



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

FACULTY OF BUSINESS AND LAW

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A place where innovative degrees lead to work-ready graduates, prepared to engage in global citizenship.

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MESSAGE FROM THE PVC

The Faculty of Business and Law is an innovative and dynamic learning community that offers distinctive degrees and, in collaboration with our external partners and stakeholders, strives to “make a difference” by creating new knowledge, preparing our students for global citizenship, and contributing to the economic, social and political progress of Australia and the Asia-Pacific region.

Our research is global, through partnerships with leading international universities.

Our teaching is student-centred and research-led, with dedicated and committed academic staff creating an unmatched learning environment.

Partnering with the community, business and the professions, our staff and students advance the development of Australia and the world.

Professor Stephen Nicholas

Pro-Vice Chancellor

THE FACULTY

The Faculty of Business and Law is a comprehensive, internationally focused Faculty, offering a full range of undergraduate and postgraduate programs and research higher degrees. The Faculty operates at the Callaghan Campus in Newcastle; the Ourimbah Campus on the Central Coast of New South Wales; and delivers business degrees in Sydney, Singapore and Hong Kong. Our research partnerships are global, including partners in China, India, Malaysia, Thailand, Pakistan, U.S. and Europe.

Newcastle Business School

Our business degrees prepare our students to understand the challenges facing business today and equip them with the knowledge, skills and attributes to build the Australian and global economies of the future. Our Bachelor of Business and Bachelor of Commerce degree programs produce work ready graduates, with industry placements for high performing students.

One of the first universities to offer an MBA in Australia, the Newcastle Business School MBA offers students a tailored and flexible program studying alongside students from over 139 different countries. Our Master of Business and specialised masters programs (human resource management, international business, marketing and applied finance) equip students for careers in business, the not-for-profit sector and government. Accredited by CPA (Certified Practising Accountants) and ICAA (Institute of Chartered Accountants in Australia), our Master of Professional Accounting is offered in Sydney's CBD, at a location featuring state of the art teaching facilities.

Newcastle Law School

Focusing on 'lawyering skills', the Newcastle Law School is an internationally recognised law school, combining academic excellence and practical, hands-on training. Our Professional Program pioneered the integration of experiential learning and skills training within the conventional Bachelor of Laws curriculum. As a result, graduates of the Diploma of Legal Practice are immediately eligible to apply for admission as legal practitioners in Australia, without further training.

RESEARCH

The Faculty's research-intensive schools contribute to the University of Newcastle's ranking as one of Australia's top 10 research universities. Our academic staff are active researchers, with many leaders in their disciplines, who publish consistently in the top international and national journals. Through the Faculty's research centre, the Centre for Institutional and Organisational Studies, we support our researchers and research higher degree students to understand how societies develop and economies grow.

CENTRE FOR INSTITUTIONAL AND ORGANISATIONAL STUDIES

The Centre's research informs public policy-making, governments and business enterprises, as well as contributing to academic research and discovery.

The Centre's research programs are conducted by the Faculty's staff and research students across both Schools and their disciplines, industry executives, the law profession as well as internationally-recognised academics from other universities in Australia and overseas, who serve as conjoint research fellows.

Currently our programs include:

- restructuring foreign subsidiaries and domestic Chinese firms in China
- managing subsidiary dynamics
- governance and social corporate responsibility
- codifying Chinese, American, and European contract law
- industry clusters across regions
- operation of MNEs in China, India, Malaysia, Thailand and Pakistan
- human resource practices in MNEs
- sustainable leisure and tourism industries
- e-service and website quality evaluations
- inter-organisational collaboration
- wine industry research
- human security and the governance of political violence
- educating international Chinese students in Australia
- transport and logistics
- the impact on the elderly of recent tort reform in NSW.

The Centre sponsors workshops, conferences, industry collaboration, academic societies, and international scholarly exchange.



RANKING AUSTRALIAN CORPORATE GOVERNANCE

Since 2002, Associate Professor Jim Psaros, Deputy Head of Faculty, and Dr Michael Seamer, Senior Lecturer in the Newcastle Business School have published the annual Horwath Corporate Governance Report. Based on a model developed by Associate Professor Psaros and Dr Seamer the report ranks the corporate governance performance of Australia's largest 250 listed companies. The ranking is based on what is deemed to be national and international best practice in corporate governance. The objective of the report is to provide concrete evidence on Australian corporate governance practice by focusing on objective, publicly available and measurable aspects of good governance. The report receives extensive media attention, and has significantly contributed to the corporate governance debate in Australia.



