Bachelor of Business (BS05)

Year offered: 2010
Admissions: Yes
CRICOS code: 003491G
Course duration (full-time): 3 years (6 semesters)
Course duration (part-time): 6 years (12 semesters)
Domestic fees (indicative): Refer to majors
International Fees (indicative): 2010: $10,250 (indicative) per semester (subject to annual review)
Domestic Entry: February and July
International Entry: February, July and November* (*conditions apply) (international students can only study at Gardens Point campus)
QTAC code: 413021
Past rank cut-off: Gardens Point: 79, Caboolture: 70
Past OP cut-off: Gardens Point: 11, Caboolture: 15
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 288
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Erica French
Campus: Gardens Point and Caboolture

Majors
- Bachelor of Business (Accountancy)
- Bachelor of Business (Management)
- Bachelor of Business (Public Relations)
- Bachelor of Business (Advertising)
- Bachelor of Business (Human Resource Management)
- Bachelor of Business (Finance)
- Bachelor of Business (Economics)
- Bachelor of Business (International Business)
- Bachelor of Business (Marketing)

Course design
The new Bachelor of Business degree allows you to be flexible in your chosen field of studies to suit your own needs and career aspirations. The three distinct components within the degree give you many combinations of majors and specialisations.

Students commencing the Bachelor of Business must complete 24 units of equal weighting totalling 288 credit points, comprised of:
(a) eight Faculty Core units
(b) one block of eight Major Core units
(c) choice of one block of:
  • eight Electives or
  • two Minors (four units each) (university or faculty or extension) or
  • one Minor (four units)(university or faculty or extension) and four Electives.

Enrolment and advanced standing
You may wish to apply for advanced standing (also known as credit or exemption) for former completed studies and other assessable learning outcomes. See more on Advanced Standing.

Caboolture campus students: The Faculty Core units and the Management and Marketing majors are available at this campus. Students must choose first year Faculty Core units at Caboolture campus but may choose units from majors from other Business disciplines at Gardens Point to complete the rest of their degree. When enrolling for the first time, students will be required to select either Management or Marketing as their major. After their first year, students will be able to change their major. Students may choose majors offered at Gardens Point or continue their studies at Caboolture. Students from other campuses may enrol in units at Caboolture. Students who wish to complete their degree in full-time mode should consult Studyfinder for specific course progression and enrolment advice.

Gardens Point campus students: The first year program and all Business study areas are available at Gardens Point. Students commencing this course at Gardens Point campus must enrol on-line by nominating their primary major and then enrol in units according to that major. You are required to only nominate your first major to satisfy enrolment procedures. The second area of study, i.e. Second Major/Extension/Minor may be nominated at a later date. Students who have been granted advanced standing (academic credit) should nominate their second area of study (i.e. Second Major/Extension/Minor) in order to determine their enrolment program.

Special requirements
- For your course structure and enrolment advice see Course Checklist and follow the instructions.
- A full-time student may only enrol in units contained in the normal course program for semesters 1 and 2 in the first year of study unless in exceptional circumstances and with the approval of the Course Coordinator.
- A part-time student may only select units from those listed for years 1 and 2 in the first two years of study.
- Students must take Faculty Core units at first attempt, in the semester outlined in the structure of their chosen major.
- A student must enrol in more than one unit in any
semester, unless they have the approval of the Course Coordinator.

International students
International students must maintain a full-time study load to meet student visa requirements. International students are only permitted to enrol in units at Gardens Point campus. International students should consult the International Student Office on Level 2, B Block for advice.

Professional recognition
Professional Recognition can be found in the individual majors of the Bachelor of Business (BS05).

Discipline coordinators
Accountancy: Ros Kent
Advertising: Gayle Kerr
Economics: Tommy Tang
Finance: Anup Basu
Human Resource Management: Greg Southey
International Business: Michael Cox
Management: Kavoos Mohannak
Marketing: Bill Proud
Public Relations: Amisha Mehta

Student support – Receive personal support through a dedicated Student Enquiries Centre. Have your admission, enrolment, and study enquiries answered by our Student Learning Advisors at the Centre on Level 1, B Block, phone 3138 2050 or email us: bus@qut.edu.au

Deferment
All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

Bachelor of Business (Honours) year option
Refer to (BS63) for details.

Degree plus Masters option
You can also expand your career options with a Master of Business in a complementary study area.

Faculty Core Units

<table>
<thead>
<tr>
<th>Faculty Core Units</th>
<th>Units</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td></td>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td></td>
<td>AYB219</td>
<td>Taxation Law</td>
</tr>
<tr>
<td></td>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td></td>
<td>AYB311</td>
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<td>AYB301</td>
<td>Audit and Assurance</td>
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<td></td>
<td>AYB339</td>
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<td></td>
<td>AYB114</td>
<td>Business Technologies</td>
</tr>
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<td></td>
<td>AYB115</td>
<td>Governance Issues and Fraud</td>
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<tr>
<td></td>
<td>AYB341</td>
<td>Forensic and Business Intelligence</td>
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<tr>
<td></td>
<td>INB312</td>
<td>Enterprise Systems Applications</td>
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<td></td>
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<tr>
<td></td>
<td></td>
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<td></td>
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### Business Regulations - 6 Unit Major (for non-Accounting students)

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<tbody>
<tr>
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<tr>
<td>AYB320</td>
<td>Advanced Taxation Law</td>
</tr>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>MGB339</td>
<td>Performance and Reward</td>
</tr>
<tr>
<td>PLUS:</td>
<td>select two (2) units from:</td>
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<tr>
<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
</tr>
<tr>
<td>AYB115</td>
<td>Governance Issues and Fraud</td>
</tr>
<tr>
<td>AYB205</td>
<td>Law of Business Entities</td>
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<tr>
<td>AYB230</td>
<td>Corporations Law</td>
</tr>
<tr>
<td>AYB232</td>
<td>Financial Institutions Law</td>
</tr>
<tr>
<td>AYB240</td>
<td>Superannuation Regulation and Practice</td>
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<tr>
<td>AYB250</td>
<td>Personal Financial Planning</td>
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</table>

