



Subject Catalog | January 2008 Voyage



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Undergraduate Core Subjects

TICT201 Intercultural Communication (TEC CO00832)

An introduction to the theories, concepts and practice of intercultural communication. Emphasis is on the development of intercultural communication competencies. The subject encourages the discovery of students' own attitudes, beliefs, values, and norms and is presented in a highly experiential format. **3 credits**

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TGIM201 Global Issues (MQ)

An exploration of the multi-faceted nature of issues such as global environmental challenges, demography, human rights, indigenous peoples, and the globalization of culture, political movements, and the economic system. **3 credits**

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International Business and Communication

TICM105 Media Cultures (MQ MAS105)

Prerequisite: None

An exploration of some of the major debates and issues surrounding contemporary media. Beginning with questions about the convergence of globalization, pluralization and technologies, the subject then focuses upon media audiences, regulation of the media, and policies, institutions, and ownership. **3 credits**

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TIBM201 Introduction to International Business (MQ BUS201)

Prerequisite: None

An introduction to differences and their implications in social processes and organizational structures, management practices, and communications for international business decisions. Topics include a review of differences in culture, ethics, work and family/lifestyle issues, work motivation and loyalty to the organization. **3 credits**

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TICA203 International Communication (AUI COM2303)

Prerequisite: None

An analysis of the role of communication media, government, and international institutions in reference to the strategies, programs, and policies that determine international communication flow. The social, cultural and political impact of the international media and its message transmission will be evaluated.

3 credits

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TIBT306 International Marketing (Tec 00873)

Prerequisite: Principles of marketing subject

The application of marketing analysis to the global market. Divided into two major sections, the subject examines assessing opportunities and threats in the international market environment and developing global marketing strategies in terms of offerings, pricing, promotion, and distribution. Additional topics include international trade issues, emerging world markets, world market integration groups, and global market research. **3 credits**

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TIBM340 Cross Cultural Management (MQ BBA340)

Prerequisite: None

An exploration of practical problems and opportunities for managing diversity in contemporary cross-cultural and international settings. Topics include the macro-environment and organizational level of international management, leadership, and motivational theory and practice for managers in international settings. **3 credits**

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Conflict Studies

TCSM252 Politics of Terrorism (MQ POL252)

Prerequisite: None

An introduction to the politics of terrorism and counter-terrorism considering the historical, philosophical, and psychological triggers that have shaped their contemporary manifestations. Emphases include epistemological and historical issues included in the analysis of terrorism and political violence in general. A particular emphasis will be placed on the changing role of the United States in the post-Cold War era of globalization and on the nature and implications of current government policies designed to counter the terrorist threat. **3 credits**

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TCSA312 International Security (AUI INS5312)

Prerequisite: European or international security subjects

An examination of the evolution of international security since World War II that surveys the different methods of analyzing war and security issues. Concentrating on current international security practices, the subject examines the lessons of the Cold War and reviews peace research and the positive definition of peace in international relations.

3 credits

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TCST331 International Negotiation and Conflict Resolution (TEC RI00834)

Prerequisite: None

A review of conflict resolution strategies employed in international negotiation processes. Emphasis is placed on identifying conflicts affecting the global environment; key factors in analyzing and solving conflicts, and in negotiation processes; diverse environments in which negotiation processes occur and the skills needed for negotiating in diverse settings.

3 credits

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TCSM415 Dispute Management and Resolution (MQ LAW415)

Prerequisite: None

An examination of dispute resolution schemes, typically considered prior to litigation. Among the topics to be covered are the nature of conflict and how it impacts on society; critical negotiating skills; concepts of adversarial and principled negotiation; theory, philosophy, and process of negotiation, mediation, and arbitration; the legal issues surrounding the practice of dispute resolution in various systems; the role of state control of disputation and the impact of statutory schemes; the empowerment issues surrounding the practice of dispute resolution. **4 credits**

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Global Cultures and Social Change

TGCT202 Society and Development in the World (TEC RI00802)

Prerequisite: None

A critical analysis of contemporary human issues, current affairs, life situations and social issues characterized by change in Mexico and Latin America. Topics include analysis of social sciences, approaches to the humanities, the development of Latin America, and socio-cultural communication in Latin America. **3 credits**

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TGCT371 Contemporary Latin America (TEC RI00871)

Prerequisite: None

A study of the main contemporary currents of economic relations and international politics in Latin America and the Caribbean, as well as other regional blocks of the world. Topics include the relationship between globalization and regionalism to interstate, social, and supranational policies; and the design, management, and evaluation of such policies, programs, and projects. **3 credits**

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TGCM375 Global Culture (MQ ANTH375)

