New Master's degrees aim for professions

Chisholm's first Master's degrees by coursework are being launched this year, in marketing and computing. Approval and accreditation of the degrees was a breakthrough for Chisholm which, previously, offered Master's degrees only by research and thesis. Both degrees are unique offerings in their fields, developed to meet demand and plug holes in the present educational offerings around Australia.

They will further enhance the Institute's reputation as a leader in business and technology education.

For the David Syme Business School, the establishment of the Master of Business in Marketing course is both a natural progression and a first step into a new area.

The new course is a natural progression for the strong Marketing Department, with its Associate Diploma, Bachelor degree and Graduate Diploma programs.

The Department, under Dr Peter Chandler, is 'probably the biggest centre of marketing expertise in tertiary education in Australia' and clearly has the capability to mount the new course, says DSBS Dean, Dr Ken Tucker.

The market need for the course to upgrade Australian marketing skills is clear.

'There is no doubt marketing and distribution are vital to all business in this country. It has been the achilles heel of Australian industry,' Dr Tucker says.

But more than that, the shift into Master's by coursework is an important new direction for the whole School and for Australian business. Dr Tucker has long advocated higher levels of academic training to put Australian business people on an equal footing with their international competitors.

Mr White says, 'We've got this package in Melbourne now which is as good or better than anything available elsewhere.'

Having developed the post-processor package to provide the language interface between the CAD and CAM equipment, the next problem to tackle was the physical link between the two.

Most of Australian industry using CAD and CAM equipment makes the link with paper tape. The instructions for the machine tool are punched on to paper tape which then is physically transported to the factory floor and fed into the machine tool.

But paper tape has disadvantages. The tape itself can be damaged, which means that a whole machine has to be reprogrammed and there is programme error. Quite often once the tape is made, no changes can be made to the programme. This is generating a whole new tape.

More Page 3
Marketing course is specialised

The Master of Business in Marketing by coursework is designed to move computing professionals into the future, says the Course Leader, Mr Jack Greig, Head of the Department of Information Systems. A major thrust of the course is to bring current practitioners into the new era of computing that is just beginning, the start of really using computers,' Mr Greig says.

We are just coming out of the years of thinking what the future means. Now, it is just beginning to think about how this could be applied on a structured basis,' Mr Greig says.

The other major thrust of the Master's, using expert systems, is more revolutionary than the former. It is a whole new area for the industry, and one it needs to get into quite urgently. The challenge from overseas, for example, has a little bit of impact, but there is also the recognition that the world is going into a whole new area of computing,' Mr Greig says.

A major thrust of the course is approaches,' Mr Greig says. looking nature of the course, it is designed with an appropriate shell and potential for helping to guide students who will study for two years to gain their Master's degree.

This is not surprising as the MBA applicants show most with attendance at the Caulfield campus on one day a week. Have seminars, with students providing both written and verbal background, is system, which will be used by the computer.' Assessment will be a mixture of continuous, examinations, project work, a publishable article and a final viva voce examination. The course is divided into two parts.

Mr Greig, 'their potential for maximum flexibility in enhancing their own objectives within the formal course structure. This is to allow students to be a function of time, but the selling prices on planning the event on both campuses. Elected Mr Rodan said the present system was not without problems - it was used in Senate elections from 1901 to 1918. Before the change to proportional representation in the body.

Part one updates students in the foundation subjects of business, systems, and legal and financial analysis. Part two concentrates on the marketing director's job.

Some variations on these systems can be used in field after field, Mr Greig says. The other, more effective than the former, is more revolutionary. countries and its benefits from being in the family pie business is an ongoing analysis. The Business Manager, Mr John Milham, says the cafeteria is only selling is to keep prices down while holding prices on the competition.

The cafeteria has been able to both increase its potential for self-funding while holding down prices while holding down prices as well. The fact that Caulfield's cafeteria has been able to both cut prices is to the benefit of its staff, particularly the cafeteria's potential for helping to guide students who will study for two years to gain their Master's degree.

The technique used to distribute votes gives some voters two votes and others one vote. This appears to be an anomaly in the technique. To clarify, a voter who gave first preference to HEWITT was recorded as one vote while a person who gave first preference to either HANSON or ARNOTT also had their second preference counted.

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Frankston studio will launch student careers

The School of Art and Design has launched a new concept in ceramics consultancy and education.

With the establishment of a Ceramic Production Studio at the Institute's Frankston campus, the Department of Ceramic Design now offers production of ceramics on a gallery, 'Chisholm Concepts', original design through to the Studio is equipped to meet Department's pool of 24 staff and technicians who can supply plaster moulds, advise on casting slips or recommend suitable glazes.

The new Ceramic Production Studio also fulfills another important objective of the Department - bridging the gap between tertiary study and employment.

We aim to cover the needs of emerging craftspersons', Mr Anderson says. As staff are aware of our responsibility to launch the people we educate'.

