MEMBERS OF THE CURRICULUM COMMITTEE

Dean of Coursework Studies as Chair (Professor Grady Venville)
Deputy Chair of Academic Board (Professor Mark Israel)
Dean of Graduate Research and Postdoctoral Training (Professor Alan Dench)
Academic Secretary (Dr Kabilan Krishnasamy)
Director, Future Students (Recruitment) (Ms Trish Rechichi)
Associate Director, Admissions (Ms Zoe Morrison)
Associate Director, Student Administration (Ms Di Regan-Roots)
Academic Coordinator, Bachelor of Philosophy (Hons) (Dr Kathy Sanders)
Nominee of the President of the Guild of Undergraduates (Ms Emma Boogaerdt)
Nominee of the President of the Postgraduate Students’ Association (Mr Nevin Jayawardena)
Chair of each Faculty and School of Indigenous Studies Teaching and Learning/Education Committee, or nominee of the Dean:
  - Faculty of Architecture, Landscape and Visual Arts (Ms Sophie Giles) (Deputy Chair)
  - Faculty of Arts (Associate Professor Hélène Jaccomard)
  - Faculty of Business (Dr Nick Letch) (Associate Chair)
  - Faculty of Education (Professor Peter Merrotsy)
  - Faculty of Engineering, Computing and Mathematics (Professor Michael Johns)
  - Faculty of Law (Ms Meredith Blake)
  - Faculty of Medicine, Dentistry and Health Sciences (Professor Sandra Carr)
  - Faculty of Science (Professor Brendan Waddell)
  - School of Indigenous Studies (Mr Grant Revell)

CURRICULUM COMMITTEE MEETING – ITEMS FOR NOTING BY CIRCULAR

Members are asked to consider an item in Part 2 by circular.

If you do not agree with the recommendations from the Chair in Part 2 or would prefer that the item be referred to the next meeting for discussion please contact the Executive Officer (via eo-aps@uwa.edu.au) no later than COB Monday 29th February 2016.

If there are no objections by that date, the item will be processed in the normal way and the recommendations recorded as resolutions of the Curriculum Committee in the next set of minutes.

Relevant background information has been provided for each item on the agenda, but if members require further details, they are welcome to contact the Executive Officer (via eo-aps@uwa.edu.au).

Ms Jan Cardy
Executive Officer, Academic Policy Services
AGENDA

PART 2 – ITEM FOR DECISION TO BE DEALT WITH EN BLOC

1. NEW POSTGRADUATE CURRICULUM PROPOSAL FROM 2017

Members are asked to consider the offering of a new course in Master of Asian Studies from 2017, which has been proposed by the Faculty of Arts. This course will equip students in the issues crucial to understanding and engaging with the region, with the option of focusing on business and management, politics and contemporary sociocultural debates.

<table>
<thead>
<tr>
<th>Item</th>
<th>TRIM file</th>
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<tbody>
<tr>
<td>1.1</td>
<td>F78304</td>
<td>12580 Master of Asian Studies (coursework or coursework and dissertation) – Phase 1</td>
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The Chair recommends that the Curriculum Committee recommend to the Academic Council that the Phase 1 proposal for 12580 Master of Asian Studies (coursework or coursework and dissertation) be approved.
# 12580 Master of Asian Studies (coursework or coursework and dissertation)

The concept plan for this postgraduate coursework course is not yet approved.

## Administrative details

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Arts</th>
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<tr>
<td>Responsible Organisation Entity</td>
<td>Social Sciences</td>
</tr>
<tr>
<td>Course coordinator</td>
<td>Associate Professor Joanna Elfving-Hwang and Associate Professor Stephen Dobbs</td>
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## Details

<table>
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<tr>
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<tr>
<td>Title</td>
<td>Master of Asian Studies</td>
</tr>
<tr>
<td>Abbreviation of award</td>
<td>MAS</td>
</tr>
<tr>
<td>Type of degree course</td>
<td>Master's by Coursework or Coursework and Dissertation</td>
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<td>AQF course type and level</td>
<td>Master's (Coursework) — Level 9</td>
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### About this course

The Master of Asian Studies (MAS) will equip students in the issues crucial to understanding and engaging with the region, with the option of focusing on business and management, politics and contemporary sociocultural debates.

