Bachelor of Business (International Business) (BS05)

Year offered: 2010
Admissions: Yes
CRICOS code: 003491G
Course duration (full-time): 3 years (6 semesters)
Course duration (part-time): 6 years (12 semesters)
Domestic fees (indicative): 2010: CSP $4430 per semester
International Fees (indicative): 2010: $10,250 (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: 79
Past OP cut-off: 11
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 288
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Erica French
Discipline coordinator: Mr Michael Cox
Campus: Gardens Point

Why choose this course?
International business skills are in high demand – small businesses and global corporations are seeking people with insight into the complexities of intercontinental rules, regulations, cultures, buying preferences, and ethics – and this course will equip you with the expertise.

Overview
A major in international business will give you expertise and skills that are in demand by local and foreign firms, both in Australia and around the world. You’ll have options early in your career, gain lifelong career mobility and be ready for promotion and opportunities wherever they arise within international firms.

This course will provide you with customised skills and knowledge across a range of business disciplines including finance, accounting, management and marketing.

Learn about importing and exporting, international communication and negotiation, accounting, logistics and marketing and develop the strategic know-how required to succeed in the international realm.

If you have ever wondered how one business can operate in hundreds of countries around the world, and would like to open yourself up to career options in global industries, consider study in international business.

Graduates find work as international business professionals in Australia or overseas or combine the major with study in another professional area to promote their global professional mobility.

The major progresses from the Importing and Exporting unit, introducing students to the fundamentals of international trade, to units focussed on international finance, communication and negotiation, accounting, logistics and marketing.

The International Business in the Asia-Pacific unit provides an overview of the contemporary business environment in Australia’s region, while the capstone International Business Strategy unit integrates learning throughout the major by focusing on the strategic decisions required by an individual firm to succeed in the international environment.

Overseas links
QUT also gives you the opportunity to complement your study with real international experiences through our exchange programs and study abroad.

Our emphasis on fostering internationalisation and diversity throughout all our programs means QUT is a great choice for this study area.

Course combination and career outcomes
Combine your International Business major with complementary studies in marketing, finance, management, logistics or a language.

As key activities of multinational businesses, marketing or finance are good course combinations with an international business major. Marketing skills are sought after to manage the marketing communications and logistics of international firms. Financing an international business activity is a specialised area, taking into account international money markets, risk, and banking functions.

You could take studies in a language to complement your international business major. Language will increase your employment opportunities, not only through practical linguistic skills, but also through understanding different people and cultures.

Combining international business with management will give you the ability to motivate staff and co-workers, provide...
strategic vision and direction, and assist in achieving competitive advantage for your organisation.

Further studies in international business will see you gain practical skills such as negotiation, logistics and international business strategy.

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.

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.

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.

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)

International Business (Full-time Semester 1 Entry)

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<th>Year 1, Semester 1</th>
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<td>BSB123  Data Analysis</td>
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<td>BSB119  Global Business</td>
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<td>BSB124  Working in Business</td>
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<th>Year 1, Semester 2</th>
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<td>BSB115  Management</td>
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<td>BSB110  Accounting</td>
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<td>AMB210  Importing and Exporting</td>
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<td>EFB240  Finance for International Business</td>
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<th>Year 2, Semester 1</th>
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<td>MGB225  Intercultural Communication and Negotiation Skills</td>
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<td>AYB227  International Accounting</td>
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Year 3, Semester 2

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

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### 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 Faculty Core OR Second Area of Study OR Elective

### Year 3, Semester 1
- **MGB225** Intercultural Communication and Negotiation Skills
  - Remaining Faculty Core OR Second Area of Study OR Elective

### Year 3, Semester 2
- **EFB240** Finance for International Business
  - Remaining Faculty Core OR Second Area of Study OR Elective

### Year 4, Semester 1
- **AYB227** International Accounting
  - Remaining Faculty Core OR Second Area of Study OR Elective

### Year 4, Semester 2
- **AMB336** International Marketing
  - Remaining Faculty Core OR Second Area of Study OR Elective

### Year 5, Semester 1
- **AMB303** International Logistics
  - Remaining Faculty Core OR Second Area of Study OR Elective

### Year 5, Semester 2
- **MGB340** International Business in the Asia-pacific
  - Remaining Faculty Core OR Second Area of Study OR Elective

### Year 6, Semester 1
- **AMB369** International Business Strategy
  - Remaining Faculty Core OR Second Area of Study OR Elective

### Year 6, Semester 2
- **MGB340** International Business in the Asia-pacific
  - Remaining Faculty Core OR Second Area of Study OR Elective

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

### International Business (Part-time Semester 2 Entry - Even Years)
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Year 7, Semester 1
Remaining Faculty Core OR Second Area of Study OR Elective
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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 Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

International Business Unit Sets

Primary Major

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

Second Area of Study

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

International Logistics - 6 Unit Major
AMB204 Purchasing and Procurement
AMB210 Importing and Exporting
AMB303 International Logistics
AMB336 International Marketing
MGB335 Project Management

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 Course structure

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 elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

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

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

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<td>BSB113 Economics</td>
<td>BSB126 Marketing</td>
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<td>BSB110 Accounting</td>
<td>BSB115 Management</td>
<td>AMB210 Importing and Exporting</td>
<td>EFB240 Finance for International Business</td>
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<td>AYB227 International Accounting</td>
<td>MGB225 Intercultural Communication and Negotiation Skills</td>
<td>MGB210 Managing Operations</td>
<td>MGB223 Entrepreneurship and Innovation</td>
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<td>MGB200 Leading Organisations</td>
<td>AMB252 Business Decision Making</td>
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<td>MGB309 Strategic Management</td>
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<td>MGB310 Sustainability in A Changing Environment</td>
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**International Business with Marketing Second Major**

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<td>AMB200 Consumer Behaviour</td>
<td>AMB201 Marketing and Audience Research</td>
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Potential Careers:
Business Analyst, Diplomat, International Business Specialist.

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, CTB126, BSB116, or BSB117
Antirequisites: MIB204
Equivalents: CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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: CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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, CTB126, BSB116, or BSB117
Antirequisites: COB207, MIB309
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB204 PURCHASING AND PROCUREMENT
This unit examines the nature and importance of Procurement in the role of business today. Procurement has become increasingly important and valued by organisations that are part of global supply chains. The management and strategic control of procurement functions in modern businesses adds profit through cost control in businesses and that has gained significance in the drive to maintain profit in internationally competitive markets. Modern procurement professionals require the use of many skills to achieve these outcomes and this unit introduces students to the functions of purchasing and procurement in an organisation.
Prerequisites: BSB119 or CTB119
Antirequisites: IBB312
Credit points: 12
Teaching period: 2010 SEM-1

AMB210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia’s economic development. Provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.
Prerequisites: BSB119 or CTB119
Equivalents: IBB312
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 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: CTB240  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB252 BUSINESS DECISION MAKING
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: IBB303  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  
Equivalents: AMB241  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210  
Equivalents: IBB213  
Credit points: 12  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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: CTB340  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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: IBB300  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

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: CTB110  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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:** BSB113  **Equivalents:** CTB113  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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:** BSB115  **Equivalents:** CTB115  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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  **Equivalents:** CTB119  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**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  **Equivalents:** CTB126  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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:** IBB202  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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  
**Antirequisites:** CTB234  
**Equivalents:**  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Antirequisites:** CTB223  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 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, MGB334, MGB212  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 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: 2010 SEM-1 and 2010 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  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2