### Accountancy - Professional Accounting Extension (for professional recognition)

<table>
<thead>
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<tbody>
<tr>
<td>AYB230</td>
<td>Corporations Law</td>
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<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
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<tr>
<td>EFB210</td>
<td>Finance 1</td>
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<td>AYB227</td>
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<td>AYB240</td>
<td>Superannuation Regulation and Practice</td>
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<td>Personal Financial Planning</td>
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<td>AYB320</td>
<td>Advanced Taxation Law</td>
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### Accountancy - Regulation and Tax Extension

Select four (4) units from:

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<tbody>
<tr>
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<td>Law of Business Entities</td>
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<td>Financial Institutions Law</td>
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<tr>
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</tr>
<tr>
<td>AYB250</td>
<td>Personal Financial Planning</td>
</tr>
<tr>
<td>AYB320</td>
<td>Advanced Taxation Law</td>
</tr>
<tr>
<td>AYB338</td>
<td>Accountancy Work Placement</td>
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</table>

### Forensics Minor

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>AYB114</td>
<td>Business Technologies</td>
</tr>
<tr>
<td>AYB115</td>
<td>Governance Issues and Fraud</td>
</tr>
<tr>
<td>AYB341</td>
<td>Forensic and Business Intelligence</td>
</tr>
<tr>
<td>PLUS:</td>
<td>select one (1) unit from:</td>
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<tr>
<td>AYB205</td>
<td>Law of Business Entities</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>AYB338</td>
<td>Accountancy Work Placement</td>
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</table>

### Superannuation and Wealth Management Minor

<table>
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<tbody>
<tr>
<td>AYB240</td>
<td>Superannuation Regulation and Practice</td>
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<tr>
<td>AYB250</td>
<td>Personal Financial Planning</td>
</tr>
<tr>
<td>PLUS:</td>
<td>select two (2) units from:</td>
</tr>
<tr>
<td>AYB205</td>
<td>Law of Business Entities</td>
</tr>
<tr>
<td>AYB219</td>
<td>Taxation Law</td>
</tr>
<tr>
<td>AYB320</td>
<td>Advanced Taxation Law</td>
</tr>
<tr>
<td>AYB338</td>
<td>Accountancy Work Placement</td>
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### Business Regulation Minor (for non-Accounting students)

<table>
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<tr>
<td>AYB219</td>
<td>Taxation Law</td>
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<td>PLUS:</td>
<td>select three (3) units from:</td>
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<tr>
<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
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<tr>
<td>AYB115</td>
<td>Governance Issues and Fraud</td>
</tr>
<tr>
<td>AYB205</td>
<td>Law of Business Entities</td>
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<tr>
<td>AYB230</td>
<td>Corporations Law</td>
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<td>AYB240</td>
<td>Superannuation Regulation and Practice</td>
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<td>Personal Financial Planning</td>
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<td>Advanced Taxation Law</td>
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<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>MGB339</td>
<td>Performance and Reward</td>
</tr>
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### Accountancy Minor (for non-Accounting students)

Select four (4) units from:

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<tbody>
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<tr>
<td>AYB250</td>
<td>Personal Financial Planning</td>
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</table>

### Advertising Unit Sets

### Primary Major

### Advertising - 8 Unit Major

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
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<tbody>
<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
<tr>
<td>AMB318</td>
<td>Advertising Copywriting</td>
</tr>
<tr>
<td>AMB319</td>
<td>Media Planning</td>
</tr>
<tr>
<td>AMB320</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Name</td>
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<tr>
<td>AMB330</td>
<td>Advertising Planning Portfolio</td>
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<tr>
<td>AMB339</td>
<td>Advertising Campaigns</td>
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<td>AMB200</td>
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<td>AMB220</td>
<td>Advertising Theory and Practice</td>
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<td>AMB318</td>
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<td>Media Planning</td>
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<td>Advertising Management</td>
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<td>AMB330</td>
<td>Advertising Planning Portfolio</td>
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<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<td>AMB208</td>
<td>Events Marketing</td>
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<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
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<td>AMB331</td>
<td>Direct Marketing</td>
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<td>Sales and Customer Relationship Management</td>
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</tr>
<tr>
<td>AMB222</td>
<td>Quantitative Methods For Economics and Finance</td>
</tr>
<tr>
<td>AMB330</td>
<td>Intermediate Macroeconomics</td>
</tr>
<tr>
<td>AMB331</td>
<td>Intermediate Microeconomics</td>
</tr>
<tr>
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</tr>
<tr>
<td>AMB331</td>
<td>Intermediate Microeconomics</td>
</tr>
<tr>
<td>AMB332</td>
<td>Applied Behavioural Economics</td>
</tr>
<tr>
<td>AMB333</td>
<td>Introductory Econometrics</td>
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<td>AMB334</td>
<td>Environmental Economics and Policy</td>
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<td>AMB336</td>
<td>International Economics</td>
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<td>AMB337</td>
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<td>International Economics</td>
</tr>
<tr>
<td>AMB337</td>
<td>Game Theory and Applications</td>
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</tbody>
</table>
EBF330 Intermediate Macroeconomics
EBF331 Intermediate Microeconomics
Plus two of the following:
EBF332 Applied Behavioural Economics
EBF334 Environmental Economics and Policy
EBF336 International Economics
EBF337 Game Theory and Applications

Applied Economics Minor (for non-Economics and Finance students)
EBF223 Economics 2
EBF332 Applied Behavioural Economics
EBF334 Environmental Economics and Policy
Plus one of the following:
EBF330 Intermediate Macroeconomics
EBF331 Intermediate Microeconomics

Applied Economics minor (for Finance students)
EBF332 Applied Behavioural Economics
EBF334 Environmental Economics and Policy
EBF330 Intermediate Macroeconomics
EBF331 Intermediate Microeconomics

Quantitative Economics minor (for non-Economics and Finance students)
EBF222 Quantitative Methods For Economics and Finance
EBF223 Economics 2
EBF333 Introductory Econometrics
Plus one of the following:
EBF330 Intermediate Macroeconomics
EBF331 Intermediate Microeconomics
EBF332 Applied Behavioural Economics
EBF334 Environmental Economics and Policy

Quantitative Economic minor (for Finance students)
EBF333 Introductory Econometrics
Plus three of the following:
EBF330 Intermediate Macroeconomics
EBF331 Intermediate Microeconomics
EBF332 Applied Behavioural Economics
EBF334 Environmental Economics and Policy