The Studio will enable selected graduates to rent studio space for up to 12 months learning what is involved in the day to day routine of being an independent ceramist, and the disciplines of organizing themselves as craftspersons.

External News

Women in Science

Women's access and achievement patterns in the fields of science and technology will be the subject of a study to be undertaken by Dr Elizabeth Hegarty, School of Microbiology, University of NSW, Ms Frances Lojewski, School of Sociology, University of NSW and Professor Eileen Byrne, Department of Education, University of Queensland.

The study, which is expected to cover four years, will look at women's access and achievements in these fields at school, in higher education and in employment.

UNESCO link to continue

UNESCO will continue to be active in Australia in the coming year, according to the chairman of the Australian National Commission for UNESCO, Professor Ken McKinnon.

"This project relates closely to one of the central objectives of the Government's policies for women - the reduction of educational and occupational segregation," the Minister for Education, Senator Susan Ryan, says.

"It is concerned with increasing opportunities for education and careers in science and technology for women.

The Commonwealth Tertiary Education Commission has allocated $25,000 for the project in 1985 and $20,000 has been allocated under the Participation and Equity Program.

It will examine the factors which are effective in attracting women to study science and technology and seek to discover what discourages women from enrolling and continuing in these fields or from going on to post-graduate studies.

"This project is part of the Commonwealth's response to the call of the World Conference of Education Ministers in 1980 for action to promote the participation of women in all fields of education." Professor McKinnon says.

In addition, the study will examine women's access to educational and career opportunities in the fields of science and technology and seek to discover what discourages women from enrolling and continuing in these fields or from going on to post-graduate studies.

For more information contact the Education Department, 10am - 5pm, Mondays to Fridays.

Contact WIRE

The Women's Information and Referral Exchange, WIRE, has been set up as a self-governed, community-based service funded by the State Government. The project is aimed at helping women in accessing information and supportive networks in the community.

The service is staffed by a nucleus of full-time paid workers, backed up by volunteers.

It is prepared to take all kinds of calls, from women needing advice on legal, domestic or health issues, to those needing information on how to handle such things as domestic violence, sexual harassment, or divorce.

In addition to assisting individuals, WIRE aims to inform Government and community services of women's rights issues, and to advocate for a greater awareness and understanding of the power which information gives.

The service is available from 9pm - 9pm, Mondays to Fridays on 83 5841. A special answering machine, 83 7838, has been set aside for calls from country women.
Aids on AIDS

The Institute Health Service is getting a lot of questions about AIDS. Acquired Immune Deficiency Syndrome, according to the Health Service Co-ordinator, Dr Ulva Jackson. "We want people to know we are prepared to listen to them and to discuss their queries about AIDS," Dr Jackson says. Dr Jackson says she has been in contact with the Victorian AIDS Council, and hopes to get speakers to Caulfield within the next few months to discuss AIDS in detail both at an open seminar and at meetings with Community Services staff.

The Health Service Co-ordinator Dr Jackson says the appearance and rapid spread of AIDS clearly is very worrying to the community.

But she says the US experience, where 95 percent of AIDS cases involve people belonging to six distinct groups, indicates that "it is extremely unlikely that AIDS will be transmitted by casual contact with AIDS sufferers or persons in the high risk group."

"It is unlikely that it would be spread through sharing crockery, cutlery and scissors, or through casual physical contact."

"In the United States where there is an exchange of body fluids such as in sexual activity, intravenous drug use or blood transfusions, it is more likely that AIDS is transmitted."

The identified high risk categories in the US are:

- Homosexual and bisexual men - about 72 percent of all reported cases.
- People or past users of intravenous drugs - 17 percent.
- Recipients of blood products from AIDS infected donors - two percent.
- Haitian entrants to the US.
- Sexual partners of those in the high risk groups.

"The public figures indicate that AIDS is transmitted only through "intimate contact" and that there are a number of ways in which the disease can be transmitted."

Positive HIV antibody screening should forward an internal medical examination, and additional testing will be done if evidence suggests the disease is present. It is important people belonging to the high risk groups (which is a relatively small number of cases) take care where they go and what they do.

Ms Currey intends making contact with as many groups of women and as possible, and is interested in hearing from any Chisholm staff or students willing to participate.

Her book, 'Bare Fruit, A Woman's Theology', released late last year, details Ms Currey's own response to the spiritual gifts of women.

She can be contacted at work (Caulfield ext. 2369) or home, telephone 255 783.

Orders may be placed by phoning Alan or Gwen on Caulfield 2110.

SANGRA

"WANTED: Adventurous people for a 15 day light aircraft safari holiday to Darwin, Cape York, Northern Territory and Queensland, Queensland and places in between. Leaving 10 May, return 24 May. The package includes all transport, tours, accommodation and meals. Contact Barry Brum, Caulfield 2394.

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