
Graduate Diploma in Office Systems
- 3 121 Bachelor of Business in Office Management
Bachelor of Applied Science in Medical Record Administration
- 5 121 Associate Diploma in Agricultural Office Administration
- 6 121 Certificate in Records Management
- 7 121 Certificate in Office Systems

122 Keyboarding and Shorthand

Keyboarding and Shorthand is the study of shorthand, typing, and word processing. It includes the study of the principles and practice of data entry and retrieval.

Subjects studied include:

- Shorthand
- English Grammar and Punctuation
- Correspondence Standards
- Typing
- Data Entry

Skills learnt include:

- typing and taking shorthand at speed
- operating keyboards and general office equipment
- using word processing packages
- entering and retrieving data
- performing general office procedures

Examples of qualifications include:

- 5 122 Associate Diploma in Secretarial Studies
Associate Diploma in Court Reporting
- 7 122 Certificate in Shorthand
Certificate in Keyboarding

129 Management Support Services, nec

Management Support Services, nec is the study of all Management Support Services not elsewhere classified in Narrow Field 12 Management Support Services.

Examples of qualifications include:

- 7 129 Certificate in Comptometry
Business Machining Certificate
Certificate in Telephony
Certificate in Reception

Narrow Field 13

Sales and Marketing

Sales and Marketing is the study of identifying and developing markets, and promoting and selling goods and services.

The focus of courses in Sales and Marketing is retail and wholesale operations, merchandising and distribution systems, marketing strategies, salesmanship and the identification of consumer needs and behaviour.

Courses of study in Sales and Marketing aim to develop:

- an understanding of the theories of buying and selling goods and services and their application at an organisational and personal level
- an understanding of marketing theories in relation to product development and the development of strategic marketing plans
- an understanding of consumer behaviour
- the ability to plan, direct and organise retail and wholesale operations so that goods and services can be provided efficiently and effectively

Fields of study in this narrow field are classified into the following detailed fields:

131	Wholesale and Retail Sales
132	Marketing
133	Real Estate
134	Tourism
139	Sales and Marketing, nec

131 Wholesale and Retail Sales

Wholesale and Retail Sales is the study of buying and selling goods and services, including stock management, merchandising, pricing practice, loss prevention, sales systems and procedures. It includes the study of the workings and current trends of the wholesale and retail industries.

Subjects studied include:

Accounting
Basic Statistics
Behavioural Studies
Business Law and Computing
Economics
Marketing
Purchasing
Sales Management
Salesmanship
Sales Supervision
Warehouse Management

Skills learnt include:

- applying the principles and practices of selling and interacting with clients

- managing stock, merchandising, pricing and supervising loss prevention

Examples of qualifications include:

3 131	Bachelor of Business in Retailing
5 131	Associate Diploma in Retailing
7 131	Certificate in Retailing Certificate in Sales

132 Marketing

Marketing is the study of exchange processes of goods and services between organisations and/or individuals, and the study of consumer behaviour and requirements. It includes the study of the role of product development, pricing, distribution, promotion and sales in order to maximise business performance.

Subjects studied include:

Accounting
Applied Marketing
Business Law
Buyer Behaviour
Economics

Entrepreneurial Management
 Financial Decision Making
 Introduction to Management
 Marketing Law
 Theory and Practice of Marketing
 Marketing Support Systems
 Pricing for Marketing
 Product Management
 Statistics

Skills learnt include:

- applying social and behavioural science theories to identify and develop marketing strategies
- identifying consumer needs and wants and developing strategies to fulfil them in relation to the provision, pricing and distribution of goods and services
- organising advertising, promotion, public relations and sales campaigns

Examples of qualifications include:

- 1 132 Master of Business in Marketing
 Master of Commerce in Marketing
 2 132 Graduate Diploma in Marketing
 3 132 Bachelor of Business in Marketing
 Bachelor of Commerce in Marketing
 5 132 Associate Diploma in Marketing
 Associate Diploma of Applied Science in Wool
 and Fibre Marketing
 7 132 Certificate in Marketing

133 Real Estate

Real Estate is the study of developing, purchasing, selling and valuing land, buildings, businesses and properties. It includes the study of land use planning, real estate law, property investment and management.

Subjects studied include:

Accounting Practice for Land and Business Agents
 Bookkeeping for Land and Business Agents
 Commercial and Property Law
 Communications
 Information Systems
 Listing and Selling
 Management
 Marketing
 Office Procedures
 Real Estate Law
 Valuation

Skills learnt include:

- applying the principles and practices of real estate valuation and property investment
- using accounting, business practices and qualitative methods in the day to day operation of an estate agency

- applying the principles and practice of property management
- marketing and selling

Examples of qualifications include:

- 2 133 Graduate Diploma in Property
 3 133 Bachelor of Applied Science in Land Economics
 Bachelor of Business in Property
 4 133 Diploma in Land Valuation
 Diploma in Real Estate Management
 5 133 Associate Diploma of Business in Real Estate
 Valuation
 Advanced Certificate in Real Estate
 6 133 Certificate in Real Estate
 7 133 Certificate in Real Estate Management
 Certificate in Land Broking

134 Tourism

Tourism is the study of marketing and advertising tourist destinations and events. It includes the study of ticketing and reservation practices.

