Bachelor of Business (BS05)

Year offered: 2011
Admissions: Yes
CRICOS code: 003491G
Course duration (full-time): 3 years
Course duration (part-time): 6 years
Domestic Fees (indicative): 2011: CSP $4,506 per semester (indicative)
International Fees (indicative): 2011: $10,900 (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)
QATC code: 413021: Gardens point; 463021: Caboolture (Management & Marketing)
Past rank cut-off: Gardens Point: 81, Caboolture: 71
Past OP cut-off: Gardens Point: 10, Caboolture: 14
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and for accountancy, finance, economics and marketing majors - Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 288
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Campus: Gardens Point and Caboolture

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

Why choose this course?
Be career-ready and in demand in the business world. Our internationally recognised, flexible degree will give you the opportunity to work around the globe.

Overview
QUT's Bachelor of Business develops transferable skills to help you succeed in your chosen career, think creatively and critically, communicate professionally, make ethical business decisions and work in a global context.

The emphasis is on practical learning to ensure you are ready for the real world. With industry experienced lecturers, strong research and our extensive links to the business community, you'll be job-ready from day one.

Many discipline and flexible study options
Through core units of study you are given a broad and professionally rewarding introduction to the principles of business. You also choose a major that provides you with in-depth knowledge and hands-on experience - equipping you as a professional in your discipline of choice.

Combined with a set of complementary study options, the Bachelor of Business gives you the flexibility to design a degree to suit your own interests and aspirations. You'll keep up to date with a pioneering, progressive and industry focused course while broadening your horizons and studying across multiple areas within business or other areas of interest.

All nine majors in the Bachelor of Business are available at QUT’s Gardens Point campus. The Marketing and Management majors are also available at QUT’s Caboolture campus. International students can only study at Gardens Point campus.

World-class, practical and innovative
Receive world-wide recognition for your qualification. QUT is Australia’s first business school with triple international accreditation so your degree is recognised internationally and your skills highly sought after.

You will also gain the right mix of knowledge and practical know-how. Employers recognise QUT business graduates for their real-world knowledge, day-to-day flexibility and broad commercial understanding.

Take part in a different culture, education system and way of life while gaining credit towards your business degree through the QUT Student Exchange Program and build social and professional networks through our award-winning Business Advantage Program, with free personal development modules such as career planning to give you the competitive edge.

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 Business School Core units
(b) one block of eight Major Core units
(c) choice of one block of:
   • six Second Major units and two option (elective) units or
   • eight option (elective) units or
   • two Minors (four units each) (university or Business School or extension) or
   • one Minor (four units) (university or Business School or extension) and four option (elective) units.

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 Business School Core units and the Management and Marketing majors are available at this campus. Students must choose first year Business School 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 Business School 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: Sherrena Buckby
Advertising: Gayle Kerr
Economics: Tommy Tang
Finance: John Chen
Human Resource Management: Greg Southey
International Business: Michael Cox
Management: Henri Burgers
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

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

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

Important information
QUT Business School rules and procedures are outlined in the Business Undergraduate Guidelines booklet. Other useful information can be found on the Student Services website.
### Business School Core Units

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

### Accountancy Unit Sets

#### Primary Major

**Accountancy - 8 Unit Major**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>AYB219</td>
<td>Taxation Law</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
</tbody>
</table>

**Second Area of Study**

**Accountancy - 6 Unit Major**

<table>
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<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
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</tbody>
</table>

**Forensics - 6 Unit Major**

<table>
<thead>
<tr>
<th>Code</th>
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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>INB312</td>
<td>Enterprise Systems Applications</td>
</tr>
<tr>
<td>PLUS:</td>
<td>select two (2) units from:</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>INB220</td>
<td>Business Analysis</td>
</tr>
<tr>
<td>INB311</td>
<td>Enterprise Systems</td>
</tr>
</tbody>
</table>

**Business Regulations - 6 Unit Major (for non-Accounting students)**

<table>
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</thead>
<tbody>
<tr>
<td>AYB219</td>
<td>Taxation Law</td>
</tr>
<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>
</tr>
<tr>
<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>AYB230</td>
<td>Corporations Law</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>PLUS:</td>
<td>select one (1) unit from:</td>
</tr>
<tr>
<td>AYB227</td>
<td>International Accounting</td>
</tr>
<tr>
<td>AYB240</td>
<td>Superannuation Regulation and Practice</td>
</tr>
<tr>
<td>AYB250</td>
<td>Personal Financial Planning</td>
</tr>
<tr>
<td>AYB320</td>
<td>Advanced Taxation Law</td>
</tr>
</tbody>
</table>