CODIFYING CONTRACT LAW

Professor Ted Wright, Dean of Law, and Conjoint Professor Fred Ellinghaus have a vision of answering the demands for a trans-national law of contract with a concise and practical code stating globally recognised general rules.

Dean Wright and Professor Ellinghaus began their collaboration with a 1992 draft Australian Contract Code (ACC), written for the Law Reform Commission of Victoria, which specified in only 27 Articles a comprehensive statement of Australian contract law that could replace the myriad detailed rules of the existing 'common law'. "The ACC aroused opposition because of the generality of its provisions, a criticism echoing a long-standing but largely speculative debate on whether a limited number of general rules is more effective than a multiplicity of detailed rules". Funded by two Australian Research Council grants, Dean Wright and Professor Ellinghaus have continued their collaboration producing hard data on this issue, through a series of carefully designed experiments on legal decision-making. Their results so far show that a comparatively small number of general rules is sufficient to provide a practical body of law for regulating contracting and contract disputes.

Dean Wright and Professor Ellinghaus have now turned their energies to drafting a model Global Law of Contract. "The broad rules which we drafted for the ACC seemed to us to reflect not merely the common law on which they were based, but to constitute the basic components of contract law in most other developed legal systems. We are currently testing this hypothesis by a detailed comparison of contract law in China, the EU, the USA, and Russia."

They have recently completed a study for the Asian Development Bank, which concluded that the adoption of a Pacific Contract Code by the developing nations of the Pacific would contribute to private sector investment and development in the region.

SENIOR CONSUMERS AND OVERALL VALUE FROM SHOPPING EXPERIENCES

Associate Professor Alison Dean explored the factors that contribute to the overall value of shopping experiences, as identified by consumers from different age groups. In contrast to previous studies which focus on value-for-money, Professor Dean's study emphasised a broad conception of value; and whether factors contributing to overall value change with age.

Professor Dean said "We found the strongest contributor to overall value in shopping involves the stores demonstrating a commitment to understanding the needs of their consumers and customer service, rather than focusing on merchandise and cost." She also found the contribution of price to overall value decreases as consumers become older.

BALANCING ACADEMIC VALUES AND 'CORPORATE' UNIVERSITIES

A senior lecturer in the Newcastle Business School, Dr Suzanne Ryan is researching the balance between academic values and the corporatisation of the higher education sector in Australia. According to Dr Ryan, business schools have been dealing with this challenge for some time through recruiting full fee-paying students, particularly from overseas. "The positive side to the corporatisation of universities is that the international market provides an opportunity for research partnerships and student exchanges" Ryan says. "If we look at our core 'business' – the people, the intellect – and put that first, universities can be social institutions for the public good, while at the same time still generating a strong income".



PREDICTION MARKETS

Led by Steve Easton, Professor of Finance, research is being undertaken into the information-processing capacity and forecasting ability of prediction markets, with recent results published in the Journal of Prediction Markets and the International Journal of Forecasting.

Prediction markets are exchanges where people can bet on the outcome of uncertain events, where the list of events on which people can bet is now virtually limitless, including election results, sporting contests, the weather, the unemployment rate, share market prices and foreign exchange rates, the outcome of the Iraq war, and the box office success of movies. According to Professor Easton "For the 'top end of town' this research reveals that if you want a forecast of the future value of the Australian dollar – ignore all experts and look at market prices instead. For all of us involved in footy tipping competitions – the same advice – ignore the experts and see what the bookies are predicting."

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WINE INDUSTRY RESEARCH COLLABORATIVE

Dr Rebecca Mitchell leads a cross-disciplinary team to investigate the organisation and evolution of wine regions, wineries and their contextual influences.

Working alongside the Academy of Wine Business Research, and industry bodies such as the Hunter Valley Vineyard Association, the collaborative hosted the Inaugural Wine Business Research

Symposium. The symposium addressed the impact of environmental considerations on business strategy, knowledge flow in wine regions, innovation, wine clusters and networks, links between entertainment, tourism and wine activities, contextual and historical influences on wine activities, sustainability in wine regions and the role of public policy and other regulatory institutions.



RESTRUCTURING FOREIGN AND DOMESTIC FIRMS **IN CHINA**

Led by Dr Brendan Boyle, Dr Rebecca Mitchell and Professor Stephen Nicholas, and in cooperation with Dean Xiao Shuming, Nanjing University Business School, and Vice President Peng Long, Beijing Foreign Studies University, the research project investigates the evolution and change in the location, operation and growth of business enterprises in the world's fastest growing economy. Dr Boyle says "Business firms change their structure as part of their maturation and development, and our research assesses the importance of internal factors and external factors, such as the recent global economic crises, in driving firm restructuring".

