Bachelor of Business (Dean's Honours) (BS06)

Year offered: 2013
Admissions: Yes
CRICOS code: 003491G
Course duration (full-time): 3 years
Course duration notes: Upon completion of BS06 eligible students will enrol in the Bachelor of Business (Honours). Duration - one year.
Domestic Fees (indicative): 2013: CSP $4,900 (indicative) per 48 credit points

Student Services and Amenities Fee
You’ll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-I-student-services-and-amenities-fee

Start month: February
QTAC code: 413222
Past rank cut-off: 97
Past OP cut-off: 2
Deferment allowed: Yes
Total credit points: 288

Courset credit points per full-time semester: 48
Course coordinator: Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Mark Doolan (Finance); Dr Glen Murphy (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Dr Kim Johnston (Public Relations)
Campus: Gardens Point
Attendance: Full-time

Assumed knowledge: English
Assumed knowledge notes: We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA). Accountancy, Finance, Economics and Marketing majors also assume 4 SA in Maths A, B or C.
For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Additional Requirements:
Prerequisite

Must be a current Year 12 student or a student returning from a gap year who completed their Year 12 education in Australia

Course highlights

- Enrol into your Bachelor of Business degree and honours, and receive a scholarship with a total value of $20,000 paid over the 4-year program.
- Work with a supervisor to complete a thesis in your field of study.
- Study accountancy, advertising, economics, finance, human resource management, international business, management, marketing, or public relations.

Details:
The Dean’s Honours Program is a study program for high-achieving students, offering you financial support to complete both your Bachelor of Business degree and honours.

An honours degree signals to potential employers that you are someone with exceptional ability, motivation and commitment to your field. It gives you the chance to further integrate the practical and conceptual knowledge gained through your degree.

As an honours graduate, you can clearly demonstrate an ability to undertake rigorous independent research. Development of these skills will differentiate you from your peers in the employment market.

You may even discover your potential for research work and consider the opportunity to pursue an academic career through PhD studies. A good result in your honours program provides you with direct entry into our PhD program.

Dean’s Honours domestic students will be awarded a scholarship with a total value of $20 000 paid over the four-year program. Once you apply for the Bachelor of Business (Dean’s Honours Program) course you do not need to apply separately for this scholarship.

Dean’s Honours scholars must maintain a grade point average of 5.5 throughout their studies to retain the scholarship.

Structures and Units

Course design
To complete the Bachelor of Business (Dean’s Honours), a student must successfully complete all parts listed below:
(a) eight Business School Core units
(b) one block of eight Major Core units
(c) choice of one block of:
- six Second Major units and two option (elective) units or
- eight option (elective) units or
- two Minors (four units each) (university or Business School or extension) or
- one Minor (four units)(university or Business School or extension) and four option (elective) units.
Students who graduate from the Bachelor of Business with a GPA of 5.5 or higher will be eligible to enrol in the Bachelor of Business (Honours) (BS63).

Special course requirements
Breaks in Study: Students wishing to apply for a break in study should contact the Director of Undergraduate Studies to discuss, to ensure there are no difficulties with their scholarship.

Course progression: Students are expected to follow the course structure. Students wishing to deviate from the recommended course structure should contact the Director of Undergraduate Studies to determine if there is an impact to their scholarship.

Credit for prior learning (advanced standing)
Credit for previous study (advanced standing) is not permitted (with the exception of START QUT).

Accountancy Unit Sets

Primary Major

Accountancy - 8 Unit Major
AYB200  Financial Accounting
AYB225  Management Accounting
AYB221  Computerised Accounting Systems
AYB219  Taxation Law
AYB340  Company Accounting
AYB311  Financial Accounting Issues
AYB301  Audit and Assurance
AYB339  Accountancy Capstone

Second Area of Study

Accountancy - 6 Unit Major
AYB200  Financial Accounting
AYB225  Management Accounting
AYB219  Taxation Law
AYB221  Computerised Accounting Systems
AYB340  Company Accounting
AYB301  Audit and Assurance

Forensics - 6 Unit Major
AYB114  Business Technologies
AYB115  Governance Issues and Fraud

AYB341  Forensic and Business Intelligence
INB312  Enterprise Systems Applications
PLUS: select two (2) units from:
AYB221  Computerised Accounting Systems
INB220  Business Analysis
INB311  Enterprise Systems
INB342  Enterprise Data Mining and Data Analysis
INB343  Data Warehousing and Mining
Please note: AYB221 is for Non-Accountancy Major Students