Primary Major

Finance - 8 Unit Major
EBF201 Financial Markets
EBF210 Finance 1
EBF222 Quantitative Methods For Economics and Finance
EBF223 Economics 2
EBF307 Finance 2
EBF312 International Finance
EBF335 Investments
EBF340 Finance Capstone

Second Area of Study

Finance - 6 Unit Major (for non Economics students)
EBF201 Financial Markets
EBF210 Finance 1
EBF222 Quantitative Methods For Economics and Finance
EBF223 Economics 2
EBF307 Finance 2
EBF312 International Finance

Finance - 6 unit Major (for Economics students)
EBF210 Finance 1
EBF201 Financial Markets
EBF307 Finance 2
EBF312 International Finance
EBF335 Investments
EBF340 Finance Capstone

Finance - Minor (for non-Finance students)
EBF201 Financial Markets
EBF210 Finance 1
EBF307 Finance 2
EBF312 International Finance

Finance - Funds Management Extension
EBF308 Finance 3
EBF309 Financial Derivatives
EBF326 Applied Portfolio Management
EBF333 Introductory Econometrics

Finance - Financial Services Extension
### Human Resource Management Unit Sets

**Primary Major**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
</tr>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>MGB207</td>
<td>Human Resource Issues and Strategy</td>
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<tr>
<td>MGB220</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>MGB320</td>
<td>Recruitment and Selection</td>
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<tr>
<td>MGB331</td>
<td>Learning and Development in Organisations</td>
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<tr>
<td>MGB339</td>
<td>Performance and Reward</td>
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<tr>
<td>MGB370</td>
<td>Personal and Professional Development</td>
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**Second Area of Study**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
</tr>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>MGB207</td>
<td>Human Resource Issues and Strategy</td>
</tr>
<tr>
<td>MGB220</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
</tr>
<tr>
<td>MGB340</td>
<td>International Business in the Asia-pacific</td>
</tr>
</tbody>
</table>

### International Business Unit Sets

**Primary Major**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB210</td>
<td>Importing and Exporting</td>
</tr>
<tr>
<td>AMB303</td>
<td>International Logistics</td>
</tr>
<tr>
<td>AMB336</td>
<td>International Marketing</td>
</tr>
<tr>
<td>AMB369</td>
<td>International Business Strategy</td>
</tr>
<tr>
<td>AYB227</td>
<td>International Accounting</td>
</tr>
<tr>
<td>EFB240</td>
<td>Finance for International Business</td>
</tr>
<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
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**Second Area of Study**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB204</td>
<td>Purchasing and Procurement</td>
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<tr>
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### International Logistics - Minor

<table>
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<tbody>
<tr>
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</tr>
<tr>
<td>MGB210</td>
<td>Managing Operations</td>
</tr>
</tbody>
</table>

### International Business - Minor (for non International Business students)

Choose 1 of the following:

- MGB320 | Recruitment and Selection                       |
- MGB331 | Learning and Development in Organisations       |

PLUS: Choose 3 of the following:

- MGB200 | Leading Organisations                           |
- MGB207 | Human Resource Issues and Strategy              |
- MGB339 | Performance and Reward                          |

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Published on: 16 May 2011
### Business students

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### Management Unit Sets

#### Primary Major

**Management - 8 Unit Major**

<table>
<thead>
<tr>
<th>Course</th>
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</thead>
<tbody>
<tr>
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<td>Managing Business Growth</td>
</tr>
<tr>
<td>MGB335</td>
<td>Project Management</td>
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</tbody>
</table>

#### Second Area of Study

**Management - 6 Unit Major**

<table>
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<tbody>
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<td>MGB309</td>
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</table>

#### Management Extension (for Management Students)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>MGB331</td>
<td>Learning and Development in Organisations</td>
</tr>
<tr>
<td>AMB252</td>
<td>Business Decision Making</td>
</tr>
<tr>
<td>MGB306</td>
<td>Independent Study</td>
</tr>
<tr>
<td>MGB338</td>
<td>Workplace Learning</td>
</tr>
<tr>
<td>MGB370</td>
<td>Personal and Professional Development</td>
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</tbody>
</table>

#### Minor - Entrepreneurship

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
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<tr>
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</table>

#### Minor - Management (for non-Management students)

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>MGB309</td>
<td>Strategic Management</td>
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Plus three of the following:

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<td>MGB200</td>
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</tbody>
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### Marketing Unit Sets

#### Primary Major

**Marketing - 8 Unit Major**

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<tr>
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<tbody>
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<td>AMB200</td>
<td>Consumer Behaviour</td>
</tr>
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<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB240</td>
<td>Marketing Planning and Management</td>
</tr>
<tr>
<td>AMB335</td>
<td>E-marketing Strategies</td>
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<tr>
<td>AMB336</td>
<td>International Marketing</td>
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<tr>
<td>AMB340</td>
<td>Services Marketing</td>
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<tr>
<td>AMB359</td>
<td>Strategic Marketing</td>
</tr>
</tbody>
</table>

#### Second Area of Study

**Marketing - 6 Unit Major**

<table>
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<td>Services Marketing</td>
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#### Marketing - Extension

Choose 4 from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>AMB206</td>
<td>Social Marketing</td>
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<tr>
<td>AMB251</td>
<td>Innovation and Brand Management</td>
</tr>
<tr>
<td>AMB252</td>
<td>Business Decision Making</td>
</tr>
<tr>
<td>AMB303</td>
<td>International Logistics</td>
</tr>
</tbody>
</table>
AMB310 Internship
AMB350 Sales and Customer Relationship Management

Marketing - Minor
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Sales - Minor
AMB331 Direct Marketing
AMB249 Professional Selling
AMB350 Sales and Customer Relationship Management
MGB225 Intercultural Communication and Negotiation Skills

Tourism and Entertainment Marketing Minor
AMB207 Entertainment Marketing
AMB209 Tourism Marketing
AMB208 Events Marketing
AMB264 Public Relations Techniques

Public Relations Unit Sets

Primary Major
Public Relations - 8 Unit Major
AMB201 Marketing and Audience Research
AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques
AMB372 Public Relations Planning
AMB373 Corporate Communication
AMB374 Global Public Relations Cases
AMB375 Public Relations Management
AMB379 Public Relations Campaigns

