Bachelor of Business (Economics) (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
Past rank cut-off: 81
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.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 Tommy Tang
Campus: Gardens Point

Why choose this course?
Economics is more than just a business discipline, it's a way of thinking. It’s about important issues such as unemployment, inflation, interest rates, competition, business strategy, maximising resources and the impact of decisions made by government.

Overview
The study of economics is challenging, strategic and rewarding – a career that involves problem-solving, decision-making and analytical skills.

With the help of world-class economists, you will develop essential knowledge about economic behaviour, the workings of economic systems, and the skills used in analysing economic issues in a wide range of contexts.

This course will take you on a journey through micro (individual firm or industry) and macro economics (entire nations). You will apply theory to topics of current interest, such as the federal budget, changing age demographics and climate change. You will learn how to collate data for your analysis, make decisions on relevant economic theories and models, and refine this into possible solutions for the real world.

Graduates find work as analysts and advisers in commercial and public sector organisations. They are also prepared for further study in economics leading to work as professional or academic economists.

The major begins with units on quantitative analysis and on economics that build on the Faculty core program. Core economic principles are further developed. Students then choose three of five units devoted to applications of economic theory in areas such as environmental, behavioural and international economics, and development of research skills.

The capstone unit Contemporary Applications of Economic Theory integrates earlier learning by giving students the opportunity to analyse specific commercial, social and environmental issues.

Course combinations and career outcomes
Your analytical toolkit, experience in viewing problems from different perspectives, and ability to weigh up the efficiency of alternative solutions means you will be employable in a variety of settings, from a range of government, treasury, policy and economic development roles, to manufacturing, transport, communications, banking, insurance and investment.

In banking or finance organisations, you may be employed in an operational role through to a specialised managerial position. Private sector industrial and manufacturing companies employ economics graduates to provide strategic analysis and policy advice.

Combining your economics major with study in finance can point you towards an analytical role in the finance industry or an advisory role in government or with industry regulatory bodies. You may also find employment in economic or financial forecasting in government or a finance firm.

Because economics is concerned with how society meets people's demands for goods and services, including the manufacture, consumption and sale of products, it can be an ideal complement to studies in marketing.

As an economics student you will be encouraged to view problems from an organisational, national and global context, so you could consider combining your economics major with studies in international business to launch your career overseas.
Your degree at a glance

Year 1
You will build a base of broad business knowledge through the core units, from finance and accounting through to marketing and international business. With generic skills in all areas, you will have an understanding of how businesses operate within the commercial and legal environment. Your economics major begins in second semester, when you’ll cover consumer behaviour, business cycles and policy, and the significance of the international economy. You will build skills in interpreting financial and economic data and reports, and use this information for business decision making.

Year 2
Delving further into your major, you will learn more about production, the economics of market structures, the workings of the national economy, and the roles of fiscal and monetary policy. You will contemplate the interplay between government, private firms and consumers, and analyse the increasing globalisation of world trade and investment. You will also shape your future career options through the consideration of a second study area.

Year 3
Projects and research assignments will build your practical skills. You will apply economic theories learned so far to topical issues of current interest, such as the federal budget, Australia’s ageing population or global warming. You will learn how to locate the data for your analysis, decide on the relevant economic theories and models, and distil this into possible solutions. This analysis will help you advise the best way forward, and give you a practical introduction to the real-world applications of economic theory.

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

Study area
Economics major – You will meet the academic requirements for professional membership to the Economic Society of Australia.

Second study area
Finance second major – Students will meet the educational requirements for Associate Membership of the Financial Services Institute of Australasia (FINSIA).

All second majors – Students will meet the academic requirements for enrolment in the Graduate Diploma of Applied Corporate Governance at Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma of Applied Corporate Governance, students will meet the academic requirement for professional membership of Chartered Secretaries Australia and also membership of the international association, Institute of Chartered Secretaries and Administrators (ICSA) of which CSA is the Australian division. Membership of ICSA entitles members to use the post nominals of ACIS or Fellow of Chartered Institute of Secretaries (FCIS). Ordinary Membership of the Economics Society of Australia only requires students have an interest in the area of Economics. Academic requirements for Professional Membership of the Economics Society of Australia (Qld) requires that students have held an Ordinary Membership of the Economics Society of Australia for one year and have completed a Bachelor of Business majoring in Economics.