**Accountancy - Regulation and Tax Extension**

Select four (4) units from:

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>AYB205</td>
<td>Law of Business Entities</td>
</tr>
<tr>
<td>AYB232</td>
<td>Financial Services Regulation and Law</td>
</tr>
<tr>
<td>AYB240</td>
<td>Superannuation Regulation and Practice</td>
</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>
</tr>
</tbody>
</table>

**Forensics Minor**

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

Please note: AYB221 is for Non-Accountancy Major Students

Superannuation and Wealth Management Minor
AYB240 Superannuation Regulation and Practice
AYB250 Personal Financial Planning
PLUS: select two (2) units from:
AYB205 Law of Business Entities
AYB219 Taxation Law
AYB320 Advanced Taxation Law
AYB338 Accountancy Work Placement

Please note: AYB219 is for Non-Accountancy Major Students

Business Regulation Minor (for non-Accounting students)
AYB219 Taxation Law
PLUS: select three (3) units from:
AMB231 Marketing Communications Regulations and Ethics
AYB115 Governance Issues and Fraud
AYB205 Law of Business Entities
AYB230 Corporations Law
AYB232 Financial Services Regulation and Law
AYB240 Superannuation Regulation and Practice
AYB250 Personal Financial Planning
AYB320 Advanced Taxation Law
MGB201 Contemporary Employment Relations
MGB339 Performance and Reward

Accountancy Minor (for non-Accountancy students)
Select four (4) units from:
AYB200 Financial Accounting
AYB219 Taxation Law
AYB221 Computerised Accounting Systems
AYB225 Management Accounting
AYB240 Superannuation Regulation and Practice
AYB250 Personal Financial Planning

Advertising - 8 Unit Major
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio
AMB339 Advertising Campaigns

Second Area of Study

Advertising - 6 Unit Major
AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Integrated Marketing Communication - 6 Unit Major
AMB202 Integrated Marketing Communication
AMB208 Events Marketing
AMB220 Advertising Theory and Practice
AMB263 Introduction To Public Relations
AMB331 Direct Marketing
AMB350 Sales and Customer Relationship Management

Advertising Minor (for non-Advertising students)
AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management

Integrated Marketing Communication - Minor
AMB202 Integrated Marketing Communication
AMB331 Direct Marketing
AMB350 Sales and Customer Relationship Management

Choose one from the following:
AMB263 Introduction To Public Relations
AMB220 Advertising Theory and Practice

Advertising Unit Sets

Primary Major

Economics Unit Sets
<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>EFB330</td>
<td>Intermediate Macroeconomics</td>
</tr>
<tr>
<td>EFB331</td>
<td>Intermediate Microeconomics</td>
</tr>
<tr>
<td>EFB332</td>
<td>Applied Behavioural Economics</td>
</tr>
<tr>
<td>EFB334</td>
<td>Environmental Economics and Policy</td>
</tr>
<tr>
<td>EFB336</td>
<td>International Economics</td>
</tr>
<tr>
<td>EFB337</td>
<td>Game Theory and Applications</td>
</tr>
<tr>
<td>EFB222</td>
<td>Quantitative Methods For Economics and Finance</td>
</tr>
<tr>
<td>EFB223</td>
<td>Economics 2</td>
</tr>
<tr>
<td>EFB330</td>
<td>Intermediate Macroeconomics</td>
</tr>
<tr>
<td>EFB331</td>
<td>Intermediate Microeconomics</td>
</tr>
<tr>
<td>EFB332</td>
<td>Applied Behavioural Economics</td>
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<tr>
<td>EFB337</td>
<td>Game Theory and Applications</td>
</tr>
<tr>
<td>EFB333</td>
<td>Introductory Econometrics</td>
</tr>
<tr>
<td>EFB334</td>
<td>Environmental Economics and Policy</td>
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<td>EFB336</td>
<td>International Economics</td>
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<tr>
<td>EFB337</td>
<td>Game Theory and Applications</td>
</tr>
<tr>
<td>EFB223</td>
<td>Economics 2</td>
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</tbody>
</table>

