**Bachelor of Business (International Business) (BS05)**

**Year offered:** 2011  
**Admissions:** Yes  
**CRICOS code:** 003491G  
**Course duration (full-time):** 3 years  
**Course duration (part-time):** 6 years  
**Domestic Fees (indicative):** 2011: $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)  
**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:** Mr Michael Cox  
**Campus:** Gardens Point

**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 management. You will develop generic skills in all areas, and gain an understanding of how businesses operate within the commercial and legal environment. You will begin your studies in international business with specific emphasis on international marketing and market entry strategies.

**Year 2**  
You will tackle import and export management, and investigate the challenges involved in producing goods to distribute overseas. You will begin to personalise your degree with an understanding of the history, culture and business environments of countries in either Asia or Europe as your international region of expertise. Your choice of second business study area will further direct your future career options.

**Year 3**  
You will be encouraged to immerse yourself in another culture through further regional studies, or through international exchanges. Take the opportunity to gain practical skills in cross-cultural communication and negotiation, logistics, and contemporary business strategies for Asia or Europe. Gain an overview of strategic issues facing global firms, including the different company structures that provide an advantage over competitors in the global marketplace.

**Languages option**  
The course structure for both full-time and part-time International Business students varies depending on whether languages are selected as an option. Alternative course structures are included: one outlines the course structure if no languages are taken, the other outlines the structure for those who wish to undertake a language specialisation. If languages are taken as a specialisation, language units should commence in the first semester of the first year to maintain continuity from earlier pre-QUT language studies. All language units must normally be taken in the same language. International students must take a language that is not their native tongue.

**Professional recognition**  
Students are eligible for membership of the Australian Institute of Export, the Logistics Association of Australia and the Chartered Institute of Purchasing depending on units chosen.

**Other majors**  
See also separate entries for other majors in this course: Accountancy, Advertising, Economics, Finance, Human Resource Management, Management, Marketing, and Public Relations.

**Abbreviation**  
BBus(InternatBus)

**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.

### International Business (Full-time Semester 1 Entry)

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>BSB123 Data Analysis</td>
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<tr>
<td>BSB119 Global Business</td>
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<tr>
<td>BSB124 Working in Business</td>
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<tr>
<td>BSB113 Economics</td>
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<thead>
<tr>
<th>Year 1, Semester 2</th>
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<tbody>
<tr>
<td>BSB115 Management</td>
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<tr>
<td>BSB110 Accounting</td>
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<tr>
<td>AMB210 Importing and Exporting</td>
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<tr>
<td>EFB240 Finance for International Business</td>
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<thead>
<tr>
<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>MGB225 Intercultural Communication and Negotiation Skills</td>
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<td>AYB227 International Accounting</td>
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<thead>
<tr>
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<tbody>
<tr>
<td>MGB340 International Business in the Asia-Pacific</td>
<td></td>
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</tbody>
</table>

### Important Information

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

### International Business (Full-time Semester 2 Entry)

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<thead>
<tr>
<th>Year 1, Semester 2</th>
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<tbody>
<tr>
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<td>BSB113 Economics</td>
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<td>BSB115 Management</td>
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</tr>
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<th>Year 3, Semester 1</th>
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<tbody>
<tr>
<td>AMB303 International Logistics</td>
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<td>AMB336 International Marketing</td>
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<thead>
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<tbody>
<tr>
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<tr>
<td>Year 3, Semester 2</td>
<td>Remaining Business School Core OR Second Area of Study OR Option (elective) unit</td>
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<tr>
<td>EFB240</td>
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<tbody>
<tr>
<td>AMB227</td>
<td>International Accounting</td>
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**Important Information**

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International Business (Part-time Semester 1 Entry - Even Years)

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<tr>
<th>Year 1, Semester 1</th>
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**Important Information**

Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB111, BSB126, BSB115 and BSB123 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