COMPARATIVE STUDIES OF FOREIGN DIRECT INVESTMENT IN THAILAND, MALAYSIA AND PAKISTAN

Associate Professor Amir Mahmood and Professor Stephen Nicholas are leading a research project with Chulalongkorn University, University of Malaya, and Lahore Management Sciences University on the impact of foreign firms on growth, employment and development in Thailand, Malaysia and Pakistan. Professor Mahmood says 'This cross-country study analyses the location decision, the success of the transfer of know-how, management practices and how domestic firms interact with foreign investors'.



GOING **GLOBAL**

Offering business unique insights and new strategies for operating globally, Professor Stephen Nicholas, Pro Vice-Chancellor and Professor Gordon Boyce, Dean of Business, have partnered with India's Institute of Management Technology – Ghaziabad and China's Shandong University and Jilin University, to unravel the complex nature of foreign investment. Co-researchers include Dr Frank Agbola, Economics and Mr Tony Drew, International Business.

"India and China are Asia's most important economies and they are attracting a great deal of foreign investment, providing a perfect business environment to study", Dean Boyce says. "The results from our surveys of multinational subsidiaries will inform government policy-makers and executives in multinational firms to develop better policies and to implement best practice investment and operations strategies".

INNOVATIVE TEACHING

We promote lifelong learning through research-led and student-centred programs. Committed to creating, ensuring and promoting an unmatched learning environment, our teaching stimulates the imagination, curiosity and excitement of our students.

We encourage our students to be active collaborators, continuously contesting ideas and questioning conventional wisdom. Studying within an internationalised curriculum, our students practice academic integrity; understand corporate social responsibility and corporate governance; and attain attributes, including groupwork skills, oral and written communication and critical thinking, making them work-ready graduates.

SUPPORTIVE STUDY ENVIRONMENT

To create an unmatched learning environment, the Faculty of Business and Law has implemented support mechanisms to assist students achieve their academic goals.

- **Peer Assisted Study Sessions** are facilitated by a fellow students who have excelled in the course in the past, providing current students the chance to work collaboratively to develop a deeper learning of course material and enhance their learning skills.
- **Lucy Mentoring Program** is an innovative leadership program aimed at women. Professionals from the corporate or public sectors are allocated as mentors to assist female students gain an understanding of work environments and to inspire, motivate and educate them about the opportunities available for employment and leadership.
- **Duty tutors** are assigned to each of the core first and second year undergraduate courses to provide 'drop in' assistance to students.

Postgraduate students are also offered a range of initiatives including a peer mentor program providing confidential guidance, support and advice; a skills enhancement program, offering professional advice on writing skills; business conversation classes and a social engagement program.



NEWCASTLE LAW SCHOOL LEGAL CENTRE

The Legal Centre provides a legal practice where our law students work alongside highly experienced academic practitioners to provide a free legal service to the community. All of the School's students can be involved in the work of the Legal Centre by participating in the day and evening advice sessions which are held weekly during the University semesters. The Centre's Director, Shaun McCarthy says "Our students graduate with considerable real-life experience and can undertake additional practical training through our Professional Program. This program enables graduates to practice law immediately upon completion of their degree, without the need for further training".



THERE'S NO DEBATING – NEWCASTLE LAW STUDENTS ARE THE BEST

Our law students excel in national competitions. Two Law School students were recipients of the prestigious Kirby Cup at the Australian Law Students' Association (ALSA) conference. The Kirby Cup, named in honour of cup sponsor Justice Michael Kirby, tests students' ability to argue a case for law reform based on real issues of social concern. A team from the University of Newcastle won the Sir Harry Gibbs National Moot Competition with their written and oral submissions on a hypothetical constitutional problem. Another group of students from the University of Newcastle argued their way into first place to win the National Family Law Mooting Competition held in Melbourne.



TEACHING AWARDS

Katherine Lindsay

NSW Quality Teaching Award and Australian Learning and Teaching Council Citation for Outstanding Contributions to Student Learning.

John Anderson

NSW Quality Teaching Award and Carrick Institute Citation for Outstanding Contributions to Student Learning.

WORK-INTEGRATED LEARNING

From 2010, high achieving final year students within the business and commerce programs will be offered the opportunity to participate in an industry attachment that will see the student placed within a major Hunter organisation to complete a project alongside professionals. Students will have the opportunity to not only gain industry experience and insight but also establish links within the business community and a network that will advantage them when seeking future employment.