Business Regulations - 6 Unit Major (for non-Accounting students)
AYB219  Taxation Law
AYB320  Advanced Taxation Law
MGB201  Contemporary Employment Relations
MGB339  Performance and Reward
PLUS: select two (2) units from:
AYB115  Governance Issues and Fraud
AYB205  Law of Business Entities
AYB230  Corporations Law
AYB232  Financial Services Regulation and Law
AYB240  Superannuation Regulation and Practice
AYB250  Personal Financial Planning

Accountancy - Professional Accounting Extension (for professional recognition)
AYB230  Corporations Law
AYB321  Strategic Management Accounting
EFB210  Finance 1
PLUS: select one (1) unit from:
AYB227  International Accounting
AYB240  Superannuation Regulation and Practice
AYB250  Personal Financial Planning
AYB320  Advanced Taxation Law
AYB341  Forensic and Business Intelligence

Students who wish to complete the Forensics minor should not choose AYB341 as their optional unit in this extension. It is a core unit in the Forensics minor.

Accountancy - Regulation and Tax Extension
Select four (4) units from:
Important: Students wishing to meet the educational requirements for registration as a tax agent with the Tax Practitioners Board will...
be required to complete AYB205, AYB240 and AYB320.

AYB205  Law of Business Entities
AYB232  Financial Services Regulation and Law
AYB240  Superannuation Regulation and Practice
AYB250  Personal Financial Planning
AYB320  Advanced Taxation Law
AYB338  Accountancy Work Placement

Forensics Minor
AYB114  Business Technologies
AYB115  Governance Issues and Fraud
AYB341  Forensic and Business Intelligence
PLUS:  select one (1) unit from:
AYB205  Law of Business Entities
AYB221  Computerised Accounting Systems
AYB338  Accountancy Work Placement
Please note: AYB221 is for Non-Accountancy Major Students

Superannuation and Wealth Management Minor
AYB240  Superannuation Regulation and Practice
AYB250  Personal Financial Planning
PLUS:  select two (2) units from:
AYB205  Law of Business Entities
AYB219  Taxation Law
AYB320  Advanced Taxation Law
AYB338  Accountancy Work Placement
Please note: AYB219 is for Non-Accountancy Major Students

Business Regulation Minor (for non-Accounting students)
AYB219  Taxation Law
PLUS:  select three (3) units from:
AYB115  Governance Issues and Fraud
AYB205  Law of Business Entities
AYB230  Corporations Law
AYB232  Financial Services Regulation and Law
AYB240  Superannuation Regulation and Practice
AYB250  Personal Financial Planning
AYB320  Advanced Taxation Law
MGB201  Contemporary Employment Relations
MGB339  Performance and Reward

Accountancy Minor (for non-Accountancy students)
AYB200  Financial Accounting
AYB219  Taxation Law
AYB221  Computerised Accounting Systems
AYB225  Management Accounting
AYB240  Superannuation Regulation and Practice
AYB250  Personal Financial Planning

Advertising Unit Sets

Primary Major

Advertising - 8 Unit Major
AMB200  Consumer Behaviour
AMB201  Marketing and Audience Research
AMB220  Advertising Theory and Practice
AMB318  Advertising Copywriting
AMB319  Media Planning
AMB320  Advertising Management
AMB330  Advertising Planning Portfolio
AMB339  Advertising Campaigns

Second Area of Study

Advertising - 6 Unit Major
AMB200  Consumer Behaviour
AMB220  Advertising Theory and Practice
AMB318  Advertising Copywriting
AMB319  Media Planning
AMB320  Advertising Management
AMB330  Advertising Planning Portfolio

Integrated Marketing Communication - 6 Unit Major
AMB202  Integrated Marketing Communication
AMB208  Events Marketing
AMB220  Advertising Theory and Practice
AMB263  Introduction To Public Relations
AMB331  Direct Marketing
AMB350  Sales and Customer Relationship Management

Advertising Minor (for non-Advertising students)

AMB220  Advertising Theory and Practice
AMB318  Advertising Copywriting
AMB319  Media Planning
AMB320  Advertising Management
### Integrated Marketing Communication - Minor

<table>
<thead>
<tr>
<th>AMB202</th>
<th>Integrated Marketing Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB331</td>
<td>Direct Marketing</td>
</tr>
<tr>
<td>AMB350</td>
<td>Sales and Customer Relationship Management</td>
</tr>
<tr>
<td></td>
<td>Choose one from the following:</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
</tbody>
</table>

