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

Why choose this course?
If you find problem solving, decision-making, achieving targets and motivating people to improve the effectiveness, efficiency and profitability of a business appealing, this is the path for you.

Overview
A major in management is a passport to many career opportunities nationally and internationally across a range of sectors.

You will develop skills in creative thinking, decision making, leadership, communication and negotiation and gain a thorough understanding of operations and change – how to adapt yourself and your team to manage projects and organisations. These skills will help you build a fantastic career.

The Management major provides analytical, strategic and operational skills and detailed knowledge of the contemporary business environment. This will enable you to take on a professional position with management responsibilities or a leadership position within an organisation.

Graduates find work in a variety of organisations from small business start-ups to large companies and the public sector. They solve problems, make decisions and work with others to achieve targets, efficiency and profitability.

During your course you will hear from real-world managers and develop your understanding of entrepreneurship and innovation, intercultural communication and negotiation, and managing in a dynamic business environment.

The major begins with units introducing key management concepts and their application to manufacturing and service organisations before focusing on entrepreneurship and innovation, and intercultural communication and negotiation. Third-level units develop skills in strategic management and managing in a dynamic business environment.

The capstone Project Management unit develops the technical and the people skills required to manage individual projects.

Industry links
Our lecturers provide research and consultancy services in industry, through links with organisations such as Brisbane Airport, other major infrastructure organisations and various government departments.

Real-world activities are linked back to the units taught, ensuring you graduate with up-to-date skills and knowledge. These industry links also provide access to guest lecturers and tutors who offer real-life experiences and examples and can show you how to apply the theory to the real world.

Course combination and career outcomes
A Management major will provide you with strategic and decision making skills.

You can extend your major in Management with additional units, or choose complementary studies in human resource management, marketing, accountancy, international business, logistics, entrepreneurship or a language.

Combining with additional business study areas, such as human resource management, marketing or accountancy will give you great career choice. These functional areas will provide you with specific skills which may help you gain employment in specific areas.

Your management skills will give you greater scope to add value to the organisation through being able to motivate staff and co-workers, provide vision and direction, and...
assist in achieving competitive advantage, as well as enhancing your career progression through to senior management positions.

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

Abbreviation
BBus(Mgt)

Management Unit Sets

<table>
<thead>
<tr>
<th>Primary Major</th>
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<tbody>
<tr>
<td>MGB200</td>
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<table>
<thead>
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<th>Second Area of Study</th>
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<tr>
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<td>MGB324</td>
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</table>
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: any 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 three 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)

Year 1, Semester 1
BSB115  Management
BSB119  Global Business
BSB124  Working in Business
BSB126  Marketing

Year 1, Semester 2
BSB111  Business Law and Ethics
BSB113  Economics
MGB200  Leading Organisations
MGB225  Intercultural Communication and Negotiation Skills

Year 2, Semester 1
MGB210  Managing Operations
MGB223  Entrepreneurship and Innovation
BSB110  Accounting
BSB123  Data Analysis
### Year 2, Semester 2
- **MGB309** Strategic Management
  - Second Area of Study OR Option (elective) unit
- **MGB324** Managing Business Growth
  - Second Area of Study OR Option (elective) unit

### Year 3, Semester 1
- **MGB324** Managing Business Growth
  - Second Area of Study OR Option (elective) unit
- **MGB335** Project Management
  - Second Area of Study OR Option (elective) unit

### Year 3, Semester 2
- **MGB310** Sustainability in A Changing Environment
  - Second Area of Study OR Option (elective) unit
- **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 1 Entry)

### Year 1, Semester 1
- **BSB115** Management
- **BSB119** Global Business
- **BSB113** Economics
- **MGB210** Managing Operations

### Year 2, Semester 2
- **MGB200** Leading Organisations
- **MGB225** Intercultural Communication and Negotiation Skills
- **BSB110** Accounting
  - Second Area of Study OR Option (elective) unit

### Year 3, Semester 2
- **MGB210** Managing Operations
- **MGB225** Intercultural Communication and Negotiation Skills
- **BSB110** Accounting

### Year 3, Semester 1
- **MGB309** Strategic Management
- **MGB324** Managing Business Growth
- **BSB123** Data Analysis
  - 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.
<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
<th>MGB324</th>
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<tbody>
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**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)

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**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

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### Year 1, Semester 2
- BSB111  Business Law and Ethics
- BSB113  Economics
- MGB200  Leading Organisations
- MGB225  Intercultural Communication and Negotiation Skills

### Year 2, Semester 1
- MGB210  Managing Operations
- BSB110  Accounting
- BSB123  Data Analysis
- MGB223  Entrepreneurship and Innovation

### Year 2, Semester 2
- MGB309  Strategic Management
- MGB201  Contemporary Employment Relations
- PLUS:  Option (elective) unit
- PLUS:  Option (elective) unit

### Year 3, Semester 1
- MGB324  Managing Business Growth
- PLUS:  Management extension option unit
- PLUS:  Option (elective) unit
- PLUS:  Option (elective) unit

### Year 3, Semester 2
- MGB335  Project Management
- MGB341  Operational Risk Management
- MGB310  Sustainability in A Changing Environment
- PLUS:  Management extension option 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