A pilot program, introduced in 2009, allowed students to work on projects provided by the services division of the University. Projects included the development of a marketing strategy for a new communication tool to be used by the University and the analysis and reporting of ways the University can record and improve credit articulation information for students and staff.

RESEARCH ON THE SCHOLARSHIP OF TEACHING AND LEARNING

MEASURING THE MENTAL HEALTH AND WELLBEING OF LAW STUDENTS

Dr Colin James, a Senior Lecturer in the Newcastle Law School, and Dr Miles Bore from the School of Psychology, are measuring and mapping changes in the mental health of law students. Research has found that many legal practitioners suffer significant depression, stress and anxiety, and that psychological problems often begin in law school. Dr James says “We are examining the wellbeing and mental health status of a cross-section of Newcastle Law School students and then exploring changes in specific variables (personality, self esteem, self control, emotional intelligence and coping style) that might predict susceptibility to later mental health problems.

The project aims to provide a comparative yet confidential set of data over several years about how participants are influenced by different educational and training programs offered by the school. The potential benefits include improving our understanding of the causes of stress and anxiety in law school, the influence of different educational and assessment activities, the significance of endogenous factors of students, and the potential short, medium and long-term effects of different practices in the personal/professional development of law students aiming to become legal practitioners.

IMPROVING TEACHING AND LEARNING OUTCOMES FOR CHINESE STUDENTS

Learning is shaped by a student's learning style and strategies, and is affected by one's cultural preferences and previous educational experiences. These premises are the basis of the study undertaken by Newcastle Business School's Associate Professor Kala Saravanamuthu and Ms Christine Yap aiming to enhance the learning experience of international students in Australia.

Helping to improve the Faculty's teaching and learning, the research will first focus on understanding how Chinese students learn, and then use this knowledge to modify teaching strategies to enable these students to develop deeper learning strategies.



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COMMUNITY AND INDUSTRY LINKS

The Faculty is committed to projects and partnerships that enrich and develop our communities and industries.

We have research projects specifically focussed on a variety of local, regional and national issues that ultimately assist in public policy making, reform and innovation.

Our staff facilitate activities such as forums and interprofessional partnerships that enable industry collaboration, communication and evolution.

Our students also become involved in initiatives that allow them to see their discipline at work in the community. Our law students work alongside academics seeing real clients through the Newcastle Law School's Legal Centre while our business students can participate in a Work Integrated Learning program to undertake a relevant industry placement incorporated as a project within their degree program.



BLUEPRINT TO CREATE LOW CARBON JOBS IN THE HUNTER VALLEY REGION

The impact of climate change policy on jobs in the Hunter will be scoped as part of a new project designed to deliver a low carbon employment strategy for the region. Led by Professors Mark Bray and John Burgess, in cooperation with the Australian Manufacturing Workers Union and the Nature Conservation Council of NSW, the research identifies opportunities to create jobs as the Hunter region moves to low carbon industries.

“As the Hunter moves to low carbon industries,” says Professor Bray “it is vital to understand the capacity of the existing high carbon industries in coal and electricity to make the transition to low carbon. While there may initially be job losses as adjustments are made, there is also great opportunity for new jobs to emerge in the Hunter as the region develops a competitive sustainable low carbon manufacturing sector.”

ADVICE ON REFORM OF AUSTRALIAN OCCUPATIONAL HEALTH AND SAFETY LAWS

When the Federal Government-commissioned National Review into Model OHS Laws was consulting with academics involved in OHS Regulation, they convened a one-day consultation in Brisbane, to which Neil Foster, Senior Lecturer in the Newcastle Law School was invited. Neil was also invited to present a paper commenting on some of the recommendations of the First Report from the Review at a special symposium held in May 2009. He looks forward to providing further comment on the draft legislation intended to set up a national “harmonised” system, to be circulated later this year.

THE SANDY ARM OF LEGAL ADVICE

When a nearly illiterate driver found himself hounded for compensation by an insurance company after a motor vehicle accident, he sought legal help at an odd venue: the Newcastle Surf Life Saving Club. Each year 'Law on the Beach' operates at the Club to provide a free public law advice service. Shaun McCarthy, the Legal Centre's Director, said "Taking law out of a potentially intimidating office environment and onto the beach creates a more casual and accessible approach and encourages young members of our community to ask for help".



SPONSOR OF GLOBAL BUSINESS FORUM

The Faculty partnered with the University of Illinois, Hong Kong University and five other international universities to promote the business conference 'Strategic Positioning in a New World Economic Order; Asia-Pacific and Global Competitiveness' in Hong Kong in 2009. An international group of experts from academia, industry, and government were invited to 'look' into the future recommending appropriate responses to the global economic crises that started in the U.S.