Economics - Minor (for non-Economics and Finance students)

EFB223 Economics 2
EFB333 Introductory Econometrics
  Plus three of the following:
  EFB330 Intermediate Macroeconomics
  EFB331 Intermediate Microeconomics
  EFB332 Applied Behavioural Economics
  EFB334 Environmental Economics and Policy

Finance Unit Sets

Primary Major

Finance - 8 Unit Major
  EFB201 Financial Markets
  EFB210 Finance 1
  EFB222 Quantitative Methods For Economics and Finance
  EFB223 Economics 2
  EFB307 Finance 2
  EFB312 International Finance
  EFB335 Investments
  EFB340 Finance Capstone

Second Area of Study

Finance - 6 Unit Major (for non Economics students)
  EFB201 Financial Markets
  EFB210 Finance 1
  EFB222 Quantitative Methods For Economics and Finance
  EFB223 Economics 2
  EFB307 Finance 2
  EFB312 International Finance

Finance - 6 unit Major (for Economics students)
  EFB210 Finance 1
  EFB201 Financial Markets
  EFB307 Finance 2
  EFB312 International Finance
  EFB335 Investments
  EFB340 Finance Capstone

Finance - Minor (for non-Finance students)
  EFB201 Financial Markets
  EFB210 Finance 1
  EFB307 Finance 2

EFB312 International Finance

Finance - Funds Management Extension
  EFB308 Finance 3
  EFB309 Financial Derivatives
  EFB326 Applied Portfolio Management
  EFB333 Introductory Econometrics

Finance - Financial Services Extension
  AYB232 Financial Services Regulation and Law
  EFB310 Financial Institutions - Control
  EFB311 Financial Institutions - Lending
  EFB339 Financial Planning and Investments

Human Resource Management Unit Sets

Primary Major

Human Resource Management 8 Unit Major
  MGB200 Leading Organisations
  MGB201 Contemporary Employment Relations
  MGB207 Human Resource Issues and Strategy
  MGB220 Business Research Methods
  MGB320 Recruitment and Selection
  MGB331 Learning and Development in Organisations
  MGB339 Performance and Reward
  MGB370 Personal and Professional Development

Second Area of Study

Human Resource Management 6 Unit Major
  MGB200 Leading Organisations
  MGB201 Contemporary Employment Relations
  MGB207 Human Resource Issues and Strategy
  MGB320 Recruitment and Selection
  MGB331 Learning and Development in Organisations
  MGB339 Performance and Reward

Human Resource Management Extension (for Human Resource Management students)
  MGB305 HRM Strategy and Policy
  MGB314 Organisational Consulting and Change
  PLUS: Choose 2 of the following:
  MGB225 Intercultural Communication and Negotiation Skills
  MGB306 Independent Study
MGB309  Strategic Management
MGB338  Workplace Learning

HRM Minor (For non-HRM students)
Choose one (1) of the following:
MGB320  Recruitment and Selection
MGB331  Learning and Development in Organisations

PLUS: Choose three (3) of the following:
MGB200  Leading Organisations
MGB201  Contemporary Employment Relations
MGB207  Human Resource Issues and Strategy
MGB339  Performance and Reward

MGB335  Project Management

International Logistics - Minor
AMB204  Purchasing and Procurement
AMB210  Importing and Exporting
AMB303  International Logistics
MGB210  Managing Operations

International Business - Minor (for non International Business students)
AMB210  Importing and Exporting
AMB336  International Marketing
MGB225  Intercultural Communication and Negotiation Skills
MGB340  International Business in the Asia-Pacific

Primary Major

International Business - 8 Unit Major
AMB210  Importing and Exporting
AMB303  International Logistics
AMB336  International Marketing
AMB369  International Business Strategy
AYB227  International Accounting
EFB240  Finance for International Business
MGB225  Intercultural Communication and Negotiation Skills
MGB340  International Business in the Asia-Pacific

Second Area of Study

International Business - 6 Unit Major
AMB204  Purchasing and Procurement
AMB210  Importing and Exporting
AMB303  International Logistics
AMB336  International Marketing
MGB225  Intercultural Communication and Negotiation Skills
MGB340  International Business in the Asia-Pacific