### Finance Unit Sets

#### Primary Major

<table>
<thead>
<tr>
<th>EFB201</th>
<th>Financial Markets</th>
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</thead>
<tbody>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>EFB222</td>
<td>Quantitative Methods For Economics and Finance</td>
</tr>
<tr>
<td>EFB223</td>
<td>Economics 2</td>
</tr>
<tr>
<td>EFB307</td>
<td>Finance 2</td>
</tr>
<tr>
<td>EFB312</td>
<td>International Finance</td>
</tr>
<tr>
<td>EFB335</td>
<td>Investments</td>
</tr>
<tr>
<td>EFB340</td>
<td>Finance Capstone</td>
</tr>
</tbody>
</table>

#### Second Area of Study

#### Finance - 8 Unit Major (for non Economics students)

<table>
<thead>
<tr>
<th>EFB201</th>
<th>Financial Markets</th>
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<tr>
<td>EFB307</td>
<td>Finance 2</td>
</tr>
<tr>
<td>EFB312</td>
<td>International Finance</td>
</tr>
</tbody>
</table>

#### Finance - 6 Unit Major (for Economics students)

| EFB210 | Finance 1                         |
| EFB201 | Financial Markets                 |
| EFB307 | Finance 2                         |
| EFB312 | International Finance             |
| EFB335 | Investments                       |
| EFB340 | Finance Capstone                  |

### Human Resource Management Unit Sets

#### Primary Major

<table>
<thead>
<tr>
<th>MGB200</th>
<th>Leading Organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>MGB207</td>
<td>Human Resource Issues and Strategy</td>
</tr>
<tr>
<td>MGB220</td>
<td>Human Resource Decision Making</td>
</tr>
<tr>
<td>MGB320</td>
<td>Recruitment and Selection</td>
</tr>
<tr>
<td>MGB331</td>
<td>Learning and Development in Organisations</td>
</tr>
<tr>
<td>MGB339</td>
<td>Performance and Reward</td>
</tr>
<tr>
<td>MGB370</td>
<td>Personal and Professional Development</td>
</tr>
</tbody>
</table>

#### Second Area of Study

<table>
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<tr>
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<td>Performance and Reward</td>
</tr>
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</table>

#### Human Resource Management Extension (for Human Resource Management students)

<table>
<thead>
<tr>
<th>MGB305</th>
<th>HRM Strategy and Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB314</td>
<td>Organisational Consulting and Change</td>
</tr>
</tbody>
</table>

#### PLUS:

Choose 2 of the following:

- MGB225 Intercultural Communication and Negotiation Skills
MGB306 Independent Study
MGB309 Strategic Management
MGB338 Workplace Learning

HRM Minor (For non-HRM students)
Choose one (1) of the following:
MGB320 Recruitment and Selection
MGB331 Learning and Development in Organisations

PLUS: Choose three (3) of the following:
MGB200 Leading Organisations
MGB201 Contemporary Employment Relations
MGB207 Human Resource Issues and Strategy
MGB339 Performance and Reward

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
Students who are NOT undertaking an International Business major must complete AMB210, AMB303, AMB204 and a choice of AMB304 or AMB342.
Students who are undertaking an International Business major may not select AMB210 or AMB303.

Choose four units:

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

Management Unit Sets

Primary Major

Management - 8 Unit Major
MGB200 Leading Organisations
MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation
MGB225 Intercultural Communication and Negotiation Skills
MGB309 Strategic Management
Primary Major

Marketing - 8 Unit Major

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

Second Area of Study

Marketing - 6 Unit Major

AMB200  Consumer Behaviour
AMB201  Marketing and Audience Research
AMB202  Integrated Marketing Communication
AMB240  Marketing Planning and Management
AMB336  International Marketing
AMB340  Services Marketing

Management Extension (for Management Students)

MGB201  Contemporary Employment Relations
MGB341  Operational Risk Management
PLUS:  any two of the following:
MGB306  Independent Study
MGB331  Learning and Development in Organisations
MGB338  Workplace Learning
MGB370  Personal and Professional Development

Minor - Entrepreneurship (for non-Management students)

MGB223  Entrepreneurship and Innovation
MGB324  Managing Business Growth
Plus two of the following:
MGB200  Leading Organisations
MGB210  Managing Operations
MGB225  Intercultural Communication and Negotiation Skills
MGB310  Sustainability in A Changing Environment

Minor - Management (for non-Management students)

MGB309  Strategic Management
Plus three of the following:
MGB200  Leading Organisations
MGB210  Managing Operations
MGB223  Entrepreneurship and Innovation
MGB225  Intercultural Communication and Negotiation Skills
MGB310  Sustainability in A Changing Environment

Marketing Unit Sets

MGB310  Sustainability in A Changing Environment
MGB324  Managing Business Growth
MGB335  Project Management

