

Master of Commerce

Master of Commerce (Marketing)

These Program Rules should be read in conjunction with the University's policies (<http://www.adelaide.edu.au/policies>).

1 Duration of program

To qualify for the degree, a candidate shall satisfactorily complete a program of study comprising three semesters of full-time study or equivalent part-time. The maximum time permitted for completion of the program is six years.

2 Admission

2.1 An applicant for admission to the academic program for the degree of Master of Commerce or Master of Commerce (Marketing) shall have qualified for a degree of the University of Adelaide, or a degree of another institution accepted by the Faculty for the purpose as equivalent.

2.2 The Faculty may, subject to such conditions as it may see fit to impose in each case, accept as a candidate for the degree a person who does not satisfy the requirements of Rule 2.1 above but who has presented evidence satisfactory to the Faculty of fitness to undertake work for the degree.

2.3 On satisfying the admission requirements for entry to the Master of Commerce, students will enrol in a program of study to allow them to qualify for one of the following degrees:

Master of Commerce

Master of Commerce (Marketing)

2.4 Status, exemption and credit transfer

2.4.1 No candidate shall be granted status for courses with a total value of more than 12 units on account of courses presented for any other award except with permission of the Faculty.

2.4.2 Substitutions may be granted for up to 12 units of courses where, in the opinion of the Faculty, the candidate has already presented a course/s for another award that contain/s substantially the same material as any of the courses in the program. Substitutions granted must be replaced by courses from within the same discipline where possible.

3 Assessment and examinations

3.1 There shall be four classifications of pass in any course for the Masters degree: Pass with High Distinction, Pass with Distinction, Pass with Credit and Pass.

3.2 a A candidate shall not be eligible to attend for examination unless the prescribed work has been completed to the satisfaction of the teaching staff concerned

b For the purpose of this Rule, a candidate who is refused permission to sit for examination shall be deemed to have failed the examination.

3.3 A candidate who fails a course and wishes to repeat that course shall, unless exempted partially there from by the Faculty or nominee, again complete the required work in the course to the satisfaction of the teaching staff concerned.

3.4 A candidate who has failed a course twice may not re-enrol in that course except by special permission of the Faculty and then only under such conditions as may be prescribed.

3.5 Academic progress

The Faculty may prescribe rules for review of academic progress. Any student who meets the requirements for review will be asked to show cause as to why they should be permitted to continue their studies. Students who cannot adequately explain poor academic performance may have their enrolment cancelled or restricted, and/or be precluded from undertaking further studies toward their program.

4 Qualification requirements

4.1 Master of Commerce

4.1.1 To qualify for the degree of Master of Commerce, a candidate shall satisfactorily complete courses to the value of 36 units, as follows:

4.1.2 12 units of Foundation courses as prescribed in 4.3.1

4.1.3 18 units of Master of Commerce courses, chosen from 4.3.2

4.1.4	6 units of electives, chosen from 4.3.2 and 4.3.3 below. Unless exempted, all international students are required to undertake a specialist course COMMERCE 7041 Business Communications (M). This course may be presented in lieu of an elective.	
4.2	Master of Commerce (Marketing)	
4.2.1	To qualify for the degree of Master of Commerce (Marketing), a candidate must satisfy all conditions in 4.1 above.	
4.2.2	In addition, the Foundation courses presented must include:	
	ACCTING 7019 Accounting Concepts and Methods (M)	3
	COMMERCE 7033 Quantitative Methods (M)	3
	ECON 7200 Economic Principles (M)	3
	MARKETNG 7005 Marketing Principles (M)	3
4.2.3	18 units of Marketing courses must include:	
	MARKETNG 7023 Consumer Buying Behaviour (M)	3
	MARKETNG 7024 Developing Global Markets (M)	3
	MARKETNG 7025 Integrated Marketing Communications (M)	3
	MARKETNG 7026 Marketing Research for Decision Makers (M)	3
	MARKETNG 7030 Marketing Ethics (M)	3
	MARKETNG 7032 Strategic Marketing (M)*	3
	* MARKETNG 7032 Strategic Marketing (M)* is a capstone course for the M Com (Marketing) pathway, and as such must be taken in the final semester of study.	
4.3	Academic program	
4.3.1	Foundation Courses	
	ACCTING 7019 Accounting Concepts and Methods (M)	3
	COMMERCE 7005 Principles of Finance (M)	3
	COMMERCE 7033 Quantitative Methods (M)	3
	COMMERCE 7041 Business Communications (M)	3
	COMMGMGT 7008 Management Practice (M)	3
	ECON 7200 Economic Principles (M)	3
	MARKETNG 7005 Marketing Principles (M)	3
4.3.2	Discipline courses	
	Accounting	
	ACCTING 7009 Auditing and Assurance Services (M)	3
	ACCTING 7012 Commercial Law and Information Systems (M)	3
	ACCTING 7014 Management Accounting (M)	3
	ACCTING 7023 Advanced Financial Accounting (M)	3
	COMMLAW 7011 Corporate Law (M).	3
	COMMLAW 7013 Income Taxation (M)	3
	ACCTING 7015 Financial Reporting Issues (M)	3
	ACCTING 7018 Public Sector and Not For Profit Accountability (M)	3
	COMMERCE 7036 Knowledge Management and Measurement (M)	3
	COMMLAW 7016 Business Taxation and GST (M)	3
	CORPFIN 7017 Financial Statement Analysis (M)	3
	Applied Finance	
	CORPFIN 7017 Financial Statement Analysis (M)	3
	CORPFIN 7019 Portfolio Theory and Management (M)	3
	CORPFIN 7020 Options, Futures and Risk Management (M)	3
	CORPFIN 7021 Corporate Investment and Strategy (M)	3
	CORPFIN 7022 Corporate Finance Theory (M)	3
	CORPFIN 7023 Financial Modelling Techniques (M)	3
	CORPFIN 7039 Equity Valuation& Analysis (M)	3
	CORPFIN 7040 Fixed Income Securities (M)	3

	CORPFIN 7042 Treasury and Financial Risk Management (M).....	3
	CORPFIN 7045 Wealth Management in China (M).....	3
	CORFIN 7048 Financial Institutions Management (M)	3
	CORPFIN 7050 International Financial Management (M).....	3
	ECON 7201 International Finance (M)	3
	ECON 7114 Money, Banking & Financial Markets IIID	3
	Management	
	COMMGMT 7006 Organisational Behaviour (M)	3
	COMMGMT 7007 Strategic Management (M)	3
	COMMGMT 7011 Corporate Governance and Globalisation (M).....	3
	COMMERCE 7036 Knowledge Management and Measurement (M).....	3
	MARKETING 7034 Supply Chain Logistics (M)	3
	Marketing	
	MARKETNG 7023 Consumer Behaviour (M).....	3
	MARKETNG 7024 International Marketing (M)	3
	MARKETNG 7025 Marketing Communications (M)	3
	MARKETNG 7026 Marketing Research and Planning (M)	3
	MARKETNG 7030 Marketing Ethics (M)	3
	MARKETNG 7032 Strategic Marketing (M)	3
	MARKETNG 7034 Supply Chain Logistics (M)	3
4.3.3	Electives	
	COMMLAW 7022 Legal Aspects of International Business (M).....	3
	COMMERCE 7041 Business Communications (M)*	3
	CORPFIN 7048 Financial Institutions Management (M).....	3
	ECOMMRCE 7004 Internet Commerce (M)	3
	ECON 7011 Intermediate Microeconomics IID	3
	ECON 7032 Public Economics IIID	3
	ECON 7036 International Trade & Investment Policy IID	3
	ECON 7070 Labour Economics IIID.....	3
	ECON 7220 Challenges Facing Economic Policy Makers	3
	Any other course from a postgraduate program in the Faculty of Professions approved by the Head of Faculty or nominee.	
	* Unless exempted, all international students are required to undertake this course.	
	Note: MBA electives will only be open to students meeting the two-year professional experience criterion.	
4.3.4	Internship courses	
	Subject to approval candidates may be eligible to undertake the following electives:	
	PROF 7500 Industry Placement	3
	PROF 7502 International Internship.....	3
	PROF 7503 Professions Internship Program	3
4.4	Graduation	
	Subject to Chapter 89 of the Statutes, candidates who have satisfied the requirements for any award of the University shall be admitted to that award.	
5	Special circumstances	
	When in the opinion of the relevant Faculty special circumstances exist, the Council, on the recommendation of the Faculty in each case, may vary any of the provisions of the Academic Program Rules for any particular award.	