Graduates of the Master of Asian Studies will be able to demonstrate a comprehensive understanding of the historical, cultural and political landscape that shapes and informs contemporary Asia and the skill set to apply this in their professional and personal engagements with the region. In addition to this, the degree will offer a number of specialisation possibilities to facilitate career development and professional opportunities in government, education, business and the NGO sector, as well as being attractive to employees of international organisations.

MAS will also provide an opportunity for those already based in Asia, or who have significant Asia expertise to broaden their existing knowledge base by combining their degree with a specialisation in International Relations, or Business at UWA.

This Master's degree program is suitable to those who have a first degree in other disciplines, or work experience in industry and wish to develop Asia expertise with the option to acquire or develop skills in one of the Asian languages taught at UWA.

### Course has specialisations

- Proposed: 18/02/2016
- First year of offer: 2017

## Volume of learning

- **Maximum volume of learning**: 96 points
- **Minimum volume of learning**: 72 points
- **Does minimum volume of learning correspond to standard admission requirements?**: Yes

## Admission requirements

- Admission requirements: Bachelor’s pass degree (cognate) Bachelor’s pass degree (non-cognate study area) Other
Relevant professional/field experience as determined by the Course Coordinator

As per existing Arts Faculty Cycle II courses:

(i) a relevant bachelor's degree, or an equivalent qualification, as recognised by UWA; and

(ii) the equivalent of a UWA weighted average mark of at least 65 per cent in the Level 3 units of a relevant major;

or

(b)(i) a Graduate Certificate in Asian Studies or Graduate Diploma in Asian Studies, or an equivalent qualification, as recognised by UWA; and

(ii) the equivalent of a UWA weighted average mark of at least 65 per cent.

Articulation

Articulated? Graduate Certificate; Graduate Diploma; Master’s degree;

Why offer the proposed course

Rationale for offering course

The Master of Asian Studies offers a unique option for continuing students and professionals to combine Asian Studies expertise with a discipline specialisation. The proposed degree structure brings together and draws on existing units in the School of Social Sciences, Business School and Law to allow students to combine disciplinary knowledge and training with an in-depth contextualisation and study of Asian societies and cultures, and with the option of enhancing their degree by studying an Asian language (Korea, Chinese or Japanese) as part of their program. This degree has been designed after extensive consultation with government, business and academic actors, as well as in consultation with the University Careers Services, all of whom have indicated the critical importance of Asian literacy (both in terms of understanding Asian cultures and languages) to Australian graduates in the 21st century. It is also being proposed in direct response to calls from industry (through DFAT and WA Asia Business Councils) to provide training in Asian Studies, and also in response to students who wish to combine Asian Studies with another discipline to enhance their future employability. The Asialink “Asia Capable Workforce Strategy” report (2012) highlighted a serious lack of Asia capability in Australian workforce, and noted that less than half of the 380 major businesses surveyed as part of the consultation process had any board members or senior executives with Asian experience of language ability, and that Australian businesses were significantly below their international competitors in this respect (Asialink 2012, 14-15). The report identified this as one of the main impediments to Australian business success in Asia and recommended that HE institutions urgently address the building of individual capabilities in the workforce, including ‘ability to adapt behaviour to Asian cultural contexts’, ‘capacity to deal with Asian governments’ and have a ‘useful level of language proficiency’ in an Asian language. This MA seeks to address this gap by ‘developing Asia capability’ in graduates, professionals and other interested parties and will be a major plank in UWA's contribution to educating ‘Australia’s future workforce for the Asian Century’ (Asialink 2012, 16).

Strategic and Operational Priorities

1) Leadership in Education

The proposed MA will provide a highly interdisciplinary and internationally focused educational experience. In line with the University’s goal to develop Asia expertise and collaborations with partners in Asia, the key focus of this MA is to allow students to gain a unique combination of disciplinary expertise which combines Asian literacy with world class education in a cognate discipline. The proposed structure achieves this by specialisation streams in a number of the University’s strategic areas of expertise, such as: business and management, political science, communication studies, and languages. The structure will also allow for further development of other specialisation streams, such as law and even science. It is also envisaged that students will be able to take part of their studies at a strategic partner University in Asia.