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.

Industry links
Our lecturers have a wide range of real-world experience in finance, government policy making and in industry, so their teaching reflects current thinking and is based on practical situations and outcomes. These links also provide access to guest lecturers, who add their own experiences and challenges to your learning and thinking.

Practical teaching
Project and research assignments will build your practical skills. You will apply theory to topics of current interest, such as the federal budget, Australia’s ageing population or global warming. You will learn how to locate data for your analysis, decide on the relevant economic theories and models, and distil this into possible solutions. This analysis will help you advise the best way forward, and give you a practical introduction to the real-world application of economic theory.

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.
Other majors

Abbreviation
BBus(Ec)

### Economics (Full-time Semester 1 Entry)

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<th>Year 1, Semester 1</th>
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<td>BSB113 Economics</td>
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### Economics (Full-time Semester 2 Entry)

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### Economics Options List

- Student must choose 3 units from the following:
  - EFB332 Applied Behavioural Economics
  - EFB333 Introductory Econometrics
  - EFB334 Environmental Economics and Policy
  - EFB336 International Economics
  - EFB337 Game Theory and Applications

### Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.
### Area of Study OR Option (elective) unit

#### Year 3, Semester 1
- **EFB330** Intermediate Macroeconomics
- **EFB331** Intermediate Microeconomics
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

#### Year 3, Semester 2
- **EFB338** Contemporary Application of Economic Theory
  - Economics Option List
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

#### Year 4, Semester 1

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- **EFB332** Applied Behavioural Economics
- **EFB333** Introductory Econometrics
- **EFB334** Environmental Economics and Policy
- **EFB336** International Economics
- **EFB337** Game Theory and Applications

#### Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

#### Economics (Part-time Semester 1 Entry)

#### Year 1, Semester 1
- **BSB113** Economics
- **BSB119** Global Business

#### Year 2, Semester 1
- **EFB223** Economics 2
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

#### Year 2, Semester 2
- **EFB222** Quantitative Methods For Economics and Finance
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

#### Year 3, Semester 1
- **EFB331** Intermediate Microeconomics
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

#### Year 4, Semester 1
- **EFB330** Intermediate Macroeconomics
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

#### Year 3, Semester 2

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#### Year 4, Semester 2

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#### Year 5, Semester 2
- **EFB338** Contemporary Application of Economic Theory
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

#### Year 6, Semester 1

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### Economics Option List

**Remaining Business School Core OR Second Area of Study OR Option (elective) unit**

**Economics Option List**

- Student must choose 3 units from the following:
  - EFB332 Applied Behavioural Economics
  - EFB333 Introductory Econometrics
  - EFB334 Environmental Economics and Policy
  - EFB336 International Economics
  - EFB337 Game Theory and Applications

**Important Information**

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB110, BSB111, BSB115 and BSB126 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

**Economics (Part-time Semester 2 Entry)**

**Year 1, Semester 2**
- BSB113 Economics
- BSB124 Working in Business

**Year 2, Semester 1**
- BSB123 Data Analysis
- EFB223 Economics 2

**Year 2, Semester 2**
- BSB119 Global Business
- EFB222 Quantitative Methods For Economics and Finance

**Year 3, Semester 1**
- EFB331 Intermediate Microeconomics

**Year 3, Semester 2**
- Economics Option List
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

**Year 4, Semester 2**
- Economics Option List

**Year 4, Semester 1**
- EFB330 Intermediate Macroeconomics

**Year 5, Semester 1**
- Economics Option List
- Remaining Business School Core OR Second Area of Study OR Option (elective) unit

**Year 5, Semester 2**
- EFB338 Contemporary Application of Economic Theory

**Year 6, Semester 1**
- Economics Option List
- Remaining Business School Core OR Second Area of Study OR Option (elective) unit