Second Area of Study
Public Relations - 6 Unit Major
AMB201 Marketing and Audience Research
AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques
AMB372 Public Relations Planning
AMB373 Corporate Communication
AMB374 Global Public Relations Cases

Public Relations Minor (for non Public Relations students)
AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques
AMB372 Public Relations Planning
AMB374 Global Public Relations Cases

Marketing and Management Course Structure - Sem 1
entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 1
BSB126 Marketing
    Faculty Core Unit
    Faculty Core Unit
    Faculty Core Unit

Year 1, Semester 2
BSB115 Management
AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management
AMB200 Consumer Behaviour

Year 2, Semester 1
MGB200 Leading Organisations
AMB202 Integrated Marketing Communication
    Elective Unit
    Elective Unit

Year 2, Semester 2
Faculty Core Unit
MGB223 Entrepreneurship and Innovation
MGB309 Strategic Management
MGB310 Sustainability in A Changing Environment

Year 3, Semester 1
AMB335 E-marketing Strategies
    OR
MGB324 Managing Business Growth
MGB225 Intercultural Communication and Negotiation Skills
AMB340 Services Marketing
MGB210 Managing Operations

Year 3, Semester 2
Faculty Core Unit
Faculty Core Unit
## Marketing and Management Course Structure - Sem 2

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th>Year 2, Semester 1</th>
<th>Year 2, Semester 2</th>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 2</th>
<th>Year 4, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB336 International Marketing</td>
<td>MGB335 Project Management</td>
<td>OR AMB359 Strategic Marketing</td>
<td>Faculty Core Unit</td>
<td>MGB324 Managing Business Growth</td>
<td>OR Elective Unit</td>
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### Year 1, Semester 2

<table>
<thead>
<tr>
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<tbody>
<tr>
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### Year 2, Semester 1

<table>
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<tr>
<td>BSB126</td>
<td>Marketing</td>
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<tr>
<td>MGB200</td>
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</table>

### Year 2, Semester 2

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<tr>
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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<tr>
<td>AMB335</td>
<td>E-marketing Strategies</td>
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### Year 3, Semester 2

<table>
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<tbody>
<tr>
<td>AMB233</td>
<td>Entrepreneurship and Innovation</td>
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<tr>
<td>MGB335</td>
<td>Project Management</td>
</tr>
<tr>
<td>OR AMB359</td>
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<td>International Marketing</td>
</tr>
<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMB202</td>
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### Year 4, Semester 1

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<tr>
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<td>Integrated Marketing Communication</td>
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<tr>
<td>AMB336</td>
<td>International Marketing</td>
</tr>
</tbody>
</table>
### Marketing and Management Course Structure - Sem 2 entry (EVEN YEAR) (for Caboolture students only)

#### Year 1, Semester 2
- **BSB115** Management  
  Faculty Core Unit  
  Faculty Core Unit  
  Faculty Core Unit

#### Year 2, Semester 1
- **BSB126** Marketing  
- **MGB200** Leading Organisations  
- **MGB225** Intercultural Communication and Negotiation Skills  
- **MGB210** Managing Operations

#### Year 2, Semester 2
- **AMB201** Marketing and Audience Research  
- **AMB240** Marketing Planning and Management  
- **MGB309** Strategic Management  
- **AMB200** Consumer Behaviour  
- **MGB223** Entrepreneurship and Innovation  
- **AMB340** Services Marketing  
- **AMB335** E-marketing Strategies  
  Or  
  Faculty Core Unit

#### Year 3, Semester 1
- **AMB202** Integrated Marketing Communication  
- **AMB340** Services Marketing  
- **AMB335** E-marketing Strategies  
  Or  
  Faculty Core Unit

#### Year 3, Semester 2
- **MGB233** Entrepreneurship and Innovation  
- **MGB335** Project Management  
  Or  
- **AMB359** Strategic Marketing  
- **AMB336** International Marketing  
- **MGB310** Sustainability in A Changing Environment

#### Year 4, Semester 1
- Elective Unit

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### Marketing and Management Unit List (for Caboolture students)

#### Business Core Units
- BSB110 Accounting  
- BSB119 Global Business  
- BSB123 Data Analysis  
- BSB124 Working in Business  
- BSB111 Business Law and Ethics  
- BSB113 Economics  
- BSB115 Management  
- BSB126 Marketing

#### Management Units
- MGB200 Leading Organisations  
- MGB210 Managing Operations  
- MGB223 Entrepreneurship and Innovation  
- MGB225 Intercultural Communication and Negotiation Skills  
- MGB309 Strategic Management  
- MGB310 Sustainability in A Changing Environment  
- MGB324 Managing Business Growth  
- MGB335 Project Management

#### Marketing Units
- AMB200 Consumer Behaviour  
- AMB201 Marketing and Audience Research  
- AMB202 Integrated Marketing Communication  
- AMB240 Marketing Planning and Management  
- AMB335 E-marketing Strategies  
- AMB336 International Marketing  
- AMB340 Services Marketing  
- AMB359 Strategic Marketing

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### Marketing and Management Unit List (for Caboolture students)

#### Business Core Units
- BSB110 Accounting

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Published on: 16 May 2011
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB111 Business Law and Ethics
BSB113 Economics
BSB115 Management
BSB126 Marketing

Management Units
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AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
AMB335 E-marketing Strategies
AMB336 International Marketing
AMB340 Services Marketing
AMB359 Strategic Marketing

UNIT SYNOPSISES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB204
Equivalents: CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Equivalents: CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a "total" approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB207, MIB309
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB204 PURCHASING AND PROCUREMENT
This unit examines the nature and importance of Procurement in the role of business today. Procurement has become increasingly important and valued by organisations that are part of global supply chains. The management and strategic control of procurement functions in modern businesses adds profit through cost control in businesses and that has gained significance in the drive to maintain profit in internationally competitive markets. Modern procurement professionals require the use of many skills to achieve these outcomes and this unit introduces students to the functions of purchasing and procurement in an organisation.
Prerequisites: BSB119 or CTB119
Antirequisites: IBB312
Credit points: 12
Teaching period: 2010
SEM-1

**AMB206 SOCIAL MARKETING**

Social marketing is the application of commercial marketing principles to solve social problems. It is increasingly being adopted by governments around the world as they seek effective solutions relating to public health and climate change, environmental issues. This unit introduces students to the theory and application of social marketing, explaining how techniques such as branding, segmentation and the marketing mix can be used to respond to social and health issues. Students will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks. This is an elective unit for business and public health students.

