Bachelor of Business (Management) (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)
QTAC code: 413021: Gardens Point; 463021: Caboolture
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)
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
Discipline coordinator: Dr Henri Burgers
Campus: Gardens Point and Caboolture

Your degree at a glance

Year 1
You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to marketing and data analysis. You will develop generic skills in all areas, and gain an understanding of how businesses operate within the commercial and legal environment. Your focus on management begins in your second semester, when you’ll start to develop skills in strategy, leadership and internationalisation.

Year 2
Building upon your broader business knowledge, you’ll learn how critical analysis and strategic thinking assists management in challenging old viewpoints. You will learn about the importance of sustainability and change in organisations operating within complex environments. Opportunities will be provided to investigate the functional role of operations management designed to add value in productivity through allocating all the resources needed to produce a product. You will also be introduced to innovative and entrepreneurial thinking to enhance your business planning capabilities. The choice of a second business study area or an extended major in management will begin to steer your future career direction.

Year 3
In the third year you both integrate and further expand your knowledge into strategic management and operations management through the project approach to management. You will investigate how companies seek advantages over their industry competitors. You will consolidate your learning and extend yourself, developing analytical-thinking and decision-making skills. Working as individuals and in groups, you will develop a project management plan, fusing your knowledge of technical and social-cultural aspects of the organisation developed throughout the major. Defining the project, addressing the challenges of time, costs and risk you will decide the ways and means to effectively and efficiently use human and non-human resources to reach the project’s goals and those of the organisation.

Professional recognition
Graduates may be eligible for membership of a number of professional bodies depending on choice of major and units.

Management major, second major and extension – Students will meet the requirements for membership of the Australian Institute of Management.

Choice of campus
You may choose to complete your business degree at Gardens Point or Caboolture campus, majoring in Management.

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website

Deferment
Domestic students can defer their offer in this course for one year. In exceptional circumstances up to 12 months of additional deferment may be granted.

Find out more on deferment.
Other majors
See also separate entries for other majors in this course:

Abbreviation
BBus(Mgt)

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

Second Area of Study
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

Minor - Management (for non-Management students)
MGB309 Strategic Management
PLUS: any two of the following:
MGB200 Leading Organisations
MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation
MGB225 Intercultural Communication and Negotiation Skills
MGB310 Sustainability in A Changing Environment

Languages Unit Sets

Important Information:
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)
• 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 (Full-time Semester 1 Entry)

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
</tr>
<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB210</td>
<td>Managing Operations</td>
</tr>
<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB309</td>
<td>Strategic Management</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB324</td>
<td>Managing Business Growth</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB335</td>
<td>Project Management</td>
</tr>
<tr>
<td>MGB310</td>
<td>Sustainability in A Changing Environment</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
</tbody>
</table>

### Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

### Management (Full-time Semester 2 Entry)

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>MGB210</td>
<td>Managing Operations</td>
</tr>
<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
</tr>
<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB309</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>MGB324</td>
<td>Managing Business Growth</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB310</td>
<td>Sustainability in A Changing Environment</td>
</tr>
<tr>
<td>MGB335</td>
<td>Project Management</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective) unit</td>
</tr>
</tbody>
</table>

### Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Management) Unit Sets. Check unit availability when selecting Second Area of Study units.
### Management (Part-time Semester 1 Entry)

#### Year 1, Semester 1
- BSB115 Management
- BSB119 Global Business

#### Year 1, Semester 2
- BSB124 Working in Business
- BSB126 Marketing

#### Year 2, Semester 1
- MGB200 Leading Organisations
- BSB111 Business Law and Ethics

#### Year 2, Semester 2
- MGB223 Entrepreneurship and Innovation
- BSB113 Economics

#### Year 3, Semester 1
- MGB225 Intercultural Communication and Negotiation Skills
- BSB110 Accounting

#### Year 3, Semester 2
- MGB210 Managing Operations
- BSB123 Data Analysis

#### Year 4, Semester 1
- MGB324 Managing Business Growth
- Second Area of Study OR Option (elective) unit

#### Year 4, Semester 2
- MGB310 Sustainability in A Changing Environment
- Second Area of Study OR Option (elective) unit

#### Year 5, Semester 1
- MGB309 Strategic Management
- Second Area of Study OR Option (elective) unit

#### Year 5, Semester 2
- Second Area of Study OR Option (elective) unit
- Second Area of Study OR Option (elective) unit

#### Year 6, Semester 1
- MGB335 Project Management
- Second Area of Study OR Option (elective) unit

### Important Information
Please note: List of Second Area of Study can be viewed under BS05 (Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