Prerequisite: Two second year anthropology, humanities, or social sciences subjects

An exploration of the complexity of the global cultural flow and the implications for concepts of "nationhood" and "cultural identity" under the sign of technological transformation. Using the framework of recent work in public culture including debates around modernity and post-modernism, as well as an historical framework, this subject will look at mass communications, the globalization of the advertising industry, and the emergence of mass tourism as powerful forces for cultural change in the contemporary world. **4 credits**

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Sustainable Development

TSDM200 Introduction to Environmental Studies (MQ ENV200)

Prerequisite: None

An introduction to the human attitudes to, and relationships with, the environment - designed for a range of students, including those with no scientific background. The concept of environment, together with conflicting priorities, as well as the difficulties of incorporating environment into current economic systems is demonstrated. The major physical and

biological systems of planetary environments are discussed in relation to problems (such as population, energy use, land degradation or water pollution). The current management processes as well as legal and legislative mechanisms are explained, with suggested strategies to alleviate existing problems. **3 credits**

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TSDA301 Environment, Natural Resources and Development (AUI ECO4301)

Prerequisite: General background on development or environment and development issues
An overview of the application of scientific principles to environmental and sustainable development issues related to pollution, biodiversity, energy use, recycling, and population dynamics. Selected topics include sustaining territorial ecosystems, mineral and soil resources, and food resources. **3 credits**

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TSDT400 Leadership for Sustainable Development (TEC DS4000)

Prerequisite: None

Emphasis upon the development of an informed perspective capable of addressing 21st century challenges and a vision for promoting a comprehensive sustainable development plan. **3 credits**

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Worlds of Art and Culture

TWCT209 Cultural and Social History of Latin America (TEC IP2009)

Prerequisite: None

An introduction to shared values in Latin American societies spanning pre-Hispanic to present day. Focus is upon analysis of the countries' social, political, and economic issues. **3 credits**

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TWCA201 World Literature (AUI HUM3301)

Prerequisite: None

Designed to give students a generous sampling of the major works of World Literature. The course focuses on reading, analyzing and discussing works drawn from various periods and genres. Works from various geo-cultural regions, aboriginal and immigrant writers, and male and female writers are included. **3 credits**

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General Studies

TGSM101 Marketing Fundamentals (MQ MKTG101)

Prerequisite: None

An exploration of the proposition that marketing is based on an understanding of consumer value. Examining the evolution of marketing thought from a production orientation to the latest developments in marketing theory, the subject covers gathering information on consumer needs and the marketing environment. Next considered is the tools the marketer uses to satisfy those needs—the marketing mix. **3 credits**

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TGST302 Integrated Marketing Communication (TEC 00894)

Prerequisite: Principles of marketing

An introduction to the role of integrated marketing communications. Emphasis is placed on the relationship among customers, consumers, and competitors in the present knowledge society. Selected topics include corporate image and brand management; consumer and BSB buyer behavior; advertising management; and public relations. **3 credits**

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Postgraduate International Business

TIBM804 International Business Strategy (MQ BUS804)

Prerequisite: None

An examination of issues relevant to conducting business across national borders drawing upon concepts and theoretical frameworks from interdisciplinary sources as well as case studies. Focus is on not only the economic dimension of the international business environment, but also its political, cultural, and technological dimensions. *This subject is required of all postgraduate students in the International Business Learning Circle.*

4 credits

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TIBT802 International Marketing (TEC GA0427)

Prerequisite: Marketing subject

An in-depth study of the global variations in market and trade patterns. Topics include international product development and adaptation; sales force management; and pricing, promotion, and distribution across cultures and national boundaries. **4 credits**

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TIBM847 International Trade (MQ ECON847)

Prerequisite: None

An examination of the theory and practice of international trade. Proceeding from theories related to inter and intra industry trade determination and the empirical evidence supporting them, the subject then addresses trade policies, covering a wide range of topics illustrated by up-to-date case studies. By focusing on current applications of theoretical principles and using a policy approach, students will develop understanding of major trade issues around the world and the effects of globalization on trade. **4 Credits**

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TIBM854 Managing Cultural Diversity in Business (MQ BUS854)

Prerequisite: None

A discussion of the implications for organizational leaders in view of increasing cultural differences between individuals and groups within and between organizations. In particular the subject examines practical problems and opportunities in managing human diversity in contemporary cross-cultural and international settings. **4 credits**

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Postgraduate International Communication

TICM811 Communication & Social, Economic & Political Development (MQ ICOM811)

Prerequisite: None

An examination of the process of international communication in the context of social, political, and economic development. A study of the literature on communication and development focuses on ways policies are developed to facilitate change. Particular attention is given to the role of the media and its effect on public opinion. *This subject is required of all postgraduate students in the International Communication Learning Circle.*