International Logistics - 6 Unit Major
AMB204  Purchasing and Procurement
AMB210  Importing and Exporting
AMB303  International Logistics
AMB336  International Marketing
MGB210  Managing Operations

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of option (elective) choices, 6 unit second majors and 4 unit minors are available in the following Languages:

• French (UQ)
• German (UQ)
• Indonesian (UQ)
• Italian (GU)
• Japanese (UQ and GU)
• Korean (UQ)
• Mandarin (QUT)
• Russian (UQ and GU)
• Spanish (UQ and GU)

If you wish to study a language other than Mandarin, you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/courses/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major, should enrol in the first language unit in their first semester.

For further information regarding languages, refer to
http://www.bus.qut.edu.au/study/languages/

**Management Unit Sets**

**Primary Major**

**Management - 8 Unit Major**
- 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

**Management - 6 Unit Major**
- MGB200 Leading Organisations
- MGB210 Managing Operations
- MGB223 Entrepreneurship and Innovation
- MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in A Changing Environment
- MGB309 Strategic Management

**Management Extension (for Management Students)**
- MGB201 Contemporary Employment Relations
- MGB341 Operational Risk Management

**PLUS:** any two of the following:
- MGB306 Independent Study
- MGB331 Learning and Development in Organisations
- MGB338 Workplace Learning
- MGB370 Personal and Professional Development

**Minor - Entrepreneurship (for non-Management students)**
- MGB223 Entrepreneurship and Innovation
- MGB324 Managing Business Growth

**PLUS:** two of the following:
- MGB200 Leading Organisations
- MGB210 Managing Operations
- MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in A Changing Environment

**Marketing Unit Sets**

**Primary Major**

**Marketing - 8 Unit Major**
- 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

**Marketing - 6 Unit Major**
- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management
- AMB336 International Marketing
- AMB340 Services Marketing

**Marketing - Extension**
- Choose 4 from:
  - AMB206 Social Marketing
  - AMB251 Innovation and Brand Management
  - AMB252 Business Decision Making
  - AMB303 International Logistics
  - AMB310 Internship
  - AMB350 Sales and Customer Relationship Management

**Marketing - Minor**
### Select four (4) from the following units:

<table>
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<tr>
<th>Code</th>
<th>Unit Description</th>
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<tbody>
<tr>
<td>AMB200</td>
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<tr>
<td>AMB201</td>
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<td>Marketing Planning and Management</td>
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### Sales - Minor

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<td>AMB331</td>
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<tr>
<td>AMB249</td>
<td>Professional Selling</td>
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<tr>
<td>AMB350</td>
<td>Sales and Customer Relationship Management</td>
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<td>Intercultural Communication and Negotiation Skills</td>
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### Tourism and Entertainment Marketing Minor

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<td>AMB207</td>
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<td>AMB209</td>
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<td>AMB208</td>
<td>Events Marketing</td>
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<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
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### 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)

Select four (4) from the following:

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<tr>
<td>AMB201</td>
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<td>AMB264</td>
<td>Public Relations Techniques</td>
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<td>AMB372</td>
<td>Public Relations Planning</td>
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<td>AMB373</td>
<td>Corporate Communication</td>
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<td>AMB374</td>
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Marketing and Management Course Structure - Sem 1 entry (ODD YEAR) (for Caboolture students only)

#### Year 1, Semester 1

- **BSB126** Marketing
  - Business School Core Unit
- **AMB201** Marketing and Audience Research
- **AMB240** Marketing Planning and Management
- **AMB200** Consumer Behaviour

#### Year 2, Semester 1

- **MGB200** Leading Organisations
- **AMB202** Integrated Marketing Communication
  - Option (elective) unit

#### Year 2, Semester 2

- **Business School 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
<table>
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<tr>
<th>Year 3, Semester 2</th>
<th>AMB200</th>
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<td>MGB335  Project Management</td>
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<td>PLUS The following 3 units:</td>
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<td>AMB359  QUT Business School Core unit</td>
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Marketing and Management Course Structure - Sem 2 entry (ODD YEAR) (for Caboolture students only)

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Marketing and Management Course Structure - Sem 2 entry (EVEN YEAR) (for Caboolture students only)