2) Internationally-renowned Research

The MA supports the University’s Vision for “globally-connected” research “with international perspectives embedded in [the] teaching and research” (UWA 2020 Vision, 2014). It will also enhance our international reputation through highlighting our globally recognised expertise in Asian Studies, and create opportunities for developing interdisciplinary teaching and research teams across the institution.

3) Community and Global Engagement

This MA has been developed in response to a consultation process with a number of key stakeholders with significant interest in Asia, including the business sector, State and federal government bodies, partner institutions in Asia, UWA students, as well as internal key stakeholders (Careers Services). The learning outcomes of this MA respond to the latest indicators and research on key benchmarks of success in securing graduate employability for the global market place. It does this through bringing specific cultural and linguistic knowledge of Asia together with specialisations in other disciplinary areas such as international relations, communication studies, business and management.

Proposal is outcome of review? Yes. In the 2013 School Review submission it was agreed that the School and the Discipline would develop a Cycle 2 course.
Prospects

**Employment course**

As outlined above, the MA is developed both in response to requests for Asia-specific educational opportunities to be made available for business, industry and other professions where Asia expertise can significantly enhance individual professional development (such as teachers); as well as government employees at local, state and national levels. Three of Australia's five biggest trading partners are in Asia (China, Japan and South Korea). Graduate Careers Australia highlights that out of the top five overseas destinations for Australian graduates three are in Asia, and Australian graduates are increasingly finding work as expatriates in Asian countries in the private sector. However, many existing undergraduate pathways at UWA and elsewhere fail to build effective Asia capability in students. This MA is designed to address this weakness. Graduates from Asian Studies have an enviable record of gaining Asia-relevant employment after graduating, and former staff have also moved on to key positions elsewhere.

The National Strategy outlined in the “Asia Capable Workforce Strategy” report (Asialink 2012) highlights that developing an Asia capable workforce “is a priority for Australia” and that “for Australian businesses, one of the impediments to realising the Asian opportunity is the absence or underdevelopment of critical individual and organisation capabilities […] upskilling the workforce […] with emerging requirements for Asia” (Asialink 2012, 4-5, see also Asian Century White Paper, Ch. 6, 2012). This lack of Asia capability is widely recognised across the private and public sectors as an issue for businesses, government and the higher education sector.

The MA, with its proposed specialisation stream structure, allows students to tailor their individual study program to apply Asia capability to a wide range of disciplinary specialisations. This flexibility makes the MA appealing to a wide range of existing and future professions, both domestic and international.

**Target markets for course**

- **Graduate employment prospects**
  - MAS will strengthen students' chances of finding employment in a variety of areas in public and private sectors. The program is designed to enhance graduate employability through enhancing both the 'Asia capability' and other relevant skills bases students have. For example, successful completion of MAS will enhance the CVs of students who have previously graduated with an undergraduate degree in Arts by expanding their skills base into one of the proposed specialisation areas, such as Business. Similarly, students from non-arts academic backgrounds such as Engineering, Business or Science will benefit from acquiring the skills that traditionally Arts graduates bring to the workforce.
  - UWA Careers Centre has also pointed to the fact that a significant percentage of future employment opportunities in all disciplines will be increasingly found in the Asian region or in businesses and government departments which deal and operate in Asia. This is an important consideration for major employers given the free trade agreements that Australia has recently negotiated with key trading partners in Asia; namely, China, Korea, Japan, Malaysia, Singapore and Thailand. Within this context, the Asia Link Report (2012) identified crucial individual and organisational skills currently lacking in the Australian workforce, and which this Master's degree is designed to address. Hence the proposed Masters builds on the kinds of skills that industry and the government reports have repeatedly over the past decade identified as lacking but essential to the Australian economy.
  - Graduates from the MAS will have a wide range of employment options, such as DFAT, Defence, Austrade, private sector trade and industry, NGOs, and local businesses.

- **Distinctive employment prospects for graduates**
  - There are currently no comparable postgraduate courses offered locally or nationally which provide students with a similar degree of flexibility to choose a specialisation stream that combines Asia-focused knowledge with their other areas of specific interest.
  - Therefore, this interdisciplinary course is unique to WA and differs markedly from 'traditional' Asian Studies masters programs. The graduates will be distinctive as their qualification will benefit from the established strengths of existing programs across the School and the University. For this reason, this course will be attractive to local and international students alike.