**Prerequisites:** BSB126, CTB126, PUB104, BSB116, or BSB117  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**AMB207 ENTERTAINMENT MARKETING**

The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.

**Prerequisites:** BSB126 or CTB126  
**Credit points:** 12  
**Teaching period:** 2010 SEM-2

**AMB208 EVENTS MARKETING**

**Prerequisites:** BSB126 or CTB126  
**Antirequisites:** MIB319  
**Equivalents:** AMB354  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**AMB209 TOURISM MARKETING**

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** AMB351  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**AMB210 IMPORTING AND EXPORTING**

Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia’s economic development. It provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.

**Prerequisites:** BSB119 or CTB119  
**Equivalents:** IBB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB220 ADVERTISING THEORY AND PRACTICE**

This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** COB308  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB231 MARKETING COMMUNICATIONS REGULATIONS AND ETHICS**

This unit uses a case study approach and starts from the fundamentals of legal compliance through trade practices and fair trading legislation, then moves to the adoption and adherence of the variety of industry based and professional codes. It examines regulatory models in sunrise industries such as broadcasting and telecommunications as well as the problems of cross-jurisdictional regulation posed by Internet based commerce. It offers students the opportunity to develop generic attributes in critical thinking, problem solving, and ethical sensitivity.

**Prerequisites:** BSB126  
**Antirequisites:** COB307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**AMB240 MARKETING PLANNING AND MANAGEMENT**

This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** CTB240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
AMB249 PROFESSIONAL SELLING
Many students land their first job in a graduate sales position. Professional selling equips students with a contemporary understanding and knowledge of customer relationship management, the sales force environment, personal selling techniques and communications skills. Further, students will be exposed to international benchmarks from a selling processes perspective such as identifying prospects, planning sales calls, demonstrations, negotiations, and closing the sale. There are many exciting and challenging roles in sales, some of which are: sales representative, sales team leader, client account manager, and eventually: regional, state, national and international sales management positions.
Prerequisites: BSB126, C TB126, or BSB116
Antirequisites: MIB230 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2010 SEM-2

AMB251 INNOVATION AND BRAND MANAGEMENT
This unit covers the dynamics of product and service innovation within the marketing function of an organisation. Products are defined in the broadest sense as both tangible and intangible and include the various categories of consumer and industrial products and services. The course covers product market analysis, the product/service development process, design, innovation, research and testing, new product financial analysis, branding and packaging, and new product commercialisation.
Prerequisites: BSB126, BSB116, or C TB126
Antirequisites: MIB227 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

AMB252 BUSINESS DECISION MAKING
Prerequisites: BSB126 or C TB126 Equivalents: AMB352 Credit points: 12 Campus: Gardens Point

AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.
Prerequisites: BSB126, C TB126, BSB116, or BSB117 Equivalents: AMB260 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB264 PUBLIC RELATIONS TECHNIQUES
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisites: BSB126, C TB126, BSB116, or BSB117 Antirequisites: AMB261, AMB262 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging; warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.
Prerequisites: AMB210, IBB210, AMB240, or C TB240 Equivalents: IBB303 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB310 INTERNSHIP
Provides the student with experience of professional practice in a suitable company where they actively work on a part-time basis. Students undertake a preferred study program within the Advertising, Marketing or Public Relations framework. Students are required to submit a number of reports reflecting the theoretical concepts acquired during the degree program, and how they might be applied in practice. Students must obtain the approval of the Major Coordinator prior to enrolling in this unit.
Other requisites: Subject to Unit Coordinator approval: Students are required to have completed a minimum of 192 credit points of approved study in advertising, marketing or public relations and a GPA of 4.0 or higher Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SEM-2
SUM

AMB318 ADVERTISING COPYWRITING
Prerequisites: AMB220 or COB308 Equivalents: AMB221
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB319 MEDIA PLANNING
Prerequisites: AMB220  Equivalents: AMB222  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.
Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.
Prerequisites: AMB318 or AMB221, and AMB319 or AMB222  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB331 DIRECT MARKETING
The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundations role in Integrated Marketing Communication (IMC), and its increasing share of the marketing communication budget. This unit focuses on the principles of direct marketing and the role of the database in locating prospects, tracking customers, and building relationships. It examines the components of direct marketing telemarketing, personal selling, and direct response advertising. As the main communication discipline of direct marketing, the emphasis is on direct response advertising. Students analyse the offer planning, strategy, creative, media, testing, and evaluation of direct marketing campaigns.
Prerequisites: AMB202, AMB220, AMB240, CTB240, or AMB249  Antirequisites: COB315  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Equivalents: AMB241  Credit points: 12  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210  Equivalents: IBB213  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB339 ADVERTISING CAMPAIGNS
Prerequisites: AMB320 and AMB330  Equivalents: AMB321  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Antirequisites: MIB311  Equivalents: CTB340  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB350 SALES AND CUSTOMER RELATIONSHIP MANAGEMENT
Theories related to marketing exchange and the concepts of consumer transactions and relationships and their relative importance in different marketing contexts are examined. The growth of customer relationship management including the transition of consumers along the transaction-relationship continuum and the development of accompanying marketing strategies is highlighted.
discussion of the relative emphasis on transactions and/or relationships in interfacing with the market provides a platform for examining sales management including, personal selling principles and ethics, the setting of sales objectives, selling logistics, account and territory management, sales force planning, recruitment and motivation and evaluation of sales performance. 

**Prerequisites:** AMB240, CTB240, AMB202, COB207, MIB217, or AMB249  
**Antirequisites:** MIB230  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**AMB359 STRATEGIC MARKETING**

Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.