Subjects studied include:

Airfares and Ticketing
 Behavioural Studies
 Communication Skills
 Geography
 Languages and Culture
 Recreation and Leisure
 Sales and Consultancy Skills
 Travel Agency Practice

Skills learnt include:

- marketing and promoting tourist travel, accommodation and facilities
- providing information and advice to clients regarding itineraries, destinations and accommodation
- arranging accommodation and travel

Examples of qualifications include:

- 1 134 Master of Business in Tourism Development
 2 134 Graduate Diploma in Australian Tourism
 Graduate Diploma of Business in Tourism
 3 134 Bachelor of Arts in Tourism
 Bachelor of Business in Tourism
 4 134 Diploma of Business in Tourism
 5 134 Associate Diploma of Business in Travel and
 Tourism
 Advanced Certificate in Travel and Tourism
 7 134 Certificate in Travel
 Certificate in Travel Consulting

139 Sales and Marketing, nec

Sales and Marketing, nec is the study of all Sales and Marketing not elsewhere classified in Narrow Field 13 Sales and Marketing.

Examples of qualifications include:

1 139 Master of Arts in Advertising

3 139 Bachelor of Business in Advertising

Bachelor of Business in International Trade

5 139 Associate Diploma of Business in International Trade

Associate Diploma in Visual Merchandising

6 139 Certificate in Advertising

Certificate in Window Dressing

7 139 Certificate in Merchandising

Certificate in Export Management

Certificate in Auctioneering Practice

Traineeship Certificate in Advertising

Certificate in Visual Display

Narrow Field 14

Financial Services

Financial Services is the study of planning, directing, organising and controlling financial activities and services. It includes the control and monitoring of the financial resources of organisations, institutions and individuals, and the provision of financial services at the corporate and individual level.

The focus of qualifications in Financial Services is monetary systems, financial planning, investment and savings, and the maintenance of corporate and personal financial records.

Courses of study in Financial Services aim to develop:

- an understanding of the theories and practice of financial planning and investment
- an understanding of the nature and operation of the Australian and international monetary and financial systems and markets
- an understanding of accounting principles and processes in order to organise and maintain corporate and personal financial records
- an understanding of the principles of insurance
- interpreting, evaluating and preparing financial records for use in corporate and personal financial decision making

Fields of study in this narrow field are classified into the following detailed fields:

141	Accounting
142	Banking and Finance
143	Insurance
149	Financial Services, nec

141 Accounting

Accounting is the study of maintaining, auditing and recording financial transactions.

Subjects studied include:

Administrative Studies
Accounting (General and Corporate)
Business Law
Business Statistics
Business Systems and Applications
Company Law
Economics
Mathematics and Statistics
Taxation
Taxation Law

Skills learnt include:

- designing and operating financial systems for individuals and organisations
- preparing general purpose accounting statements

- auditing financial accounts and providing reports on those audits
- providing advice on taxation law and practice and completing taxation reports for clients

Examples of qualifications include:

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| 1 | 141 | Master of Commerce in Accounting |
| | | Master of Arts in Accounting |
| 2 | 141 | Graduate Diploma in Internal Auditing |
| | | Graduate Diploma in Taxation |
| 3 | 141 | Bachelor of Business in Accounting |
| | | Bachelor of Commerce in Accounting |
| 4 | 141 | Diploma in Accounting |
| 5 | 141 | Associate Diploma of Business in Accounting |
| | | Advanced Certificate in Accounting |
| 7 | 141 | Certificate in Bookkeeping |
| | | Certificate in Taxation Practice |

142 Banking and Finance

Banking and Finance is the study of directing, planning and providing financial institution services in relation to savings, loans and investments. It includes the study of banking and lending practices, the day to day operation of banks and financial institutions, finance theories and the regulation of national and international financial markets.

Subjects studied include:

Accounting
Australian Law
Business Law
Communication
Corporate Finance
Economics
Funds Management
International Trade
Mathematics and Statistics

Skills learnt include:

- providing basic financial services
- developing appropriate investment strategies for different types of investor
- organising and operating financial institutions

Examples of qualifications include:

- 1 142 Master of Applied Finance
Master of Commerce in Finance
- 2 142 Graduate Diploma in Finance
Graduate Diploma in Banking and Finance
- 3 142 Bachelor of Business in Banking and Finance
Bachelor of Commerce in Financial Administration
- 4 142 Diploma in Financial Management
- 5 142 Associate Diploma of Business in Banking and Finance
Advanced Certificate in Banking and Finance
- 7 142 Certificate in Credit Management
Certificate of Proficiency in Banking

143 Insurance

Insurance is the study of directing, planning and providing insurance services in relation to life, disability, property, liability, and other contingencies. It includes the study of the principles of risk, insurance and reinsurance, underwriting and actuarial principles, and the day to day operation of insurance organisations.

Subjects studied include:

Accounting
Business Law
Computing
Economics
General Insurance
Information Systems
Insurance Broking and Law
Insurance Sales and Customer Service
Principles of Risk and Insurance
Reinsurance
Risk Management
Superannuation Planning
Taxation and Estate Planning

Skills learnt include:

- developing appropriate insurance, superannuation and retirement packages for clients
- applying the principles of risk, insurance, reinsurance, and underwriting to determine benefits and premiums
- organising and operating insurance organisations
- processing claims, maintaining and verifying insurance records

Examples of qualifications include:

- 3 143 Bachelor of Business in Insurance
- 5 143 Advanced Certificate in Insurance Administration
- 7 143 Certificate in Insurance
Certificate in Insurance Administration

Exclusions:

Actuarial Studies is excluded from this detailed field as it is more concerned with the application of statistical principles to financial planning than insurance. It is included in Detailed Field 532 Statistics.

149 Financial Services, nec

Financial Services, nec is the study of all Financial Services not elsewhere classified in Narrow Field 14 Financial Services.

Examples of qualifications include:

- 2 149 Graduate Diploma in Business Forecasting
Graduate Diploma in Securities
- 4 149 Diploma in Securities
- 6 149 Certificate in Securities