**Projected enrolment for domestic and international students**

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<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>YEAR 1</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>YEAR 2</td>
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<tr>
<td>YEAR 5</td>
<td>30</td>
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**Target markets: delivery of teaching**

The Asia-specific units will be delivered intensively in 6-week blocks (4 hours per week), accompanied with some on-line content.

Language units (if chosen as an option) will be offered as evening classes to allow students from other Faculties to take them as well.

**Target markets: demonstrate viable demand**

There is a gap in the market for postgraduate Asian Studies programs in WA. Murdoch University has a 'traditional' MA Asian Studies with a humanities focus; however, this MA aims for a more interdisciplinary and broad market base by providing students with specialization streams to enhance their Asia capability.

As described above, there is a dire and widely recognized need to enhance the Australian workforce's Asia literacy.

This course draws on and consolidates existing Asia expertise across the University with the aim of allowing students to study for a qualification in areas such as political science, business, communications & media or languages with a specific Asia focus. This will significantly enhance graduate employability in the Asian Century in line with strategic political and economic priorities identified in the 2012 Asialink report Developing an Asia Capable Workforce. The report states that “Universities, TAFEs and schools must incorporate Asia-relevant content across disciplines and curricula” (Asialink 2012, 5).

Similar concerns about the lack of Asia capability have been raised in recent consultations with DFAT representatives in WA. The language option will also provide an incentive to professionals seeking to enhance their portfolio. We cannot foresee anything that would deter enrolments as no similar courses with this kind of strategic focus exist in the region.

This course will therefore attract a diverse range of students from industry, continuing students, teachers, professionals and public servants. The language option will also provide an incentive to professionals seeking to enhance their portfolio. We cannot foresee anything that would deter enrolments as no similar courses with this kind of strategic focus exist in the region.

**Graduate employment prospects**

**Employment prospects**

**Projected enrolment for domestic and international students**

- **YEAR 1**: 20 domestic, 5 international
- **YEAR 2**: 25 domestic, 10 international
- **YEAR 3**: 30 students, 20 international
- **YEAR 4**: 30 students, 20 international
- **YEAR 5**: 30 students, 30 international
Course professionally accredited?
(preliminary question)
No

Competitor analysis and marketing strategy

Competitor analysis
This course has been benchmarked against some of the best courses in leading Universities that offer Asian Studies. Internationally, the School of Oriental and Asian Studies (SOAS, University of London) offers a course which has very effectively utilised existing courses offered across the University to allow students to ‘tailor’ a course that best serves their training needs.

Locally, only Murdoch offers a postgraduate degree in Asian Studies; however, the Murdoch Asian Studies MA is more geared toward the ‘traditional’ structure which falls entirely within Asian Studies without the option to gain specialisation in disciplines offered in other Schools or Faculties.

Marketing strategy
The Faculty Marketing Manager is currently preparing a marketing strategy for this course and is meeting with the Peta Maddock from Brand, Marketing and Recruitment on Thursday 25 February.

In the interim, I can advise that this course will be marketed in a similar way to our existing Cycle II courses.

Course availability for students

Course offered to student categories
Domestic fee-paying; International students (student visa holders);

Course enables international/cross institutional students?
Yes

Course enables UWA students for overseas credit?
Yes

Risk management

Risk management for course
Low risk. There are only a few new units that are required to structure this course.

Consultations checklist

Consultations checklist
- Other faculties or schools of the University, including relevant academic staff which may have an interest in this curriculum.
- Leading Australian and/or overseas universities offering courses in a similar field
- Employer, employer group, professional body and/or accreditation body

Additional Information

Additional information from proposer
This MA will only require the creation of 3 new core Asian Studies units; and a number of language units which will be offered to MA students from across the University, including Business and Law. It is envisaged that this will make these language units highly viable.

This proposal has been considered at the Arts TLC meeting 11 February 2016. The proposal was endorsed (2/16) but the minutes are currently in draft. I will provide a link as soon as they are posted on the TLC website. Karina

History and committee endorsements/approvals

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<th>Event</th>
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<td>Approval reference: Associate Dean (Education) Associate Professor Hélène Jacomard x2173</td>
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