Orientation Evening
Welcome!

Dr Roger March
Program Director
Master of Commerce

Agenda
- The MCom Teaching & Learning Environment
- Introduction to Core Courses
  - Business Communication Ethics & Practice COMM5001
  - Managing for Value Creation 1 – COMM5002
  - Managing for Value Creation 2 – COMM5003
- Student Services
  - Learning Support
  - FCE Student Centre
  - Careers & Employment
  - Student Society
- Dean’s Welcome Reception

About the MCom Program
- Inter-disciplinary approach to curriculum development
- Teams of our leading academics delivering integrated core courses
- Allowing you to build new career pathways into business & management
  www.fce.unsw.edu.au/MComNow

COMM5001
Business Communication, Ethics and Practice (BCEP)
Associate Professor Peter Sheldon

• Why did we design this course?
  - Graduate feedback
  - Industry/professional consultation
  - Research literature
  - Government reports

• Course aims and role within MCom
  - Strong focus on managerial people skills
  - Coping with uncertainty and complexity
  - Combination of theory and practice
  - Ethics and communications are fundamental to management practice
Teaching Staff and Course Organisation

Lecturers
- Associate Professor Peter Sheldon (Lecturer-in-charge)
- Ms Tracy Wilcox
- Dr Nancy Kohn

Course Organisation and Learning
- A mix of learning experiences
- Hands-on exploration of central concepts.

The learning sequence
- Student learning package -> Lectures -> Workshops -> Assessment

Course Structure: Content
- First section: core communication skill areas
- Second section: understanding and applying ethical frameworks
- Third section: crucial practice areas:
  - Teamwork
  - Intercultural communication and
  - Conflict management and negotiation skills

Student Comment

“BCEP provided me with an excellent understanding of how I could improve my communication skills, global teamwork, and consider ethical practices in carrying out my professional responsibilities in assisting Australian clients with their international marketing strategies. I would thoroughly recommend this course to anyone contemplating a business-related career.”

Matthew

COMM 5002
Managing for Value Creation 1 (MVC1)

Dr Hodaka Morita

Key Question:
How can a firm create, maximise and sustain its profitability?
- Do something differently
  - Need to analyse itself, competitors and industry
  - “Make or buy” decision
  - Move first and avoid imitation
  - Government regulation
  - Consumer behaviour and market segmentation

- New product development
- Promotion and distribution
- Operations management
- Change management
- Attracting and selecting an effective workforce
- Motivation
- Leadership
Structure of the Course

Assessment
• Assignment 1: Individual report
• Assignment 2: Group project
• Final Exam

Important
• Apply the concepts and frameworks to the real-world questions
• Creative, Clear and Concise

COMM5003
Managing for Value Creation 2 (MVC2)

Christina Boedker, Course Coordinator

Content – Weeks 1-4, 12 & 13

How do we know if an organisation is successful at creating ($) value?

• Balance Sheet Statement
• Profit and Loss Statement
• Cash Flow Statement
• The Balanced Scorecard

Content – Weeks 5-7

How can managers optimise returns and profits?

• How to price a product?
• How to best allocate overhead costs?
• How to assess customer profitability?
• How to optimize working capital management?

Content – Weeks 8-9

How to design systems and processes to improve information flows, operational efficiency and decision making?

• Information systems and technology
• Legal compliance

Content – Weeks 10-11

How to finance a company’s assets and activities?

• Debt vs equity?
• Cost of capital?
Things to do before 1st Class

- Collect course study notes
- Purchase textbook (UNSW bookstore)
- Enrol into seminar stream
- Log onto WebCT
- Read and prepare for class 1

Education Development Unit

Colina Mason
Teaching and Learning Consultant

Welcome to the EDU Learning Assistance Centre!