Second Area of Study

Marketing - 6 Unit Major

AMB200  Consumer Behaviour
AMB201  Marketing and Audience Research
AMB202  Integrated Marketing Communication
AMB240  Marketing Planning and Management
AMB336  International Marketing
AMB340  Services Marketing

Marketing - Extension

Choose 4 from:
AMB206  Social Marketing
AMB251  Innovation and Brand Management
AMB252  Business Decision Making
AMB303  International Logistics
AMB310  Internship
AMB350  Sales and Customer Relationship Management

Marketing - Minor

Select four (4) from the following units:
AMB200  Consumer Behaviour
AMB201  Marketing and Audience Research
AMB202  Integrated Marketing Communication
AMB240  Marketing Planning and Management
AMB335  E-marketing Strategies
AMB340  Services Marketing

Sales - Minor

AMB331  Direct Marketing
AMB249  Professional Selling
AMB350  Sales and Customer Relationship Management
MGB225  Intercultural Communication and Negotiation Skills

Tourism and Entertainment Marketing Minor
AMB207  Entertainment Marketing
AMB209  Tourism Marketing
AMB208  Events Marketing
AMB264  Public Relations Techniques

Public Relations Unit Sets

Primary Major

Public Relations - 8 Unit Major
AMB201  Marketing and Audience Research
AMB263  Introduction To Public Relations
AMB264  Public Relations Techniques
AMB372  Public Relations Planning
AMB373  Corporate Communication
AMB374  Global Public Relations Cases
AMB375  Public Relations Management
AMB379  Public Relations Campaigns

Second Area of Study

Public Relations - 6 Unit Major
AMB201  Marketing and Audience Research
AMB263  Introduction To Public Relations
AMB264  Public Relations Techniques
AMB372  Public Relations Planning
AMB373  Corporate Communication
AMB374  Global Public Relations Cases

Public Relations Minor (for non Public Relations students)
Select four (4) from the following:
AMB201  Marketing and Audience Research
AMB263  Introduction To Public Relations
AMB264  Public Relations Techniques
AMB372  Public Relations Planning
AMB373  Corporate Communication
AMB374  Global Public Relations Cases

Accountancy (Full-time Semester 1 Entry)

Year 1, Semester 1
BSB110  Accounting
BSB111  Business Law and Ethics
BSB123  Data Analysis
BSB124  Working in Business

Year 1, Semester 2
BSB113  Economics
BSB115  Management
AYB200  Financial Accounting
AYB225  Management Accounting

Year 2, Semester 1
AYB221  Computerised Accounting Systems
AYB219  Taxation Law
Second Area of Study OR Option (elective) unit
Second Area of Study OR Option (elective) unit

Year 2, Semester 2
AYB340  Company Accounting
Second Area of Study OR Option (elective) unit
Second Area of Study OR Option (elective) unit
Second Area of Study OR Option (elective) unit

Year 3, Semester 1
AYB311  Financial Accounting Issues
BSB119  Global Business
Second Area of Study OR Option (elective) unit
Second Area of Study OR Option (elective) unit

Year 3, Semester 2
AYB339  Accountancy Capstone
AYB301  Audit and Assurance
Second Area of Study OR Option (elective) unit
BSB126  Marketing

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

Advertising (Full-time Semester 1 Entry)

Year 1, Semester 1
BSB119  Global Business
BSB123  Data Analysis
<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th>Full-time Semester 1 Entry - Economics</th>
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</thead>
<tbody>
<tr>
<td>AMB220</td>
<td>BSB124 Working in Business</td>
</tr>
<tr>
<td>AMB200</td>
<td>BSB126 Marketing</td>
</tr>
<tr>
<td>BSB110</td>
<td>BSB110 Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>BSB113 Economics</td>
</tr>
</tbody>
</table>

**Year 1, Semester 1**

| AMB201 | Marketing and Audience Research |
| AMB319 | Media Planning |
|        | 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 2, Semester 2**

| AMB318 | Advertising Copywriting |
|        | 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 1**

| AMB320 | Advertising Management |
| AMB330 | Advertising Planning Portfolio |
|        | 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**

| AMB339 | Advertising Campaigns |
|        | 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 |
|        | Remaining Business School Core OR Second Area of Study OR Option (elective) unit |

