

Diploma of Commerce Structure

Diploma of Commerce - Major in Accounting

Recommended units of study:

- Quantitative Analysis in Business
- Microeconomics
- Accounting for Managers
- Macroeconomics
- Business Accounting
- Information Systems.

Elective units of study:

- Mathematics for Finance
- Marketing
- Management
- Commercial Law
- Communication and Critical Thinking
- Entrepreneurship
- Venture Capital
- Brand Management
- Franchising.

Diploma of Commerce - Major in Finance

Recommended units of study:

- Quantitative Analysis in Business
- Microeconomics
- Accounting for Managers
- Macroeconomics
- Mathematics for Finance
- Venture Capital.

Elective units of study:

- Business Accounting
- Information Systems
- Marketing
- Management
- Commercial Law
- Communication and Critical Thinking
- Brand Management
- Franchising
- Entrepreneurship.

Diploma of Commerce - Major in Management

Recommended units of study:

- Quantitative Analysis in Business
- Microeconomics
- Accounting for Managers
- Macroeconomics
- Management.

Elective units of study:

- Business Accounting
- Information Systems
- Mathematics for Finance
- Marketing
- Commercial Law
- Communication and Critical Thinking
- Brand Management
- Franchising
- Entrepreneurship
- Venture Capital.

Diploma of Commerce - Major in Marketing

Recommended units of study:

- Quantitative Analysis in Business
- Microeconomics
- Accounting for Managers
- Macroeconomics
- Marketing
- Brand Management.

Elective units of study:

- Business Accounting
- Information Systems
- Mathematics for Finance
- Commercial Law
- Communication and Critical Thinking
- Franchising
- Entrepreneurship
- Venture Capital
- Management.

Diploma of Commerce - Major in Entrepreneurship

Recommended units of study:

- Quantitative Analysis in Business
- Microeconomics
- Accounting for Managers
- Macroeconomics
- Entrepreneurship
- Venture Capital.

Elective units of study:

- Business Accounting
- Information Systems
- Mathematics for Finance
- Marketing
- Management
- Commercial Law
- Communication and Critical Thinking
- Brand Management
- Franchising.

** Note: Choice of electives may be restricted depending upon which university credit transfer you are seeking at the completion of the Diploma.*

*** Note: all units of study are delivered based on demand*

UNIT DESCRIPTIONS

Accounting for Managers

This unit covers the use of accounting information by external users and management. Topics include accounting information in its decision making context; external financial reports; financing and business structures; financial statement analysis; the time value of money; capital budgeting; cost-volume-profit analysis; management accounting tools of analysis; and budgeting.

Brand Management

This unit introduces students to the growing field of brand management - the management of a single brand to ensure its growth, consumer loyalty, and thus value to the business. Topics include an introduction to brands and brand management; the strategic brand management process; brand equity: the value of a brand; developing a new brand; designing the brand; giving meaning to the brand; protecting your brand; legal issues in brand management; managing brands in cyberspace; managing brands over time; and brand crisis - how to deal with branding problems.

Business Accounting

This unit is an introduction to financial accounting including the principles of double-entry bookkeeping and preparation of financial statements. Topics include worksheets; perpetual and periodic inventory systems; LIFO and FIFO; specialised journals and ledgers; subsidiary ledgers; bills receivable and payable; bad debts; and non-current assets.

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Commercial Law

This unit introduces students to the legal regulation of businesses and business transactions and the Australian legal system. Topics covered include: legal rights and duties applicable to businesses, in addition to laws that regulate commerce including tort, contract, consumer protection and workplace environment law.

Communication and Critical thinking

This unit of study enhances students' verbal and written communication in both a general manner and more specific ways relevant to commerce and business. It also develops students' capacity for critical understanding of texts they encounter both in the world at large and in the Diploma course. Specific learning activities help students to understand texts in their historical and cultural contexts and to understand that they express a range of assumptions, values and opinions that can be questioned and evaluated.