Level 2, Room 2039
Quad Building

Telephone
9385-5584
Website
http://education.fce.unsw.edu.au

How the EDU can help you

- Academic Skills Workshops
- Mathematics/Statistics Skills Workshops
- Individual or Group Consultations
- Resources

All EDU services are free, friendly and confidential……

Postgraduate Learning Guide

- Organising yourself for postgraduate study
- Study strategies
- Structuring your writing for different types of assignments
- Acknowledging sources - referencing and avoiding plagiarism

Other UNSW Support Services

- Counselling Service – workshops/seminars specifically for postgraduate students http://www.counselling.unsw.edu.au
- The Learning Centre – workshops for postgraduate students and consultations http://www.lc.unsw.edu.au
- Library – tours and information skills program http://info.library.unsw.edu.au
FCE Student Centre – Orientation

- The role of the Faculty of Commerce and Economics Student Centre is to provide services and advice to prospective and current students. We would like to be your first point of contact regarding any administrative questions or problems you may have.
- Located on the ground floor of the John Goodsell Building.
- Opening hours:
  - During Orientation week, week 1 and week 2 of session:
    - Monday - Thursday: 9:00am - 6:30pm
    - Friday: 9:00am - 5:00pm
  - All other times:
    - Monday - Friday: 9:00am - 5:00pm
- Email addresses for students to contact us are:
  - Postgraduate: pgfce@unsw.edu.au

Where to find assistance:

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<th>UNSW Student Central</th>
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<td>Policy and Procedures Advice</td>
<td>- Lecture/Tutor consultation</td>
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<tr>
<td>NO ASSIGNMENTS (Schools only)</td>
<td>- Timetabling</td>
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REMINDERS

- Student email
  - z1234567@student.unsw.edu.au
- Fees – Session 1 fees must be paid by Friday 3 March.
- Important dates – Session 1
  - Friday 31 March - Census Date – last day to discontinue with academic or financial penalty for Semester 1 courses
  - Friday 28 April - Last day for students to discontinue without academic penalty from Semester 1 courses
- ID cards – collect from e-Spot office in the Red Centre Bldg.

Finally!

Please make sure you familiarise yourself with

- FCE Website
- myUNSW website

If you can’t find an answer to a problem on the web, visit, email or call your FCE Student Centre.
2005 hiring policy - major Australian bank

"No longer focusing primarily on technical skills"
- Commercial focus
- Communication skills
- Leadership skills
- Results-oriented
- Positive attitude

Without these: No job - No promotion!

How do I prove I have the skills employers want?

Study Success
Work Experience
Extra-curricular Involvement

General Workshops & Individual Assistance

Careers Consultants deliver general workshops and individual assistance sessions on four core topics: resumes, cover letters, job search and interviews.

Writing a Winning Resume
Cover Letters to Impress Employers
Applying to Companies Online

Successful Career Planning
Job Search Tips, Cover Letters and Resumes
Getting Part-Time and Casual Work

Interview Preparation and Practice
Making Uni Work for You and Your Career

Assessment Centres and Psychological Testing
Researching and Preparing for Careers Expo
Applying for Jobs Internationally

P/G Students: Identifying a Career Path You are Suited to
P/G Students: Establishing Key Contacts in Your Field
P/G Students: Applying for non-academic Positions

Employer Information Sessions

In Session 1 of 2005, 35 organisations delivered Employer Information Sessions to promote their employment opportunities to UNSW students.
Careers Expo
The 2006 Careers Expo will be held on Thurs 23rd March

International Careers Expo
The 2006 International Careers Expo will be held on Wed 23rd August

Resume Writing Competition
• Enter now to win prizes and receive feedback from professional recruiters.

Entries close 14th March
Details online:
www.careers.unsw.edu.au

News List
Careers and Employment offers a fortnightly email newsletter that lists upcoming events and current job opportunities.

Be in the draw to win an iPod.
Subscribe by 20th March at:
www.careers.unsw.edu.au

MCom Careers Panel
5pm - 6pm  Mon 27th March  CLB3
• Hear from employers and successful alumni
• Find out what employers look for and what to expect in the selection process

Register online:
www.careers.unsw.edu.au / careered / workshops

Student Experience@FCE
Shahid Majeed
FCE Student Relations Officer
How do I prove I have the skills employers want?

- Study Success
- Work Experience
- Extra-curricular Involvement

*Employability Skills for the Future (DEST / ANTA. 2002)*

Student Experience@FCE

- Extra-curricular programs and activities
- FCE social events program
- Postgraduate student body (COMPEC)
- Campus tour with senior students
- Student welcome get-together