### Management (Part-time Semester 2 Entry)

#### Year 1, Semester 2
- BSB115 Management
- BSB119 Global Business

#### Year 2, Semester 1
- BSB124 Working in Business
- BSB126 Marketing

#### Year 2, Semester 2
- MGB223 Entrepreneurship and Innovation
- BSB113 Economics

#### Year 3, Semester 1
- MGB200 Leading Organisations
- BSB111 Business Law and Ethics

#### Year 3, Semester 2
- MGB210 Managing Operations
- BSB123 Data Analysis

#### Year 4, Semester 1
- MGB225 Intercultural Communication and Negotiation Skills
- BSB110 Accounting

#### Year 4, Semester 2
- MGB310 Sustainability in A Changing Environment
- Second Area of Study OR Option (elective) unit

#### Year 5, Semester 1
- MGB309 Strategic Management
- Second Area of Study OR Option (elective) unit

#### Year 5, Semester 2
- Second Area of Study OR Option (elective) unit
- Second Area of Study OR Option (elective) unit
Year 6, Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB309</td>
<td>Strategic Management</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective)</td>
</tr>
</tbody>
</table>

Year 6, Semester 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective)</td>
</tr>
</tbody>
</table>

Year 7, Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB335</td>
<td>Project Management</td>
</tr>
<tr>
<td></td>
<td>Second Area of Study OR Option (elective)</td>
</tr>
</tbody>
</table>

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

Management with Management Extension

Year 1, Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Year 1, Semester 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
</tr>
<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
</tr>
</tbody>
</table>

Year 2, Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB210</td>
<td>Managing Operations</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
</tr>
</tbody>
</table>

Year 2, Semester 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB309</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>PLUS:</td>
<td>Option (elective) unit</td>
</tr>
<tr>
<td>PLUS:</td>
<td>Option (elective) unit</td>
</tr>
</tbody>
</table>

Year 3, Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB324</td>
<td>Managing Business Growth</td>
</tr>
</tbody>
</table>

PLUS: Management extension option unit

PLUS: Option (elective) unit

PLUS: Option (elective) unit

Management with Human Resource Management Second Major

Year 1, Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Year 1, Semester 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
</tr>
<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
</tr>
</tbody>
</table>

Year 2, Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>MGB210</td>
<td>Managing Operations</td>
</tr>
<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>MGB207</td>
<td>Human Resource Issues and Strategy</td>
</tr>
</tbody>
</table>

Year 2, Semester 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB309</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>PLUS:</td>
<td>Option (elective) unit</td>
</tr>
</tbody>
</table>

Year 3, Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB324</td>
<td>Managing Business Growth</td>
</tr>
</tbody>
</table>

PLUS: Management extension option unit

PLUS: Option (elective) unit

PLUS: Option (elective) unit

Management Option unit list

SELECT: two (2) of the following:
MGB306  Independent Study
MGB331  Learning and Development in Organisations
MGB338  Workplace Learning
MGB370  Personal and Professional Development
<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
<th>Year 1, Semester 1</th>
<th>Year 1, Semester 2</th>
<th>Year 2, Semester 1</th>
<th>Year 2, Semester 2</th>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option (elective) unit</td>
<td>MGB310 Sustainability in A Changing Environment</td>
<td>MGB310 Sustainability in A Changing Environment</td>
<td>AMB200 Integrated Marketing Communication</td>
<td>AMB201 Marketing and Audience Research</td>
<td>AMB201 Marketing and Audience Research</td>
<td>AMB303 International Logistics</td>
</tr>
</tbody>
</table>

Management with International Business Second Major

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Year 1, Semester 2</th>
<th>Year 2, Semester 1</th>
<th>Year 2, Semester 2</th>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB115 Management</td>
<td>BSB111 Business Law and Ethics</td>
<td>BSB110 Accounting</td>
<td>BSB123 Data Analysis</td>
<td>MGB309 Strategic Management</td>
<td>MGB324 Managing Business Growth</td>
</tr>
<tr>
<td>BSB126 Marketing</td>
<td>MGB202 Intercultural Communication and Negotiation Skills</td>
<td>AMB200 Integrated Marketing Communication</td>
<td>Option (elective) unit</td>
<td>MGB303 International Logistics</td>
<td>Option (elective) unit</td>
</tr>
</tbody>
</table>

Marketing and Management Unit List (for Caboolture students)
### Business School Core Units

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

### Management Units

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

### Marketing Units

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

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

#### Year 1, Semester 1

- BSB126  Marketing

#### Year 1, Semester 2

- BSB115  Management
- AMB201  Marketing and Audience Research

#### Year 2, Semester 1

- BSB115  Management
- BSB126  Marketing

### Year 2, Semester 2

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

#### Year 2, Semester 2

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

### Year 3, Semester 1

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

### Year 3, Semester 2

- MGB335  Project Management
  - OR
- PLUS  The following 3 units:
  - AMB359  QUT Business School Core unit
- AMB336  QUT Business School Core unit