INTERPROFESSIONAL HEALTH RESEARCH COLLABORATIVE

Working with representatives from Hunter New England Health Service, Dr Rebecca Mitchell, a lecturer at the Newcastle Business School, is investigating the factors influencing the effectiveness of professionals from different specialities or teams working together in health and social care environments.

This interprofessional style of care has been identified as a priority for Hunter New England Area Health Service, New South Wales Health and the Australian Government for its greater clinical effectiveness and patient focus.

Dr Mitchell's research is focussed not only on determining the key factors for successful interprofessional collaboration but also developing information resources for policy decision-makers and leaders of interprofessional teams to support policy development, innovation and efficiency.

EXECUTIVE AND CORPORATE PROGRAMS

The Faculty's Executive and Corporate Programs (ECP) provide high quality, professionally driven and commercially relevant courses to organisations. Associate Professor Jim Psaros, ECP's Director, says "ECP provides training in a variety of areas including management and strategy, leadership and communication, finance and accounting, human resource management, marketing, public relations and carbon trading. ECP's objective is to give course participants the tools they need to make better and more informed decisions in their work place".

Partnering with business associations, such as the Hunter Business Chamber, the ECP team has delivered courses on a diverse range of material to organisations including:

- **Hunter Water**
 - leadership and management workshops
- **NSW Police Force Special Services Group**
 - leadership and teamwork workshops
- **NSW Police Force**
 - Master of Human Resource Management
- **Maitland and Newcastle City Councils**
 - leadership and management workshops
- **University of Newcastle Services Limited**
 - corporate governance
- **Delta Maintenance**
 - project management.

INTERNATIONAL PARTNERSHIPS

The Faculty of Business and Law has developed partnerships with leading overseas universities, involving student exchanges and articulation agreements, research collaboration, jointly organised workshops and conferences, and exchange of academic staff and research higher degree students.

RESEARCH PARTNERS

China

- Beijing Foreign Studies University
- Jilin University
- Nanjing University Business School
- Shandong University

India

- Institute of Management Technology, Ghaziabad
- Indian Institute of Management, Indore

Ireland

- University of Limerick, School of Business

Malaysia

- University of Malaya
- University of Kebangsaan Malaysia

Thailand

- Chulalongkorn University
- Thammasat University

ARTICULATION PARTNERS

China

- Beijing Foreign Studies University
- Beijing Institute of Technology, Zhuhai
- Central University of Finance and Economics
- East China University of Science and Technology
- Nanjing University of Finance and Economics
- Sichuan International Studies University
- University of International Business and Economics
- Xi'an Jiao Tong University

Korea

- Sogang University

Malaysia

- Management and Science University, Kuala Lumpur

Pakistan

- Superior University

Thailand

- Dhurakij Pundit University



PATHWAY AGREEMENTS

- Disted-Stamford College, Malaysia
- Hong Kong Management Association, Hong Kong
- Institute of Science and Management, Malaysia
- Institute of Sinaran, Malaysia
- Kuala Lumpur Infrastructure University College, Malaysia
- KDU College Penang, Malaysia
- Multimedia College, Malaysia
- PSB Academy, Singapore
- SIM University, Singapore
- Taylor's Business School, Malaysia
- United College Sarawak, Malaysia
- UniSadhuGuna, Indonesia

EXCHANGE AGREEMENTS

China

- Jilin University
- Nanjing University Business School
- Shandong University

India

- Institute of Management Technology, Ghaziabad
- Indian Institute of Management, Indore

Ireland

- University of Limerick, School of Business

Malaysia

- University of Malaya

Taiwan

- Diwan University

Thailand

- Chulalongkorn University
- Thammasat University



FACULTY OF BUSINESS AND LAW DEGREE PROGRAMS

Undergraduate programs

- Bachelor of Business with majors offered in:
 - marketing
 - international business
 - human resource management
 - tourism
 - management and organisational studies
 - supply chain management.
- Bachelor of Commerce with majors in:
 - accounting
 - finance
 - economics.
- Bachelor of Laws offered at undergraduate level in combination with:
 - Aboriginal studies
 - arts
 - business
 - commerce
 - communication
 - science
 - social science.

Postgraduate programs

- Master of Applied Finance
- Master of Professional Accounting
- Master of Business
- Master of Business Administration (MBA)
- Master of Human Resource Management
- Master of International Business
- Master of Marketing
- Doctor of Business Administration (DBA)

Research higher degree programs available in the following disciplines:

- accounting and finance
- business
- economics
- employment relations
- law
- management
- politics
- international business
- marketing
- tourism.

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