**International Business (Part-time Semester 1 Entry - Odd Years)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Unit Code</th>
<th>Unit Title</th>
<th>Notes</th>
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<td>Remaining Business School Core OR Second Area of Study OR Option (elective) unit</td>
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<td>Intercultural Communication and Negotiation Skills</td>
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<td>4</td>
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<td>MGB340</td>
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<td>Remaining Business School Core OR Second Area of Study OR Option (elective) unit</td>
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<tr>
<td>5</td>
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<td>AMB369</td>
<td>International Business Strategy</td>
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<td>EFB240</td>
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<td>6</td>
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<td>MGB225</td>
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<td></td>
<td>Remaining Business School Core OR Second Area of Study OR Option (elective) unit</td>
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</table>
### Year 3, Semester 1
- **AYB227** International Accounting  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 3, Semester 2
- **EFB240** Finance for International Business  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 4, Semester 1
- **MGB225** Intercultural Communication and Negotiation Skills  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 4, Semester 2
- **AMB336** International Marketing  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 5, Semester 1
- **AMB303** International Logistics  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 5, Semester 2
- **MGB340** International Business in the Asia-Pacific  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 6, Semester 1
- **AMB369** International Business Strategy  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 6, Semester 2
- 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

### Important Information

- **AYB227** only offered at night in Odd Years

Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB111, BSB115 and BSB123 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

### International Business (Part-time Semester 2 Entry - Odd Years)

#### Year 1, Semester 2
- **BSB119** Global Business
- **BSB113** Economics

#### Year 2, Semester 1
- **BSB110** Accounting
- **BSB124** Working in Business

#### Year 2, Semester 2
- **AMB210** Importing and Exporting  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 5, Semester 1
- **AMB303** International Logistics  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 5, Semester 2
- **MGB340** International Business in the Asia-Pacific  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 6, Semester 1
- **AMB369** International Business Strategy  
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 6, Semester 2
- 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 7, Semester 1
- 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

### Important Information

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**Published on: 13 June 2012**
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International Business Unit Sets

Primary Major

<table>
<thead>
<tr>
<th>International Business - 8 Unit Major</th>
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<tbody>
<tr>
<td>AMB210 Importing and Exporting</td>
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Second Area of Study

<table>
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<tr>
<th>International Business - 6 Unit Major</th>
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<tbody>
<tr>
<td>AMB204 Purchasing and Procurement</td>
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<tr>
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<tr>
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<tr>
<td>MGB340 International Business in the Asia-Pacific</td>
</tr>
</tbody>
</table>

International Business - Minor (for non International Business students)

| AMB210 Importing and Exporting         |
| AMB336 International Marketing        |
| MGB225 Intercultural Communication and Negotiation Skills |
| MGB340 International Business in the Asia-Pacific |

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/

International Business with Management Second Major

Year 1, Semester 1

<table>
<thead>
<tr>
<th>BSB113 Economics</th>
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<tbody>
<tr>
<td>BSB126 Marketing</td>
</tr>
<tr>
<td>BSB119 Global Business</td>
</tr>
</tbody>
</table>
BSB124  Working in Business  
**Year 1, Semester 2**  
BSB110  Accounting  
BSB115  Management  
AMB210  Importing and Exporting  
EFB240  Finance for International Business  

**Year 2, Semester 1**  
AYB227  International Accounting  
MGB225  Intercultural Communication and Negotiation Skills  
MGB210  Managing Operations  
MGB223  Entrepreneurship and Innovation  

**Year 2, Semester 2**  
MGB340  International Business in the Asia-Pacific  
MGB200  Leading Organisations  
AMB252  Business Decision Making  
Remaining Business School Core OR Option (elective) unit  

**Year 3, Semester 1**  
AMB303  International Logistics  
AMB336  International Marketing  
MGB309  Strategic Management  
Remaining Business School Core OR Option (elective) unit  