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

#### Year 1, Semester 2

- BSB115  Management

#### Year 2, Semester 1

- BSB126  Marketing

#### Year 2, Semester 2

- BSB115  Management
- BSB126  Marketing
Business School Core Unit
MGB200  Leading Organisations

Year 2, Semester 2
AMB201  Marketing and Audience Research
AMB240  Marketing Planning and Management
MGB309  Strategic Management
MGB310  Sustainability in A Changing Environment

Year 3, Semester 1
MGB225  Intercultural Communication and Negotiation Skills
AMB340  Services Marketing
MGB210  Managing Operations
AMB335  E-marketing Strategies
  Or
  Option (elective) unit

Year 3, Semester 2
MGB223  Entrepreneurship and Innovation
MGB335  Project Management
  OR
AMB359  Strategic Marketing
AMB336  International Marketing
AMB200  Consumer Behaviour

Year 4, Semester 1
AMB202  Integrated Marketing Communication
  Business School Core Unit
  Option (elective) unit
MGB324  Managing Business Growth
  Or
  Option (elective) unit

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

Year 1, Semester 1
BSB126  Marketing
  Business School Core Unit
  Business School Core Unit
  Business School Core Unit

Year 1, Semester 2
BSB115  Management

AMB201  Marketing and Audience Research
AMB240  Marketing Planning and Management
  Business School Core Unit

Year 2, Semester 1
MGB200  Leading Organisations
MGB225  Intercultural Communication and Negotiation Skills
MGB210  Managing Operations
  Option (elective) unit

Year 2, Semester 2
AMB200  Consumer Behaviour
MGB223  Entrepreneurship and Innovation
MGB309  Strategic Management
  Business School Core Unit

Year 3, Semester 1
AMB202  Integrated Marketing Communication
AMB335  E-marketing Strategies
  OR
MGB324  Managing Business Growth
AMB340  Services Marketing
  Option (elective) unit

Year 3, Semester 2
AMB336  International Marketing
MGB310  Sustainability in A Changing Environment
MGB335  Project Management
  OR
AMB359  Strategic Marketing

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

Year 1, Semester 2
BSB115  Management
  Business School Core Unit
  Business School Core Unit
  Business School Core Unit

Year 2, Semester 1
BSB126  Marketing
MGB200  Leading Organisations
UNIT SYNOPSISES

**MGB225 Intercultural Communication and Negotiation Skills**

**MGB210 Managing Operations**

**Year 2, Semester 2**

**AMB201 Marketing and Audience Research**

**AMB240 Marketing Planning and Management**

**MGB309 Strategic Management**

**AMB200 Consumer Behaviour**

**Year 3, Semester 1**

**Business School Core Unit**

**AMB202 Integrated Marketing Communication**

**AMB340 Services Marketing**

**AMB335 E-marketing Strategies**

**Or**

**Business School Core Unit**

**Year 3, Semester 2**

**MGB223 Entrepreneurship and Innovation**

**MGB335 Project Management**

**Or**

**AMB359 Strategic Marketing**

**AMB336 International Marketing**

**MGB310 Sustainability in A Changing Environment**

**Year 4, Semester 1**

**Option (elective) unit**

**Option (elective) unit**

**Business School Core Unit**

**MGB324 Managing Business Growth**

**Or**

**Business School Core Unit**

**Potential Careers:**

Administrator, Government Officer, Manager.

**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

**Antirequisites:** MIB204  
**Equivalents:** AMX200, CTB200

**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

**Equivalents:** AMX201, CTB201

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**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

**Antirequisites:** MIB305, MGB220, COB334  
**Equivalents:** AMX202

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

**AMB204 PURCHASING AND PROCUREMENT**

This unit examines the nature and importance of Procurement in the role of business today. Procurement has become increasingly important and valued by organisations that are part of global supply chains. The management and strategic control of procurement functions in modern
businesses adds profit through cost control in businesses and that has gained significance in the drive to maintain profit in internationally competitive markets. Modern procurement professionals require the use of many skills to achieve these outcomes and this unit introduces students to the functions of purchasing and procurement in an organisation.

**Prerequisites:** BSB119 or CTB119  
**Antirequisites:** IBB312  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**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.

This unit 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

**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

**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

**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

**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

**AMBS359 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

**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.

**Prerequisites:** 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.

**Prerequisites:** 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. 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.

**Antirequisites:** BSD115  
**Equivalents:** BSX115, CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1

**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, BSD119  
**Equivalents:** BSX119, CTB119  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**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, MBA101, MBA141, MBA233  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.


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

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)
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
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

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
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

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: MGX334, CTB334, MGB212
Equivalents: MGX310
Credit points: 12
Contact hours: 3
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-2
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  
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

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 prerequisites: 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

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT

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

**Prerequisites:** MGB331 and BSB124  
**Equivalents:** MGB315, MGX370  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2