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### Year 3, Semester 1

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Marketing and Management Unit List (for Caboolture students)

### Business School Core Units

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<td>BSB119</td>
<td>Global Business</td>
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<td>BSB124</td>
<td>Working in Business</td>
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<td>BSB111</td>
<td>Business Law and Ethics</td>
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<td>BSB113</td>
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### Management Units

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Information for future students
Published on: 13 June 2012
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UNIT SYNOPSES

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 or CTB126 or BSB116 or BSB117
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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 or CTB126 or BSB116 or BSB117

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
Campus: Gardens Point
Teaching period: 2011 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: 2011 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
Campus: Gardens Point
Teaching period: 2011 SEM-2

AMB208 EVENTS MARKETING
Events have become significant strategic marketing tools for positioning products/services, industries, destinations and
community interests at the local, national and global levels. The unit initially explores various types, roles and objectives of events and the profile and motives of event markets and stakeholders. Key topics include: processes of attracting or developing the event experience including bidding processes; partnership creation with sponsors, media and community; venue selection and design relative to market/stakeholder needs; ticketing/pricing or access management and imaging the event from an integrated marketing communication perspective. Local and international cases are used.

Prerequisites: BSB126 or CTB126
Antirequisites: MIB319
Equivalents: AMB354
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1

AMB209 TOURISM MARKETING
This unit examines the tourism system and the unique characteristics of tourists, segmentation bases for tourist markets, the nature of the tourist destination mix and how marketing is applied within elements of that mix. Services marketing concepts and theories of tourist behaviour are utilised in the analysis of the tourism experience: processes of destination and product development to meet market needs; and, strategy development to accommodate domestic and international tourism marketing environments. Macro-environmental issues impacting on tourism, such as sustainability of the industry and environment, the sociopolitical context in which marketing occurs and global trends in travel are also explored for their marketing implications.

Prerequisites: BSB126 or CTB126
Equivalents: AMB351
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 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. 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: AMX210, IBB210
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 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
Equivalents: AMX220
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 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: AMX240, CTB240
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 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, CTB126, or BSB116  
**Antirequisites:** MIB230  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 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 CTB126  
**Antirequisites:** MB227  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**AMB252 BUSINESS DECISION MAKING**

The nature of decisions and decision models in specific strategic and tactical areas of marketing management are examined in this unit. Decisions related to sales forecasting, market analysis, product planning, pricing, promotion and distribution are viewed from quantitative and qualitative perspectives. Students are exposed to computer software and analysis skills that aid the marketing decision process and build their analytical skills of direct relevance in marketing practice. The unit also embraces the analysis and application of marketing information systems including database marketing and the Internet as a marketing information resource.  
**Prerequisites:** BSB126 or CTB126  
**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, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB260, AMX263  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Equivalents:** AMX264  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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 CTB240  
**Equivalents:** AMX303, IBB303  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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.
**AMB318 ADVERTISING COPYWRITING**

There are two parts to any copywriting process: thinking and writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.

**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221, AMX318  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB319 MEDIA PLANNING**

This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.

**Prerequisites:** AMB220  
**Equivalents:** AMB222, AMX319  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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)  
**Equivalents:** AMX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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:** 2011 SEM-2

**AMB335 E-MARKETING STRATEGIES**

E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Equivalents:** AMB241, AMX335  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2
AMB336 INTERNATIONAL MARKETING
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.
Prerequisites: AMB240, CTB240, AMB210, or IBB210
Equivalents: AMX336, IBB213 Credit points: 12
Campus: Gardens Point and Caboolture Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB339 ADVERTISING CAMPAIGNS
This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.
Prerequisites: AMB320 and AMB330 Equivalents: AMB321, AMX339 Credit points: 12
Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 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: AMX340, CTB340 Credit points: 12 Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 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. A 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 Equivalents: AMX350 Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 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, AMX359 Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 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: AMX369, IBB300 Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 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)  
**Equivalents:** AMX372  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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:** AMB360, AMX373  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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, AMX374  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Equivalents:** AMX375  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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, AMX379  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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.