**Prerequisites:** AMB340, and AMB335 or AMB241  
**Equivalents:** AMB341  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB369 INTERNATIONAL BUSINESS STRATEGY**

‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’

**Prerequisites:** AMB336, AMB303, IBB303, or IBB213  
**Equivalents:** IBB300  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB372 PUBLIC RELATIONS PLANNING**

This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

**Prerequisites:** ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB373 CORPORATE COMMUNICATION**

Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.

**Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  
**Equivalents:** AMB380  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.

**Prerequisites:** AMB372, AMB261, or AMB262  
**Equivalents:** AMB370  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB375 PUBLIC RELATIONS MANAGEMENT**

This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.

**Prerequisites:** AMB372 and AMB373, or AMB360  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.

**Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201  
**Equivalents:** AMB361  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB114 BUSINESS TECHNOLOGIES**

This unit looks at the ways in which organisations adopt and use various electronic business applications in areas of e-
commerce, business-to-consumer, business-to-business and intra-business relations. Business models and their impact in various industries are analysed, enabling students to assess the underlying business case, and determine the model's viability in a competitive environment. The issues associated with front-end and back-end e-business applications are considered.

**Prerequisites:** BSB212, CTB212  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

### AYB115 GOVERNANCE ISSUES AND FRAUD

This unit introduces students to a wide range of information technology governance issues which confront business professionals during the implementation and operation of e-business strategies. It aims to provide e-business and IT professionals with an understanding of current IT governance frameworks and to ensure they are familiar with risk management, fraud detection and prevention, audit and legal issues that are relevant to an organisation's e-business operations.

**Equivalents:** BSB213  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

### AYB200 FINANCIAL ACCOUNTING

Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYB121  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### AYB205 LAW OF BUSINESS ENTITIES

This unit presents advanced topics in company law including protection of minority interests; prospectuses and fundraising; company charges; insider trading; takeovers and buy-backs; and tax law relating to financially troubled companies.

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** AYB223  
**Equivalents:** AYB305  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

### AYB219 TAXATION LAW

This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** LWB364  
**Equivalents:** AYB325  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB221 COMPUTERISED ACCOUNTING SYSTEMS

This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.

**Prerequisites:** BSB110 or CTB110  
**Antirequisites:** AYN443  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB225 MANAGEMENT ACCOUNTING

This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.

**Prerequisites:** BSB110 or CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB227 INTERNATIONAL ACCOUNTING

International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business
AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the legal environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.
Prerequisites: BSB111 or CTB111  Credit points: 12  Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB232 FINANCIAL INSTITUTIONS LAW
This unit deals with the regulation of banks and non-bank financial institutions, the financial institutions' scheme, the banker-customer relationship, laws relating to cheques and other negotiable instruments, negligent advice by financial institutions and other possible grounds of liability in the dealings of financial institutions with customers.
Prerequisites: BSB111 or CTB111  Equivalents: AYB312  Credit points: 12

AYB240 SUPERANNUATION REGULATION AND PRACTICE
This unit introduces students to the Australian superannuation system and the regulatory framework under which it operates. The unit aims to develop students' knowledge and understanding of the superannuation system to equip graduates seeking career opportunities in the superannuation industry, or other areas of business dealing with superannuation-related matters affecting organisations and/or individuals.
Prerequisites: BSB110 or CTB110, and BSB111 or CTB111  Credit points: 12  Teaching period: 2010 SEM-1

AYB250 PERSONAL FINANCIAL PLANNING
This unit introduces students to the fundamental aspects of the financial planning process, the legal framework governing the financial planning industry and the responsibilities of financial planners. The unit will also expose students to alternative strategies of wealth creation while taking into consideration taxation, superannuation and social security issues.
Prerequisites: (BSB111 or CTB111) and (BSB110 or CTB110) and EFB210. EFB210 can be enrolled in the same teaching period.  Antirequisites: AYB335, EFB230, EFB339  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

AYB301 AUDIT AND ASSURANCE
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.
Prerequisites: AYB221, and AYB340 or AYB220  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AYB311 FINANCIAL ACCOUNTING ISSUES
This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used.
Prerequisites: AYB340 or AYB220  Contact hours: 3.5 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB320 ADVANCED TAXATION LAW
This unit examines the principles governing the taxation treatment of various business entities including partnerships, trusts, companies and superannuation funds from a domestic and international perspective. The unit provides students with an understanding of other considerations which affect the choice of an appropriate business structure from a taxation perspective, including rollover relief and the CGT small business concessions, the importance of legitimate tax planning and the distinction between tax avoidance and tax evasion and some of the more simple aspects of international taxation between Australia and its major trading partners. The unit also covers an analysis of the GST, a review of types of supplies under the Act and the concept of creditable acquisitions. Specific
issues such as the GST implications of real property, the margin scheme, GST planning strategies and the GST avoidance provisions are also covered.

**Prerequisites:** AYB219 or AYB325  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB321 STRATEGIC MANAGEMENT ACCOUNTING

Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC), the balanced scorecard (BSC), and economic value added (EVA); and appreciating the research on the benefits and problems with ABC, BSC and EVA.

**Prerequisites:** AYB225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB338 ACCOUNTANCY WORK PLACEMENT

This unit fosters learning through work related experience. Students will be given the opportunity to experience the work that is performed by accountants and will enable them to more effectively learn and practice accounting discipline knowledge and graduate capabilities.

For additional **important information about this unit** please refer to the current unit outline.

**Other requisites:** An application, interview and subsequent approval by the unit coordinator is required to enrol, in addition to the completion of AYB200 & AYB221 & AYB219; OR AYB114 & AYB341; OR other units approved by the Subject Area Coordinator.  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB339 ACCOUNTANCY CAPSTONE

Accountancy Capstone co-ordinates several parts of the accountancy degree that have already been studied by students. At the same time some new concepts are introduced for each topic. The unit attempts to simulate the real world where the professional advisor/consultant is confronted with unstructured multi-disciplined problems on a day-to-day basis.

Based on the Problem-Based Learning (PBL) methodology, students will learn the process of how to deal with the problems typically faced by the professional advisor/consultant. These problems require students to work together in teams, research issues, gather information and form conclusions.