Entrepreneurship

This unit introduces students to an exciting and relatively new field of study. Entrepreneurship is the process of building something from nothing, of identifying or creating business opportunities and making things happen. It introduces students to entrepreneurial ways of thinking and how to innovatively and creatively overcome obstacles. Topics include the nature and importance of entrepreneurship; the entrepreneurial instinct; qualities of successful entrepreneurs; generating ideas and creating opportunities; funding new ventures - capital raising; developing a business plan; selling your idea; legal issues associated with new ventures; identifying and assessing risks and obstacles; developing strategies for growth; and celebrating the 'harvest' - reaping entrepreneurial rewards.

Franchising

This unit introduces students to the history and theory of franchising and the practical aspects of identifying, buying, and managing a franchise operation. Topics include introduction to franchise operations; franchising and the broader economy; who is franchising for - factors for success; franchising difficulties; the franchising 'life-cycle'; financial analysis and pricing; franchising and the law; franchise support and assistance; management and expansion strategies; and trends and innovation in franchising.

Information Systems

This unit is an introduction to information systems and their role in business organisations. Topics include computer hardware (PC and multi-user); system and application software; data and people; end-user application software (including spreadsheets and graphics); database management; networking and data communication; information systems for business operations, decision support and strategic advantage. In addition this unit introduces e-business and e-commerce; principles of information system development; and trends, issues and concerns.

Macroeconomics

This unit provides an introduction to macroeconomic theory and policy. It explains how the total output or income of the economy is measured, the determination of the equilibrium level of GDP and the influence of money and banking on the economy. These form the basis for an assessment of a country's policy-making, the influence of fiscal, monetary and incomes policies on the macroeconomic policy objectives of economic growth, low inflation, low unemployment and a sustainable balance of payments position – all of which are included in this unit.

Management

This unit provides students with a basic understanding of the nature of management, work and its organisation. Students examine the roles of managers, the process of management and the types of commitment to management in societies and organizations. It also explores the influence of change and technology on managers, management, work and organisations, and includes the ethical dimensions of management and the implications and significance of human diversity in that arena.

Marketing Principles

In this unit students learn that marketing includes all the activities that are performed by companies and organisations to satisfy the needs of their customers with products and services. It covers fundamental marketing concepts and principles and the role of marketing in organisations - including for profit, government, educational and social organisations, both large and small.

Mathematics for Finance

This unit provides an introduction to the basic mathematical concepts and techniques used in finance and business. Topics include calculus; differential and integral calculus with applications; functions of two real variables; algebra: linear equations and matrices; determinants; applications of linear algebra (including optimisation and economic models); probability (basic concepts, conditional probability); probability distributions; and expected value with applications to business and finance.

Microeconomics

The unit provides an introduction to the core area of business-economics known as microeconomics. It introduces the operation of a market economy and deals with the problem of how to best allocate society's scarce resources. The unit also considers the way in which individuals and firms function as decision-making units in the economy, make their consumption and production decisions and how these decisions are coordinated. It considers the laws of supply and demand and introduces the theory of the firm and its components, production, cost theories and models of market structure. The unit assesses the various causes of market failure and consideration is given to public policies designed to correct this market failure.

Quantitative Analysis in Business

This unit develops the statistical skills that are used in data analysis in economics, finance and business. It also helps students learn an equally vital skill of interpreting results and presenting them in a professional manner in simple English, appropriate to the business context. In addition, the spreadsheet application MS Excel is integrated into this unit, highlighting the importance of technology in statistics.

Raising Venture Capital

This unit introduces students to the world of venture capital investment and aims to show how small businesses can go about the process of raising venture capital to fund their growth. It identifies the steps to take, the players involved, and the major issues involved in this area. Topics include introduction to venture capital; venture capital and the entrepreneur; venture capitalists: who they are and what they're looking for; the venture capital cycle; preparing to raise venture capital; the sales pitch: preparing a business plan; selecting and meeting with a venture capitalist; negotiating and closing the deal; working with a venture capitalist; the exit - reaping the rewards; and venture capital issues.

These units are subject to change - please seek individual advice by contacting our office.