**Important Information**

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>BSB124 Working in Business</th>
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<tbody>
<tr>
<td></td>
<td>BSB126 Marketing</td>
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<td></td>
<td>BSB110 Accounting</td>
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<td></td>
<td>BSB113 Economics</td>
</tr>
<tr>
<td></td>
<td>BSB124 Working in Business</td>
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<td></td>
<td>BSB123 Data Analysis</td>
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<td>BSB111 Business Law and Ethics</td>
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<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th>BSB126 Marketing</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>BSB115 Management</td>
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<td></td>
<td>BSB119 Global Business</td>
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<tr>
<td></td>
<td>EFB223 Economics 2</td>
</tr>
</tbody>
</table>

**Year 1, Semester 3 (Summer)**

| BSB200 | Project |

**Year 2, Semester 1**

| EFB330 | Intermediate Macroeconomics |
| EFB331 | Intermediate Microeconomics |
|        | Economics Option unit |
|        | Economics Option unit |
|        | Second Area of Study unit |

**Year 2, Semester 2**

| EFB338 | Contemporary Application of Economic Theory |
|        | Economics Option unit |
|        | Economics Option unit |
|        | Second Area of Study unit |
|        | Second Area of Study unit |

**Year 2, Semester 3 (Summer)**

| BSB302 | Project 2 |

**Economics Options List**

- Quantitative Economics Units
- EFB222 Quantitative Methods For Economics and Finance
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB337 Game Theory and Applications
- Applied Economics Units
- EFB201 Financial Markets
## Finance (Full-time Semester 1 Entry)

### Year 1, Semester 1
- BSB113 Economics
- BSB123 Data Analysis
- BSB124 Working in Business
- BSB126 Marketing

### Year 1, Semester 2
- BSB110 Accounting
- BSB119 Global Business
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance

### Year 2, Semester 1
- EFB201 Financial Markets
- EFB307 Finance 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 2, Semester 2
- EFB223 Economics 2
- EFB312 International Finance
  - 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 1
- EFB335 Investments
  - 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
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

### Year 3, Semester 2
- EFB340 Finance Capstone
  - Remaining Business School Core OR Second Area of Study OR Option (elective) unit

## Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) 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.

## Human Resource Management (Full-time Semester 1 Entry)

### Year 1, Semester 1
- BSB115 Management
- BSB111 Business Law and Ethics
- BSB123 Data Analysis
- BSB124 Working in Business

### Year 1, Semester 2
- BSB110 Accounting
- BSB126 Marketing
- MGB200 Leading Organisations
- MGB207 Human Resource Issues and Strategy

### Year 2, Semester 1
- MGB201 Contemporary Employment Relations
- MGB220 Human Resource Decision Making
  - Second Area of Study OR Option (elective) unit
  - Second Area of Study OR Option (elective) unit

### Year 2, Semester 2
- BSB113 Economics
- BSB119 Global Business
  - 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 1
- MGB339 Performance and Reward
- MGB331 Learning and Development in Organisations
  - 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
- MGB320 Recruitment and Selection
- MGB370 Personal and Professional Development
### International Business (Full-time Semester 1 Entry)

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

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

**Year 2, Semester 1**
- MGB225 Intercultural Communication and Negotiation Skills
- AYB227 International Accounting
- 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 2, Semester 2**
- MGB340 International Business in the Asia-Pacific
- 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
- Remaining Business School Core OR Second Area of Study OR Option (elective) unit

**Year 3, Semester 1**
- AMB303 International Logistics
- AMB336 International Marketing
- 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

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

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

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

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

**Year 2, Semester 2**
- MGB309 Strategic Management
- 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 1**
- MGB324 Managing Business Growth
- 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
Second Area of Study OR Option (elective) unit

Year 3, Semester 2
MGB335 Project Management
MGB310 Sustainability in A Changing Environment

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

Important Information

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

Marketing (Full-time Semester 1 Entry)

Year 1, Semester 1
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2
BSB115 Management
BSB111 Business Law and Ethics
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 2, Semester 1
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
Remaininng Business School Core OR Second Area of Study OR Option (elective) unit
Remaininng Business School Core OR Second Area of Study OR Option (elective) unit

Year 2, Semester 2
AMB335 E-marketing Strategies
Remaininng Business School Core OR Second Area of Study OR Option (elective) unit
Remaininng Business School Core OR Second Area of Study OR Option (elective) unit
Remaininng Business School Core OR Second Area of Study OR Option (elective) unit

Year 3, Semester 1
AMB336 International Marketing
AMB340 Services Marketing

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

Important Information

Please note: List of Second Areas of Study can be viewed under BS05 (Management) Unit Sets. BSB110 and BSB113 are the remaining Business School Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Public Relations (Full-time Semester 1 Entry)

Year 1, Semester 1
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2
BSB110 Accounting
BSB113 Economics
BSB115 Management
AMB263 Introduction To Public Relations