**Prerequisites:** (AYB220 or AYB340 and AYB311), OR (AYB220 or AYB340 and AYB321)  
**Antirequisites:** AYN520  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB340 COMPANY ACCOUNTING

This unit includes: the preparation of consolidated financial statements; an overview of the statutory requirements that dictate the format and content of published financial reports of companies; the requirements of the Corporations Act 2001 and the major disclosure orientated accounting standards; accounting for income tax; accounting for the acquisition of assets (including entities); accounting for investments in associates; accounting for foreign currency transactions arising from international trading and financing; and the translation of the results of foreign operations.

**Prerequisites:** AYB200 or AYB121  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB341 FORENSIC AND BUSINESS INTELLIGENCE

This unit focuses on providing skills in forensic and business intelligence through the use of SAS technologies. The unit assists students to analyse large data sources and report their findings to assist managerial decision making. Forensic and business intelligence issues and corporate decision making processes are emphasised. This unit provides students with an important skill base in supporting corporate decision making and investigation in a business environment.

**Prerequisites:** AYB114, BSB124, or BSB114  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

### BSB110 ACCOUNTING

Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making.

**Antirequisites:** BSD110, CNB293, UDB342  
**Equivalents:** CTB110

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM
BSB111 BUSINESS LAW AND ETHICS
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal principles and ethical decision-making processes relevant to modern business practice.
Antirequisites: AYB120  Equivalents: CTB111  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.
Antirequisites: BSD113  Equivalents: CTB113  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.
Antirequisites: BSD115  Equivalents: CTB115  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a. knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.
Antirequisites: BSB116, BSB112  Equivalents: CTB119  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB123 DATA ANALYSIS
The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.
Antirequisites: BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB124 WORKING IN BUSINESS
This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does “Working in Business” give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.
Antirequisites: BSB114, CTB114, HHB113  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.
EFB240 FINANCE FOR INTERNATIONAL BUSINESS

In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.

Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)

Antirequisites: EFB312, MIB202

Credit points: 12

Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB307 FINANCE 3

This unit includes the following topics: a study of contemporary finance research; CAPM; beta estimation; valuation theory; market efficiency; value at risk; use of finance research tools; anomalies and extension of finance theories. Students are required to complete a research project combining theory and practice. This unit covers many topical areas in contemporary finance research. These include, but are not limited to: asset pricing; beta estimation; market efficiency; value at risk; mutual fund performance; volatility modelling; and the term structure of interest rates.

Prerequisites: EFB307

Credit points: 12

Teaching period: 2010 SEM-1 and 2010 SEM-2
EFB309 FINANCIAL DERIVATIVES
This unit extends students' knowledge of financial derivatives as obtained in Finance 2. Topics include: advanced option pricing models; advanced option trading strategies; exotic options; forward and futures pricing models; hedging commodities and equities by using futures; forward rate agreement and interest rate swaps; financial risk management issues.
Prerequisites: EFB307  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

EFB310 FINANCIAL INSTITUTIONS - CONTROL
This unit introduces students to the fundamental principles of controlling the risk profile and capital position of a deposit-taking financial institution to maintain solvency. The basic framework of the unit is based on the regulatory capital adequacy regimes, supplemented by consideration of the more sophisticated internal models of risk developed by financial institutions themselves. Relevant case studies demonstrate the imperative for, and application of, the risk management framework.
Prerequisites: EFB210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

EFB311 FINANCIAL INSTITUTIONS - LENDING
This unit examines the fundamental motivations for lending by financial institutions, and the ways in which these are reflected in loan market practice. Specific topics cover the theoretical basis of lending as financial intermediation, the purpose and utilization of loans by borrowers, the major costs of lending for financial intermediaries (including a strong focus on credit costs), lenders' compensation, lending relationships, the structural features of loan agreements, loan security and enforcement, and special topics on syndicated lending and project finance.
Prerequisites: EFB210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.
Prerequisites: EFB210  Antirequisites: EFB212, IBB202, EFB240  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB326 APPLIED PORTFOLIO MANAGEMENT
This unit introduces the student to the treasury environment in which financial institutions operate. The key to the unit is the raising of funds and the management of interest rate risk. This unique hands-on unit allows students to develop these skills by trading in a simulated environment of international economic uncertainty. Students have trading parameters within which they should operate. Students must make decisions concerning source of funds, term and duration, interest rate re-set, and risk management with derivatives. Trading will be conducted over a simulated four quarter year.
Prerequisites: EFB210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

EFB330 INTERMEDIATE MACROECONOMICS
Prerequisites: EFB223 or EFB102  Equivalents: EFB202  Credit points: 12  Teaching period: 2010 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
Prerequisites: EFB223 or EFB102  Equivalents: EFB211  Credit points: 12  Teaching period: 2010 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
Prerequisites: EFB223 or EFB102  Credit points: 12  Teaching period: 2010 SEM-1

EFB333 INTRODUCTORY ECONOMETRICS
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.
Prerequisites: EFB222 or EFB101  Antirequisites: EFB200  Credit points: 12  Teaching period: 2010 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
Prerequisites: EFB223 or EFB102  Credit points: 12  Teaching period: 2010 SEM-1

EFB335 INVESTMENTS
Prerequisites: EFB307  Antirequisites: EFB318  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2
EFB336 INTERNATIONAL ECONOMICS
Prerequisites: EFB330 or EFB202, and EFB331 or EFB211 Antirequisites: EFB314 Credit points: 12
Campus: Gardens Point Teaching period: 2010 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
Prerequisites: EFB331 or EFB211 Credit points: 12
Teaching period: 2010 SEM-2

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.
Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211
Equivalents: EFB329 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-2

EFB339 FINANCIAL PLANNING AND INVESTMENTS
Prerequisites: EFB210 Antirequisites: AYB250
Equivalents: EFB230 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-2

EFB340 FINANCE CAPSTONE
Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period. Credit points: 12
Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

INB220 BUSINESS ANALYSIS
This unit is aimed to give you an introduction to the role, knowledge, and skills required of a business analyst. This unit focuses on both the trades—tools and methods used by a business analyst, as well as the soft skills—creativity and communication, both of which are critical to successful business and requirements analysis. Through lectures, cases studies and role playing activities, you will develop basic knowledge and skills required for introductory business analysis (BA).

Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

INB311 ENTERPRISE SYSTEMS
The unit presents and discusses the Enterprise Systems Lifecycle model, orienting students to the requirements of addressing total cost of ownership, change management requirements and process modelling requirements in order to achieve business benefits. Concepts of Enterprise Systems success and associated enablers and barriers are also introduced. This unit introduces the technical architecture of complex 3-tiered client server environments. It seeks to show how an integrated complex database environment meets common business needs, and yet fails to meet the total Information Systems requirements.

Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

INB312 ENTERPRISE SYSTEMS APPLICATIONS
The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and S&D) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. The unit enables you to experience both the business analyst view and the user’s view of the system across a number of business processes.

Antirequisites: ITB233, INN312 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

INB342 ENTERPRISE DATA MINING
This unit will provide a comprehensive theoretical coverage of various topics in data and web mining. In addition there will be a significant practical component using hands on tools to solve real-world problems. Specifically, we will consider techniques from machine learning, data mining, text mining, and information retrieval to extract useful knowledge from data which are used for business intelligence, document databases, site management, personalization, and user profiling. This unit will first cover a detailed overview of the mining process and techniques, and then concentrate on applications of these techniques to web, e-commerce, document databases and data from advanced applications.

Prerequisites: INB122 or INB210 or INB340 or AYB114
Antirequisites: INN342 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

INB343 ADVANCED DATA MINING AND DATA WAREHOUSING
Data warehousing and mining have been well recognized as the dominating techniques for using databases in the future.
This unit discusses the concepts, structures and algorithms of data warehousing and mining, e.g., data architecture and quality, data warehouse and data mart, data cubes, OLAP, patterns, association rules and decision tables. Through this study, students will be able to demonstrate knowledge and skills of designing, developing and implementing data warehousing components in SQL environments. It also enables students to design systems and tools that provide services to data management and analysis, such as data warehouses, data mining tools, business intelligence based systems, smart information use systems, and data processing systems.

**Prerequisites:** INB210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point

**MGB200 LEADING ORGANISATIONS**
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

**Prerequisites:** BSB115 or CTB115  Antirequisites: MGB211, CTB211, MGB222, CTB232  Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.

**Prerequisites:** BSB115 or CTB115  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.

**Prerequisites:** BSB115 or CTB115  Equivalents: CTB207  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**MGB210 MANAGING OPERATIONS**
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

**Prerequisites:** BSB115 or CTB115  Antirequisites: AMB201, CTB201  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

**MGB220 BUSINESS RESEARCH METHODS**
The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.

**Prerequisites:** BSB123 or BSB122  Antirequisites: AMB201, CTB201  Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2010 SEM-1

**MGB223 ENTREPRENEURSHIP AND INNOVATION**
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.

**Prerequisites:** BSB115 or CTB115  Equivalents: CTB223  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to
improve their outcomes.

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124

**Antirequisites:** MGB312  **Equivalents:** IBB205  **Credit points:** 12  **Contact hours:** 3  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB305 HRM STRATEGY AND POLICY**
This is the capstone of the HRM extended major. The primary objective is to integrate HR concepts and issues into the wider business and environmental context; a range of historical features, professional and ethical matters are considered; policy development and evaluation is examined; an experiential approach based in cases and/or simulations is adopted.

**Prerequisites:** MGB314  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**MGB306 INDEPENDENT STUDY**
This unit enables students to demonstrate an ability to direct their own learning, a key competence for professionals who must keep themselves up-to-date in their area of expertise. Either individually or in small groups, students undertake one or several learning activities with the approval of a supervisor. Appropriate activities include literature review, research (mini-thesis), project, practicum (work placement), or an alternative deemed acceptable by the supervisor.

**Other requisites:** Subject to Unit Coordinator Approval. Students must complete at least 96 credit points of approved study to be considered for enrolment in this unit.

**Credit points:** 12  **Contact hours:** Flexible Mode  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MGB309 STRATEGIC MANAGEMENT**
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  **Antirequisites:** MIB314  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  **Antirequisites:** MGB334, CTB334, MGB212  **Credit points:** 12  **Contact hours:** 3  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-2

**MGB314 ORGANISATIONAL CONSULTING AND CHANGE**
Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.

**Prerequisites:** MGB211, MGB222, MGB224, MGB232, or MGB200  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Carseldine  **Teaching period:** 2010 SEM-1

**MGB320 RECRUITMENT AND SELECTION**
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.

**Prerequisites:** MGB339 or MGB221  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner's (general manager's) point of view. It also provides opportunity to bring students into...
contact with real world SME owners and their venture management issues.

**Prerequisites:** MGB223    **Equivalents:** MGB218    **Credit points:** 12    **Contact hours:** 3    **Teaching period:** 2010 SEM-1

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200    **Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point    **Teaching period:** 2010 SEM-1

MGB335 PROJECT MANAGEMENT
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.

**Prerequisites:** (MGB210 and MGB309) or (MGB210 and AMB303)    **Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point and Caboolture    **Teaching period:** 2010 SEM-1 and 2010 SEM-2

MGB338 WORKPLACE LEARNING
This unit entails a structured program of workplace learning in which students are exposed to a variety of organisational issues. For the duration of their experience, students work on a specific HRM project of relevance to their host organisation. Building upon knowledge acquired in the HRX major, students' exposure to HRM in an actual organisational setting enhances understanding of links between theory and practice and develops skills and abilities through a professional learning experience.

**Other requisites:** An application, interview and subsequent approval by the unit coordinator is required to enrol, in addition to the completion of a minimum of 192 credit points of study and a GPA of 4.0 or higher    **Credit points:** 12    **Contact hours:** 120 hours in workplace and 12 at university    **Campus:** Gardens Point    **Teaching period:** 2010 SEM-1 and 2010 SEM-2

MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.

**Prerequisites:** MGB201, MGB207, or CTB207    **Equivalents:** MGB221    **Credit points:** 12    **Contact hours:** 3    **Teaching period:** 2010 SEM-1

MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.

**Prerequisites:** MGB225, IBB205, IBB217, or IBB208    **Antirequisites:** IBB317    **Credit points:** 12    **Campus:** Gardens Point    **Teaching period:** 2010 SEM-2

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.

**Prerequisites:** MGB331 and BSB124    **Equivalents:** MGB315    **Credit points:** 12    **Contact hours:** 3    **Teaching period:** 2010 SEM-1 and 2010 SEM-2