**Year 6, Semester 2**
- Economics Option List

**Year 7, Semester 1**
- Economics Option List

**Economics Option List**

- Student must choose 3 units from the following:
  - EFB332 Applied Behavioural Economics
  - EFB333 Introductory Econometrics
  - EFB334 Environmental Economics and Policy
  - EFB336 International Economics
  - EFB337 Game Theory and Applications

**Important Information**

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB110, BSB111, BSB115 and BSB126 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.
Economics Unit Sets

Primary Major

Economics - 8 Unit Major
EFB222  Quantitative Methods For Economics and Finance
EFB223  Economics 2
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics
EFB338  Contemporary Application of Economic Theory
Plus any three of the following:
EFB332  Applied Behavioural Economics
EFB333  Introductory Econometrics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications

Second Area of Study

Economics - 6 Unit Major (for non Finance major students)
EFB222  Quantitative Methods For Economics and Finance
EFB223  Economics 2
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics
Plus any two of the following:
EFB332  Applied Behavioural Economics
EFB333  Introductory Econometrics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications

Economics - 6 unit major (for Finance students)
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics
Plus four of the following:
EFB332  Applied Behavioural Economics
EFB333  Introductory Econometrics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications

Economics - Minor (for non-Economics and Finance students)
EFB222  Quantitative Methods For Economics and Finance
EFB223  Economics 2
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics
Plus one of the following:
EFB332  Applied Behavioural Economics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications

Economics minor (for Finance students)
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics
Plus two of the following:
EFB332  Applied Behavioural Economics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications

Applied Economics Minor (for non-Economics and Finance students)
EFB223  Economics 2
EFB332  Applied Behavioural Economics
EFB334  Environmental Economics and Policy
Plus one of the following:
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics

Applied Economics minor (for Finance students)
EFB332  Applied Behavioural Economics
EFB334  Environmental Economics and Policy
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics

Quantitative Economics minor (for non-Economics and Finance students)
EFB222  Quantitative Methods For Economics and Finance
EFB223  Economics 2
EFB333  Introductory Econometrics
Plus one of the following:
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics
EFB332  Applied Behavioural Economics
EFB334  Environmental Economics and Policy
Quantitative Economic minor (for Finance students)

EFB333  Introductory Econometrics

Plus three of the following:

EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics
EFB332  Applied Behavioural Economics
EFB334  Environmental Economics and Policy

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/

Economics with Finance Second Major

Year 1, Semester 1

BSB113  Economics
BSB119  Global Business

BSB123  Data Analysis
BSB124  Working in Business

Year 1, Semester 2

BSB110  Accounting
BSB115  Management
EFB222  Quantitative Methods For Economics and Finance
EFB223  Economics 2

Year 2, Semester 1

EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics
EFB210  Finance 1

Remaining Business School Core OR Option (elective) unit

Year 2, Semester 2

EFB201  Financial Markets
EFB307  Finance 2

Economics Option List

Remaining Business School Core OR Option (elective) unit

Year 3, Semester 1

EFB312  International Finance
EFB335  Investments

Economics Option List

Remaining Business School Core OR Option (elective) unit

Year 3, Semester 2

EFB338  Contemporary Application of Economic Theory
EFB340  Finance Capstone

Economics Option List

Remaining Business School Core OR Option (elective) unit

ECONOMICS OPTION LIST

Students must choose 3 units from the following:

EFB332  Applied Behavioural Economics
EFB333  Introductory Econometrics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications
Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Economics with Accountancy Second Major

Year 1, Semester 1
- BSB113 Economics
- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business

Year 1, Semester 2
- BSB110 Accounting
- BSB111 Business Law and Ethics
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2

Year 2, Semester 1
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- AYB200 Financial Accounting
- AYB225 Management Accounting

Year 2, Semester 2
- AYB219 Taxation Law
- AYB221 Computerised Accounting Systems
- Economics Options List
- Remaining Business School Core OR Option (elective) unit

Year 3, Semester 1
- AYB340 Company Accounting
- Economics Options List
- Remaining Business School Core OR Option (elective) unit
- Remaining Business School Core OR Option (elective) unit

Year 3, Semester 2
- EFB338 Contemporary Application of Economic Theory
- AYB301 Audit and Assurance
- Economics Options List