Year 2, Semester 1
AMB201 Marketing and Audience Research
AMB264 Public Relations Techniques
Remaininng Business School Core OR Second Area of Study OR Option (elective) unit
Remaininng Business School Core OR Second Area of Study OR Option (elective) unit

Year 2, Semester 2
AMB372 Public Relations Planning
AMB373 Corporate Communication
Remaininng 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 1
AMB374 Global Public Relations Cases
AMB375 Public Relations Management
  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
AMB379 Public Relations Campaigns
  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
  Remaining Business School Core OR Second Area of Study OR Option (elective) unit

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

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

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

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

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  
**Equivalents:** AMX204  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**AMB206 SOCIAL MARKETING**

Social marketing is the application of commercial marketing principles to solve social problems. It is increasingly being adopted by governments around the world as they seek effective solutions relating to public health and climate change, environmental issues. This unit introduces students to the theory and application of social marketing, explaining how techniques such as branding, segmentation and the marketing mix can be used to respond to social and health issues. Students will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks. This is an elective unit for business and public health students.

**Prerequisites:** BSB126, CTB126, PUB104, BSB116, or BSB117  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**AMB207 ENTERTAINMENT MARKETING**

The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.

**Prerequisites:** BSB126 or CTB126  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**AMB208 EVENTS MARKETING**

Events have become significant strategic marketing tools for positioning products/services, industries, destinations and community interests at the local, national and global levels. The unit initially explores various types, roles and objectives of events and the profile and motives of event markets and stakeholders. Key topics include: processes of attracting or developing the event experience including bidding processes; partnership creation with sponsors, media and community; venue selection and design relative to market/stakeholder needs; ticketing/pricing or access management and imaging the event from an integrated marketing communication perspective. Local and international cases are used.

**Prerequisites:** BSB126 or CTB126  
**Antirequisites:** MIB319  
**Equivalents:** AMB354  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**AMB209 TOURISM MARKETING**

This unit examines the tourism system and the unique characteristics of tourists, segmentation bases for tourist markets, the nature of the tourist destination mix and how marketing is applied within elements of that mix. Services marketing concepts and theories of tourist behaviour are utilised in the analysis of the tourism experience; processes of destination and product development to meet market needs; and, strategy development to accommodate domestic and international tourism marketing environments. Macro-environmental issues impacting on tourism, such as sustainability of the industry and environment, the sociopolitical context in which marketing occurs and global trends in travel are also explored for their marketing implications.

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** AMB351  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 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. It provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.

**Prerequisites:** BSB119 or CTB119  
**Equivalents:** AMX210, IBB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB220 SOCIAL MARKETING**

This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** COB308  
**Equivalents:** AMX220  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2 and 2013 SEM-2

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Information for future students  
Published on: 28 June 2013  
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points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**
This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.  
Prerequisites: BSB126 or CTB126  
Equivalents: AMX240, CTB240  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1 and 2013 SEM-2

**AMB249 PROFESSIONAL SELLING**
Many students land their first job in a graduate sales position. Professional selling equips students with a contemporary understanding and knowledge of customer relationship management, the salesforce environment, personal selling techniques and communications skills. Further, students will be exposed to international benchmarks from a selling processes perspective such as identifying prospects, planning sales calls, demonstrations, negotiations, and closing the sale. There are many exciting and challenging roles in sales, some of which are: sales representative, sales team leader, client account manager, and eventually: regional, state, national and international sales management positions.  
Prerequisites: BSB126, CTB126, or BSB116  
Antirequisites: MIB230  
Credit points: 12  
Contact hours: 3  
Campus: Gardens Point  
Teaching period: 2013 SEM-2

**AMB251 INNOVATION AND BRAND MANAGEMENT**
This unit covers the dynamics of product and service innovation within the marketing function of an organisation. Products are defined in the broadest sense as both tangible and intangible and include the various categories of consumer and industrial products and services. The course covers product market analysis, the product/service development process, design, innovation, research and testing, new product financial analysis, branding and packaging, and new product commercialisation.  
Prerequisites: BSB126, BSB116, or CTB126  
Antirequisites: MIB227  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2013 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

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Equivalents: AMB260, AMX263  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**
This unit focuses on writing for audiences - including the media - on behalf of organisations. It introduces foundational public relations skills such as research, developing key messages, writing and editing. This unit may be taken with AMB263 Introduction to Public Relations, especially by students undertaking the Public Relations major. AMB264 may also be taken by students doing a Public Relations minor, or as a stand alone unit by students in other disciplines.