### Management with Human Resource Management Second Major

### Year 1, Semester 1
- BSB115  Management
- BSB119  Global Business
- BSB124  Working in Business

### Year 2, Semester 2
- BSB126  Marketing

### Year 1, Semester 2
- BSB111  Business Law and Ethics
- BSB113  Economics
- MGB200  Leading Organisations
- MGB225  Intercultural Communication and Negotiation Skills

### Year 2, Semester 1
- BSB110  Accounting
- MGB210  Managing Operations
- MGB223  Entrepreneurship and Innovation
- MGB207  Human Resource Issues and Strategy

### Year 2, Semester 2
- MGB309  Strategic Management
- BSB123  Data Analysis
- MGB201  Contemporary Employment Relations
- Option (elective) unit

### Year 3, Semester 1
- MGB324  Managing Business Growth
- MGB331  Learning and Development in Organisations
- MGB339  Performance and Reward
- Option (elective) unit

### Year 3, Semester 2
- MGB335  Project Management
- MGB320  Recruitment and Selection
- MGB370  Personal and Professional Development
- MGB310  Sustainability in A Changing Environment

### Management with International Business Second Major

### Year 1, Semester 1
- BSB115  Management
- BSB119  Global Business
- BSB124  Working in Business
- BSB126  Marketing

### Year 1, Semester 2
- BSB111  Business Law and Ethics
- BSB113  Economics
- MGB200  Leading Organisations
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</table>

**Year 2, Semester 1**
- BSB110  Accounting
- MGB210  Managing Operations
- MGB223  Entrepreneurship and Innovation
- AMB204  Purchasing and Procurement

**Year 2, Semester 2**
- MGB309  Strategic Management
- BSB123  Data Analysis
- AMB210  Importing and Exporting Option (elective) unit

**Year 3, Semester 1**
- MGB324  Managing Business Growth
- AMB303  International Logistics
- AMB336  International Marketing Option (elective) unit

**Year 3, Semester 2**
- MGB335  Project Management
- MGB340  International Business in the Asia-Pacific
- EFB240  Finance for International Business
- MGB310  Sustainability in A Changing Environment

**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**
- AMB202  Integrated Marketing Communication
- BSB123  Data Analysis
- AMB200  Consumer Behaviour
- AMB201  Marketing and Audience Research Option (elective) unit
- MGB309  Strategic Management
- MGB324  Managing Business Growth
- AMB240  Marketing Planning and Management Option (elective) unit
- MGB335  Project Management
- AMB336  International Marketing
- AMB340  Services Marketing
- AMB310  Sustainability in A Changing Environment
<table>
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<th>Year 1, Semester 1</th>
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<td>BSB126 Marketing</td>
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<td>AMB200 Consumer Behaviour</td>
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<tr>
<td>MGB310 Sustainability in A Changing Environment</td>
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<tr>
<td>AMB335 E-marketing Strategies</td>
<td>AMB340 Services Marketing</td>
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<td>MGB225 Intercultural Communication and Negotiation Skills</td>
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<td>AMB340 Services Marketing</td>
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<td>MGB210 Managing Operations</td>
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<td>Or</td>
<td>AMB359 Strategic Marketing</td>
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<tr>
<td>MGB336 International Marketing</td>
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Marketing and Management Course Structure - Sem 1 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 1

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<th>Course Title</th>
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<tbody>
<tr>
<td>BSB126</td>
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<td>AMB240</td>
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Marketing and Management Course Structure - Sem 2 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 2

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<td>Marketing and Audience Research</td>
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Year 2, Semester 2

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Year 3, Semester 1

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Year 3, Semester 2

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### 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 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  
- AMB336  Project Management  
  OR  
- MGB310  Sustainability in A Changing Environment  
  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
- AMB201  Marketing and Audience Research  
- AMB240  Marketing Planning and Management  
  Business School Core Unit  

#### Year 2, Semester 2
- AMB202  Integrated Marketing Communication  
- AMB335  E-marketing Strategies  
  OR  
- MGB324  Managing Business Growth  
- AMB340  Services Marketing  
  Option (elective) unit  
- MGB310  Sustainability in A Changing Environment  
  OR  
- AMB359  Strategic Marketing  

#### Year 3, Semester 1
- AMB336  International Marketing  
- MGB310  Sustainability in A Changing Environment  
  OR  
- AMB335  Project Management  
  OR  
- MGB309  Strategic Management  
- AMB336  International Marketing  
- MGB310  Sustainability in A Changing Environment
Business School Core Unit
MGB324 Managing Business Growth
Or
Business School Core Unit

Potential Careers:
Administrator, Government Officer, Manager.

UNIT SYNOPSISES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.
Prerequisites: BSB126 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: COB207, MIB309
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.
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 Equivalent: 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 Equivalent: 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 Equivalent: 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 Equivalent: 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 models for services that reflect the significant impacts of new technologies on service delivery.
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201 Antirequisites: MIB311 Equivalent: AMX340, CTB340 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

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 Equivalent: 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.

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 measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy. 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

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 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, 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.

**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:** BSB114, CTB114, HHB113, BSD124  
**Equivalents:** BSBX124  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**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

**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

**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

### 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 and 2011 SEM-2

### 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:** MGB309  
**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

### 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

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

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**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

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**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

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**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

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**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

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**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

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**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