Economics Options List

Student must choose 3 units from the following:
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB115 and BSB126 are the remaining Remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Economics with International Business Second Major

Year 1, Semester 1
- BSB113 Economics
- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business

Year 1, Semester 2
- BSB110 Accounting
- BSB115 Management
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2

Year 2, Semester 1
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- AMB204 Purchasing and Procurement
- AMB210 Importing and Exporting

Year 2, Semester 2
- MGB225 Intercultural Communication and Negotiation Skills
- Economics Options List
- Remaining Business School Core OR Option (elective) unit
- Remaining Business School Core OR Option (elective) unit
Year 3, Semester 1

AMB303  International Logistics
AMB336  International Marketing

Economics Options List
Remainng Business School Core OR Option (elective) unit

Year 3, Semester 2

EFB338  Contemporary Application of Economic Theory
MGB340  International Business in the Asia-Pacific

Economics Options List
Remainng Business School Core OR Option (elective) unit

Economics Options List
Student must choose 3 units from the following:

EFB332  Applied Behavioural Economics
EFB333  Introductory Econometrics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications

Important Information
Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Year 2, Semester 2

MGB200  Leading Organisations
MGB225  Intercultural Communication and Negotiation Skills

Economics Options List
Remainng Business School Core OR Option (elective) unit

Year 3, Semester 1

MGB309  Strategic Management

Economics Options List
Remainng Business School Core OR Option (elective) unit

Year 3, Semester 2

EFB338  Contemporary Application of Economic Theory
MGB310  Sustainability in A Changing Environment

Economics Options List
Remainng Business School Core OR Option (elective) unit

Economics Options List
Student must choose 3 units from the following:

EFB332  Applied Behavioural Economics
EFB333  Introductory Econometrics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications

Important Information
Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Economics with Management Second Major

Year 1, Semester 1

BSB113  Economics
BSB119  Global Business
BSB123  Data Analysis
BSB124  Working in Business

Year 1, Semester 2

BSB110  Accounting
BSB115  Management
EFB222  Quantitative Methods For Economics and Finance
EFB223  Economics 2

Year 2, Semester 1
BSB123  Data Analysis  
BSB124  Working in Business  
BSB126  Marketing  

Year 1, Semester 2  
BSB110  Accounting  
BSB119  Global Business  
EFB222  Quantitative Methods For Economics and Finance  
EFB223  Economics 2  

Year 2, Semester 1  
EFB330  Intermediate Macroeconomics  
EFB331  Intermediate Microeconomics  
AMB200  Consumer Behaviour  
AMB201  Marketing and Audience Research  

Year 2, Semester 2  
AMB202  Integrated Marketing Communication  
AMB240  Marketing Planning and Management  
Economics Options List  
Remaining Business School Core OR Elective  

Year 3, Semester 1  
Economics Options List  
Remaining Business School Core OR Option (elective) unit  
Remaining Business School Core OR Option (elective) unit  
Remaining Business School Core OR Option (elective) unit  

Year 3, Semester 2  
EFB338  Contemporary Application of Economic Theory  
AMB336  International Marketing  
AMB340  Services Marketing  
Economics Options List  

Economics Options List  
Student must choose 3 units from the following:  
EFB332  Applied Behavioural Economics  
EFB333  Introductory Econometrics  
EFB334  Environmental Economics and Policy  
EFB336  International Economics  
EFB337  Game Theory and Applications  

Important Information  
Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB115 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.  

Potential Careers:  
Administrator, Banker, Banking and Finance Professional, Business Analyst, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Investment Manager, Policy Officer, Public Servant, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.  