**Year 3, Semester 2**  
AMB369  International Business Strategy  
MGB310  Sustainability in A Changing Environment  
Remaining Business School Core OR Option (elective) unit  
Remaining Business School Core OR Option (elective) unit  

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**International Business with Marketing Second Major**  

**Year 1, Semester 1**  
BSB113  Economics  

**Year 1, Semester 2**  
BSB119  Global Business  
BSB124  Working in Business  
BSB126  Marketing  

**Year 2, Semester 1**  
BSB115  Management  
BSB110  Accounting  
AMB210  Importing and Exporting  
EFB240  Finance for International Business  

**Year 2, Semester 2**  
AYB227  International Accounting  
MGB225  Intercultural Communication and Negotiation Skills  
AMB200  Consumer Behaviour  
AMB201  Marketing and Audience Research  

**Year 2, Semester 3**  
MGB340  International Business in the Asia-Pacific  
AMB202  Integrated Marketing Communication  
AMB240  Marketing Planning and Management  
Remaining Business School Core OR Option (elective) unit  

**Year 3, Semester 1**  
AMB303  International Logistics  
AMB335  E-marketing Strategies  
Remaining Business School Core OR Option (elective) unit  
Remaining Business School Core OR Option (elective) unit  

**Year 3, Semester 2**  
AMB369  International Business Strategy  
AMB336  International Marketing  
AMB340  Services Marketing  
Remaining Business School Core OR Option (elective) unit  

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**Important Information**  
Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB123 and BSB111 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

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**Potential Careers:**
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
Equivalents: MIB204
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
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

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

AMB210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia's economic development.

This 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
Antirequisites: IBB312
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1

AMB240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

Prerequisites: BSB126 or CTB126
Equivalents:
AMX240, CTB240  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB252 BUSINESS DECISION MAKING  
The nature of decisions and decision models in specific strategic and tactical areas of marketing management are examined in this unit. Decisions related to sales forecasting, market analysis, product planning, pricing, promotion and distribution are viewed from quantitative and qualitative perspectives. Students are exposed to computer software and analysis skills that aid the marketing decision process and build their analytical skills of direct relevance in marketing practice. The unit also embraces the analysis and application of marketing information systems including database marketing and the Internet as a marketing information resource.  
Prerequisites: BSB126 or CTB126  Equivalents: AMB352
Credit points: 12  Campus: Gardens Point

AMB303 INTERNATIONAL LOGISTICS  
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.  
Prerequisites: AMB210, IBB210, AMB240, or CTB240  Equivalents: AMX303, IBB303
Credit points: 12  Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB335 E-MARKETING STRATEGIES  
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer’s role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.  
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Equivalents: AMB241, AMX335
Credit points: 12  Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

AMB340 SERVICES MARKETING  
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.  
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Antirequisites: MIB311  Equivalents: AMX340, CTB340
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB369 INTERNATIONAL BUSINESS STRATEGY  
‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’  
Prerequisites: AMB336, AMB303, IBB303, or IBB213  Equivalents: AMX369, IBB300
Credit points: 12  Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB227 INTERNATIONAL ACCOUNTING  
International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international
business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide.

Prerequisites: BSB110 or CTB110, and BSB119 or CTB119
Equivalents: AYX227
Credit points: 12
Contact hours: 3 per week
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: 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

BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

Antirequisites: BSD113, UDB104
Equivalents: BSX113, CTB113
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.

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

BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.

Antirequisites: BSB116, BSB112, BSD119
Equivalents: BSX119, CTB119
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB123 DATA ANALYSIS
The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.

Antirequisites: BSB117, BSB122, CTB122, EFB101, MAB101, MAB141,MAB233
Equivalents: BSX123
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB124 WORKING IN BUSINESS
This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does "Working in Business" give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills,
preferences and career options so you can plan a future that suits you.  

**Antirequisites:** BSB114, CTB114, HHB113, BSD124  
**Equivalents:** BSX124  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

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

**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  
**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  
**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
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

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

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