



Faculty of Information and Communication Technologies
Business Management (Unit 3 &4)
/Technology Day
Thursday 24 September 2009 (on the school holidays)



In today's global business world, organisations depend on ICT to achieve strategic goals and objectives. Students undertaking VCE Business Management (Units 3 and 4) are invited to attend this full-day workshop, designed to enrich their VCE studies and introduce them to tertiary level subjects, focusing on the application of Information Technology in business. Swinburne's Business Information Systems academics have developed workshops focusing on the VCE Business Management curriculum and will take students through practical sessions including. The day is being held on the holidays on Friday 25 September, 2009 from 9:30 – 3pm at our Hawthorn Campus.

The sessions included on the day are:

- **Large Organisations & Operations Management (Unit 3):** This first session, presented by the Head of Information Systems at Swinburne University of Technology will guide students through several case studies focussing on large scale organisations. The material for this session has been taken from Unit 3 - Large scale organisations. Following this, Swinburne industry representatives (selected from Fosters, NAB, Lonely Planet, Fujitsu and other organisations) will speak to the students about their respective companies' internal environment and operations management function. This will provide students with a real life case study and the opportunity to speak to senior professionals working in large scale organisations.
- **Exploring Business Analysis Software (Units 3 & 4):** The second session will be run in a computer lab and will focus on areas from Units 3 and 4. Swinburne's computer lab is equipped with some of the latest software used for analysing and solving business problems. Students will use this software to solve a business problem which will highlight specific areas from the study design relating to technological development in business. The academic staff facilitating this session will raise discussions about the positives and negatives of this and will talk about ethics, social responsibility and corporate governance. Students will take part in challenges and will be awarded prizes for excellence.
- **Managing Information and Change:** The final session will focus on Unit 4. Students will be introduced to human resource management and change management theory and will be given a case study involving these areas. They will then work in groups to develop creative solutions to the problem and will discuss how different stakeholders are affected by change.

Register

Enter you details on the following web page to reserve your spot for the day:

www.swinburne.edu.au/ict/schools/swinburne/register

The day is free of charge and lunch is provided.

If you have any additional questions about the day please contact Rob Mercer (rmerc@swin.edu.au).