**Antirequisites:** BSB212, CTB212  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 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  
**Campus:** Gardens Point  
**Teaching period:** 2011 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, AYX200  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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.
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: AYB223
Equivalents: AYB305
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 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: LWB364
Equivalents: AYB325, AYX219
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 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 combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide.
Prerequisites: BSB110 or CTB110, and BSB119 or CTB119
Antirequisites: AYX227
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the 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: BSB110 or CTB110
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB232 FINANCIAL SERVICES REGULATION AND 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: BSB110 or CTB110
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1

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  
Campus: Gardens Point  
Teaching period: 2011 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: 2011 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 or INB120) and (AYB340 or AYB220)  
Equivalents: AYX301  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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  
Equivalents: AYX311  
Credit points: 12  
Contact hours: 3.5 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 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: 2011 SEM-1 and 2011 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; strategic planning and budgetary systems; pricing and product mix decisions; 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: 2011 SEM-1 and 2011 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: 2011 SEM-1 and 2011 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 
Equivalents: AYX339 
Credit points: 12 
Contact hours: 3 per week 
Campus: Gardens Point 
Teaching period: 2011 SEM-1 and 2011 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 
Equivalents: AYX340 
Credit points: 12 
Campus: Gardens Point 
Teaching period: 2011 SEM-1 and 2011 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, BS124, or BS114 
Credit points: 12 
Campus: Gardens Point 
Teaching period: 2011 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: BSX110, CTB110 
Credit points: 12 
Contact hours: 3 per week 
Campus: Gardens Point and Caboolture 
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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, LWS009, LWB145 
Equivalents: BSX111, CTB111 
Credit points: 12 
Contact hours: 3 per week 
Campus: Gardens Point and Caboolture 
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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, UDB104 
Equivalents: BSX113, CTB113 
Credit points: 12 
Contact hours: 3 per week 
Campus: Gardens Point and Caboolture 
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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.
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, BSB119
Equivalents: BSX119, CTB119
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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
Equivalents: BSX123
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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, BSB124
Equivalents: BSX124
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

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.

Antirequisites: BSB116, BSD126
Equivalents: BSX126, CTB126
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB201 FINANCIAL MARKETS
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.

Prerequisites: BSB113 or CTB113
Equivalents: EFX201
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB210 FINANCE 1
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm’s investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

Prerequisites: BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)
Equivalents: EFX210
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM
**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**

This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.

**Prerequisites:** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
**Antirequisites:** EFB101  
**Equivalents:** EFX222  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**EFB223 ECONOMICS 2**

Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

**Prerequisites:** BSB113 or CTB113 or UDB104  
**Equivalents:** EFB102, EFX223  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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**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  
**Equivalents:** EFX240, IBB202  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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**EFB307 FINANCE 2**

This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.

**Prerequisites:** EFB210  
**Equivalents:** EFX307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**EFB308 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. Students are required to complete a research project combining theory and practice.

**Prerequisites:** EFB307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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**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:** 2011 SEM-1

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**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: 2011 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: 2011 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: EBF212, IBB202, EBF240  Equivalents: EFX312  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 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: 2011 SEM-2

**EFB330 INTERMEDIATE MACROECONOMICS**
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.

Prerequisites: EBF223 or EBF102  Equivalents: EBF202, EFX330  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

**EFB331 INTERMEDIATE MICROECONOMICS**
This unit is designed to develop students’ understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which economics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.

Prerequisites: EBF223 or EBF102  Equivalents: EBF211, EFX331  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

**EFB332 APPLIED BEHAVIOURAL ECONOMICS**
This unit is designed to expose students to current and practical applications of behavioural economics that can be used to improve the understanding of important topics in the area of sports, arts and entertainment. It uses an economic approach to explore topics such as superstardom, fakes and herding behaviour, favouritism, awards and creativity, pressure, pay and performance, positional concerns or outcome uncertainty. The theories and methodological tools learned in this unit can also be applied to other economic areas and industries.

Prerequisites: EBF223 or EBF102  Equivalents: EFX332  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

**EFB333 INTERDUCTORY 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: EBF222 or EBF101  Antirequisites: EBF200  Equivalents: EFX333  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

**EFB334 ENVIRONMENTAL ECONOMICS AND POLICY**
The unit introduces students to some of the current environmental and natural resource issues confronting society and how planners and decision-makers could better understand and address these problems using economics. This unit demonstrates that economics has a major role to play in helping us to understand and solve some of the environmental problems facing societies. It will be demonstrated that economics can often be used to help protect the environment rather than harm it. The unit would benefit those who wish to work either in the public or the private sector.