4 credits

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TICM815 Communication and Power Paradigms in International Relations (MQ ICOM815)

Prerequisite: None

An exploration of global media production and consumption. Focus is on analyzing how media events are depicted, constructed, interpreted, circulated, and consumed on a global scale. The subject encourages constructive critical thinking about the nature of media in relation to the concept of power and domination. **4 credits**

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TICM821 Intercultural Communication (MQ ICOM821)

Prerequisite: None

An exploration of basic theory and how general principles play out in practice in the real world. Topics include communication and meaning; communication in organizations; misunderstandings caused by socio-cultural and language factors; translation theory; globalization; and useful theoretical frameworks as seen through the lens of business, diplomacy, international organizations and conferences, and non-government bodies. Teaching is interactive and draws on the different backgrounds of participating students to illustrate the lessons. **4 credits**

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TICM892 International Public Relations and Advertising (MQ ICOM892)

Prerequisite: None

The relationship among media, the state, and other international actors. Emphasis is on the literature of public diplomacy, media, and foreign policy. **4 credits**

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Postgraduate International Relations

TIRT804 Theory of International Relations (TEC EI4004)

Prerequisite: None

A survey of the main theoretical approaches to the operation of international relations. Topics include world society; world authority; power politics and Marxist approaches, the sub-streams of strategic studies; behaviorism; peace and conflict studies; third world; feminist; and post-modern critiques. *This subject is required of all postgraduate students in the International Relations Learning Circle.*

4 credits

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TIRT801 Evolution of the International System (TEC RI00101)

Prerequisite: None

Analysis of the structure and evolution of the international system beginning with World War II. Topics include international system concepts and theories; world situations and major players; origins of the nation states and balance of powers; the world between the wars; the Cold War; and the Post-Cold war era. **4 credits**

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TIRA826 Diplomatic History since the Congress of Vienna (AUI HIS5326)

Prerequisite: None

An examination of the origins and outcomes of all major conflicts that have helped shape the international scene during the 19th and 20th centuries. Emphasis will be placed on the rise of the great powers and later superpowers as well as large scale conflicts like the Franco Prussian war, the World Wars, and the Cold War. The various efforts at international cooperation such as the Concert of Europe, the League of Nations, the United Nations, the European Union and NATO will also be studied. **4 credits**

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TIRM849 International Political Economy (MQ IRPG849)

Prerequisite: None

The ascendancy of international political economy (IPE) within the disciplinary umbrella of international relations (IR) has reflected both global processes and a belief that to understand international order more fully, one would do well to integrate an understanding of economic power wielded by both state and non-state actors. This is an advanced subject examining power, change and inequality in the global political economy. In addition to the perennial debates, current issues in the political economy of international relations are addressed as well as major interpretative traditions and more recent theoretical developments. **4 credits**

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Appendix: Explanations

The following was designed to help you better understand the coding and credit counts inside our Subject Catalog.

1. Subject code numbering system:

a. All subjects have a four-letter code. The first letter is T, for The Scholar Ship. The second two letters indicate the field of study:

- CS = Conflict Studies
- GC = Global Cultures and Social Change
- GS = General Studies
- IB = International Business
- IC = International Communication
- IR = International Relations
- SD = Sustainable Development
- WC = Worlds of Art and Culture

The fourth letter indicates the source institution for the subject:

- A = Al Akhawayn University
- B = University of California, Berkeley
- C = Cardiff University
- F = Fudan University
- G = University of Ghana, Legon
- M = Macquarie University
- T = Tecnológico de Monterrey

b. All subjects have a three-digit number that is in concert with the system at Macquarie University. Macquarie University undergraduate degrees are three-year degrees. The numbers indicate the following in the Macquarie system (equivalents in a four-year degree are indicated in parentheses):

100-199	First Year Subjects (first or second year subjects)
200-299	Second Year Subjects (second or third year subjects)
300-399	Third Year Subjects (third or fourth year subjects)
400-499	Honors Subjects (advanced fourth year subjects)
800-899	Postgraduate subjects in taught programs

2. All credit designations are Macquarie credit point designations. Most undergraduate subjects carry three credit points (a small number carry four). One credit point at Macquarie is equivalent to 2.5 ECTS (European Credit Transfer System) credits. Generally, 2 ECTS credits are considered equivalent to one American semester credit. Thus, a 12-credit point load on The Scholar Ship is equal to 30 ECTS credits or 15 American semester credits.

All postgraduate subjects carry four Macquarie credit points. Students generally take 16 credit points per semester in postgraduate taught programs such as those offered onboard The Scholar Ship. This is equal to 40 ECTS credits.