UNIT SYNOPSES  

AMB200 CONSUMER BEHAVIOUR  
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.  
Prerequisites: BSB126 or CTB126 or BSB116 or BSB117  
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  

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

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 providing 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
Campus: Gardens Point
Teaching period: 2011 SUM

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

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
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

AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.
Prerequisites: BSB110 or CTB110  Equivalents: AYB121, AYX200  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AYB219 TAXATION LAW
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.
Prerequisites: BSB111 or CTB111  Antirequisites: LWB364  Equivalents: AYX325, AYX219  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB221 COMPUTERISED ACCOUNTING SYSTEMS
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.
Prerequisites: BSB110 or CTB110  Antirequisites: AYN443  Equivalents: AYX221  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.
Prerequisites: BSB110 or CTB110  Equivalents: AYX225  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB301 AUDIT AND ASSURANCE
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.
Prerequisites: (AYB221 or INB120) and (AYB340 or AYB220)  Equivalents: AYX301  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AYB340 COMPANY ACCOUNTING
This unit includes: the preparation of consolidated financial statements; an overview of the statutory requirements that dictate the format and content of published financial reports...
of companies; the requirements of the Corporations Act 2001 and the major disclosure orientated accounting standards; accounting for income tax; accounting for the acquisition of assets (including entities); accounting for investments in associates; accounting for foreign currency transactions arising from international trading and financing; and the translation of the results of foreign operations.

**Prerequisites:** AYG200 or AYG121  
**Equivalents:** AYX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**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:** BXS110, 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:** AYG120, LWS009, LWB145  
**Equivalents:** BXS111, CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### BSB113 ECONOMICS

This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

**Antirequisites:** BSD113, UDB104  
**Equivalents:** BXS113, 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:** BXS115, 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

### 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:** BXS119, 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:** BXS123  
**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.

Prerequisites: BSB114, CTB114, HHB113, BSD124
Equivalents: EFX307
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

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

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

Prerequisites: BSB113 or CTB113
Equivalents: EFX201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

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

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.

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

EFB223 ECONOMICS 2
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

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

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.

Prerequisites: EFB210
Equivalents: EFX307
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM
EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.
Prerequisites: EFB210  Antirequisites: EFB212, IBB202, EFB240  Equivalents: EFX312  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB330 INTERMEDIATE MACROECONOMICS
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.
Prerequisites: EFB223 or EFB102  Equivalents: EFB202, EFX330  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
This unit is designed to develop students’ understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which economics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.
Prerequisites: EFB223 or EFB102  Equivalents: EFB211, EFX331  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
This unit is designed to expose students to current and practical applications of behavioural economics that can be used to improve the understanding of important topics in the area of sports, arts and entertainment. It uses an economic approach to explore topics such as superstardom, fakes, fads and herding behaviour, favouritism, awards and creativity, pressure, pay and performance, positional concerns or outcome uncertainty. The theories and methodological tools learned in this unit can also be applied to other economic areas and industries.
Prerequisites: EFB223 or EFB102  Equivalents: EFX332  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB333 INTRODUCTORY ECONOMETRICS
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.
Prerequisites: EFB222 or EFB101  Antirequisites: EFB200  Equivalents: EFX333  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
The unit introduces students to some of the current environmental and natural resource issues confronting society and how planners and decision-makers could better understand and address these problems using economics. This unit demonstrates that economics has a major role to play in helping us to understand and solve some of the environmental problems facing societies. It will be demonstrated that economics can often be used to help protect the environment rather than harm it. The unit would benefit those who wish to work either in the public or the private sector.
Prerequisites: EFB223 or EFB102  Equivalents: EFX334  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB335 INVESTMENTS
This unit advances the students’ understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.
Prerequisites: EFB307  Antirequisites: EFB318  Equivalents: EFX335  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB336 INTERNATIONAL ECONOMICS
International economics advances student understanding of global markets and positions through theories and analyses
of trade, intervention, currencies, current transactions, capital positions and obligations in an interdependent world. Through considerations of international positions and competitiveness the unit develops a framework for understanding of the prospects and challenges facing firms, organisations, institutions and governments active in the international economy and of the wider issues of global progress and stagnation.

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

**EFB337 GAME THEORY AND APPLICATIONS**

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

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

**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

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

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

**EFB340 FINANCE CAPSTONE**

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

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

**MGB200 LEADING ORGANISATIONS**

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

**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MGB211, CTB211, MGB222, CTB232  
**Equivalents:** MGX200  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**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-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: MGX309
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.
Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232
Antirequisites: MGB334, CTB334, MGB212
Equivalents: MGX310
Credit points: 12
Contact hours: 3
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-2

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