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFX334  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

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**EFB335 INVESTMENTS**

This unit advances the students’ understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.

**Prerequisites:** EFB307  
**Antirequisites:** EFB318  
**Equivalents:** EFX335  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**EFB336 INTERNATIONAL ECONOMICS**

International economics advances student understanding of global markets and positions through theories and analyses of trade, intervention, currencies, current transactions, capital positions and obligations in an interdependent world. Through considerations of international positions and competitiveness the unit develops a framework for understanding of the prospects and challenges facing firms, organisations, institutions and governments active in the international economy and of the wider issues of global progress and stagnation.

**Prerequisites:** EFB330 or EFB202, and EFB331 or EFB211  
**Antirequisites:** EFB314  
**Equivalents:** EFX336  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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**EFB337 GAME THEORY AND APPLICATIONS**

This unit presents the basic concepts of game theory and its application to economic phenomena, focussing on how individuals and firms deal with uncertainty and situations involving strategic interactions. The theoretical concepts are illustrated with applications from both the private and public sectors. Contents include the economics of uncertainty and information, asymmetric information, auctions, bargaining, markets and competition.

**Prerequisites:** EFB331 or EFB211  
**Equivalents:** EFX337  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

EFB338 is a unit designed to summarize your studies in economics. The unit comprises usually of three or more topics of current research in economics. The topics cover micro and macro economics, trends in current theoretical, empirical and economic policy research. The unit is designed to develop your ability to summarise, evaluate and criticise research findings as well as to introduce you to how research in economics evolves to allow you to keep up with the progress made in economics after your degree.

**Prerequisites:** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  
**Assumed knowledge:** This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.  
**Equivalents:** EFB329, EFX338  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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**EFB339 FINANCIAL PLANNING AND INVESTMENTS**

**Prerequisites:** EFB210  
**Antirequisites:** AYB250  
**Equivalents:** EFB230  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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**EFB340 FINANCE CAPSTONE**

This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the forum to practice their finance skills in an applied setting which acts as a bridge between university studies and real-world employment in the financial services industry.

**Prerequisites:** EFB307 and EFB335. EFB335 can be enrolled in the same teaching period as EFB340.  
**Equivalents:** EFX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**INB220 BUSINESS ANALYSIS**

This unit is aims 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).

**Antirequisites:** INN220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2
period: 2011 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.

Antirequisites: INN311  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 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: 2011 SEM-1

INB342 ENTERPRISE DATA MINING AND DATA ANALYSIS
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  Equivalents: ITB239  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 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  Antirequisites: INN343  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

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  Equivalents: MGX200  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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  Equivalents: MGX201  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 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, MGX207  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 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  Equivalents: CTB234, MGX210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

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 per week  Campus: Gardens Point  Teaching period: 2011 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, MGX223  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 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, MGX225
Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 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: 2011 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: 2011 SEM-1, 2011 SEM-2 and 2011 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  
Equivalents: MGX309  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 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  
Equivalents: MGX310  
Credit points: 12  
Contact hours: 3  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 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, CTB211, MGB222, CTB232, or MGB200  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 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  
Equivalents: MGX320  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 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, MGX324  
Credit points: 12  
Contact hours: 3  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 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  
Equivalents: MGX331  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 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: 2011 SEM-1 and 2011 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:** 2011 SEM-1 and 2011 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, MGX339  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2011 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  
**Equivalents:** MGX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MGB341 OPERATIONAL RISK MANAGEMENT**  
This unit aims to develop student competencies in analysing risk management issues in national and international contexts and build a strong appreciation of managing the organisational uncertainty in the current global environment. It introduces conceptual and practical applications of risk management techniques used in private and public organisations by combining lectures with practical ‘hands-on’ workshops. The unit examines: conceptual bases of risk management; international, national and sub-national regulatory frameworks; corporate risk management in international firms; business continuity planning; security risk management; emergency response planning; managing crises in organisations; participatory ‘desktop’ simulations of crisis decision making.  
**Prerequisites:** MGB309  
**Antirequisites:** IBB306  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2