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: AMB261, AMB262  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2

**AMB300 INDEPENDENT PROJECT 1**
Other requisites: Subject to Unit Coordinator Approval  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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 emphasized 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:** 2013 SEM-1 and 2013 SEM-2

**AMB304 LOGISTICS OPERATIONS**  
This unit is designed to provide strategic and practical knowledge of the role of logistics operations within the context of contemporary business. This unit extends the study of logistics and completes the logistics major offering.

**Prerequisites:** AMB210  
**Equivalents:** AMX304  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**AMB310 INTERNSHIP**  
Provides the student with experience of professional practice in a suitable company where they actively work on a part-time basis. Students undertake a preferred study program within the Advertising, Marketing or Public Relations framework. Students are required to submit a number of reports reflecting the theoretical concepts acquired during the degree program, and how they might be applied in practice. Students must obtain the approval of the Major Coordinator prior to enrolling in this unit.

**Other requisites:** Completed 192 credit points or more; major in advertising, international business or logistics, marketing or public relations; and GPA of 4.0 or higher. Placements must be approved by the Unit Coordinator. Placements are minimum of 120 hours  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**AMB318 ADVERTISING COPYWRITING**  
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.

**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221, AMX318  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB319 MEDIA PLANNING**  
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasized.

**Prerequisites:** AMB220  
**Equivalents:** AMB222, AMX319  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB320 ADVERTISING MANAGEMENT**  
Advertising Management is designed to shift student thinking from a tactical to a strategic level. Instead of taking the approach of, "This is what happens in advertising", it challenges students by raising important contemporary issues in advertising management practice and asking, "What should be done?". Advertising Management is an issues-based unit, which uses case analysis to foster critical thinking and problem solving. It encourages students to understand and take ownership of the advertising management process and, in doing so, build a better advertising industry.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Equivalents:** AMX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB330 ADVERTISING PLANNING PORTFOLIO**  
This advanced unit leverages and extends the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores the digital environment, interrogates digital platforms and integrates critical research, planning and an understanding of analytics into digital campaign development. This digital understanding is then applied in two ways. Firstly, students draw from critical thinking and problem solving skills to critique digital campaigns and agency best practice in a weekly blog. Secondly students apply their understanding to develop a digital portfolio in their chosen vocational area.

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**AMB331 DIRECT MARKETING**
The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundations role in Integrated Marketing Communication (IMC), and its increasing share of the marketing communication budget. This unit focuses on the principles of direct marketing and the role of the database in locating prospects, tracking customers, and building relationships. It examines the components of direct marketing telemarketing, personal selling, and direct response advertising. As the main communication discipline of direct marketing, the emphasis is on direct response advertising. Students analyse the offer planning, strategy, creative, media, testing, and evaluation of direct marketing campaigns.

**Prerequisites:** AMB202, AMB220, AMB240, CTB240, or AMB249

**Antirequisites:** COB315

**Equivalents:** AMX331

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2013 SEM-2

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**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:** 2013 SEM-1 and 2013 SEM-2

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**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:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**AMB339 ADVERTISING CAMPAIGNS**

This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

**Prerequisites:** AMB320 and AMB330

**Equivalents:** AMB321, AMX339

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**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

**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**AMB342 STRATEGIC PROCUREMENT**

This unit is designed to provide knowledge of strategic procurement practices and practical knowledge of the role of procurement within the contemporary logistics industry. This unit extends the study of procurement and its place in a modern firm.

**Prerequisites:** AMB204

**Equivalents:** AMX342

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2013 SEM-2

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**AMB350 SALES AND CUSTOMER RELATIONSHIP MANAGEMENT**

Theories related to marketing exchange and the concepts of consumer transactions and relationships and their relative importance in different marketing contexts are examined. The growth of customer relationship management including the transition of consumers along the transaction-relationship continuum and the development of accompanying marketing strategies is highlighted. A discussion of the relative emphasis on transactions and/or relationships in interfacing with the market provides a
platform for examining sales management including, personal selling principles and ethics, the setting of sales objectives, selling logistics, account and territory management, sales force planning, recruitment and motivation and evaluation of sales performance. **Prerequisites:** AMB240, CTB240, AMB202, COB207, MIB217, or AMB249  **Antirequisites:** MIB230  **Equivalents:** AMX350  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**AMB359 STRATEGIC MARKETING**

Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.  **Prerequisites:** AMB340, and AMB335 or AMB241  **Equivalents:** AMB341, AMX359  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

**AMB372 PUBLIC RELATIONS PLANNING**

This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.  **Prerequisites:** ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  **Equivalents:** AMX372  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB373 CORPORATE COMMUNICATION**

Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.  **Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  **Equivalents:** AMB360, AMX373  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.  **Prerequisites:** AMB372, AMB261, or AMB262  **Equivalents:** AMB370, AMX374  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB375 PUBLIC RELATIONS MANAGEMENT**

This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.  **Prerequisites:** AMB372 and AMB373, or AMB360  **Equivalents:** AMX375  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.  **Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201  **Equivalents:** AMB361, AMX379  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AYB114 BUSINESS TECHNOLOGIES**

This unit looks at the ways in which organisations adopt and use various electronic business applications in areas of e-
commerce, business-to-consumer, business-to-business and intra-business relations. Business models and their impact in various industries are analysed, enabling students to assess the underlying business case, and determine the model's viability in a competitive environment. The issues associated with front-end and back-end e-business applications are considered.

**Prerequisites:** BSB212, CTB212  
**Credit points:** 12  
**Campus:** Gardens Point

**AYB115 GOVERNANCE ISSUES AND FRAUD**

Governance Issues and Fraud have an increasingly large impact on business. When implementing business strategies, professionals in all sectors of the economy are confronted by a wide range of governance issues because of the electronic and global nature of their business operations. Fraud is an ever present problem in a technology driven business environment and understanding how fraud occurs and can be prevented and detected is becoming a necessity for business operations. Business professionals need to have an understanding of the IT governance issues, be familiar with risk management, fraud detection and prevention, gathering evidence and have an understanding of legal issues that arise due to business use of technologies.

**Equivalents:** BSB213  
**Credit points:** 12  
**Campus:** Gardens Point

**AYB200 FINANCIAL ACCOUNTING**

Financial Accounting examines the accounting concepts and procedures for the preparation of external financial reports relevant to both partnership and corporate structures within the context of the Australian accounting profession's conceptual framework, the relevant accounting standards, and Corporations Law requirements. Topics include: the formation, operation, and financial reporting requirements for both partnerships and companies; accounting for leases; and the professional role of accountants.

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYB212, AYX200  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AYB205 LAW OF BUSINESS ENTITIES**

This unit looks at the various types of business entities that exist in Australia today and laws applicable to these entities. The unit will also take into account consideration of a range of issues affecting these legal entities, such as capital raising and finance, taxation, accounting, audit and statutory requirements under the relevant Acts and legislation.

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** AYB223  
**Equivalents:** AYB305  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**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 also provides a brief overview of the taxation of partnerships, trusts and companies and an overview of 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:** AYB325, AYX219  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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 resources such as as CasWorkX on 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:** 2013 SEM-1 and 2013 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  
**Antirequisites:** AYX225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.  
Prerequisites: BSB111 or CTB111  
Antirequisites: LWB334  
Equivalents: AYX230  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB232 FINANCIAL SERVICES REGULATION AND LAW
This subject looks at the laws and regulations applicable to corporate securities and financial services in Australia, examines disclosure obligations in prospectus and financial products, ASX listing rules, takeovers, and market misconduct.  
Prerequisites: BSB111 or CTB111  
Equivalents: AYB312  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1

AYB240 SUPERANNUATION REGULATION AND PRACTICE
This unit introduces students to the Australian superannuation system and the regulatory framework under which it operates. The unit aims to develop students' knowledge and understanding of the superannuation system to equip graduates seeking career opportunities in the superannuation industry, or other areas of business dealing with superannuation-related matters affecting organisations and/or individuals.  
Prerequisites: BSB110 or CTB110, and BSB111 or CTB111  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1

AYB250 PERSONAL FINANCIAL PLANNING
This unit introduces students to the fundamental aspects of the financial planning process, the legal framework governing the financial planning industry and the responsibilities of financial planners. The unit will also expose students to alternative strategies of wealth creation while taking into consideration taxation, superannuation and social security issues.  
Prerequisites: (BSB111 or CTB111) and (BSB110 or CTB110) and EFB210, EFB220. EFB210 can be enrolled in the same teaching period.  
Antirequisites: AYB335, EFB230, EFB339  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 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: 2013 SEM-1 and 2013 SEM-2 and 2013 SUM

AYB311 FINANCIAL ACCOUNTING ISSUES
This unit examines accounting theories and reporting practices adopted in the financial statements of reporting entities, focusing on publicly listed companies that communicate information to meet the decision making needs of external parties. Emphasis is placed on developing an understanding of, and the ability to critically evaluate, how regulatory requirements and incentives affect financial reporting. The unit overviews the different governance models of corporations and relates them to their financial reporting environment. Touching on accounting theories and their evolution it seeks to explain accounting policies made by managers. This framework provides a basis for examining specific accounting issues with a emphasis on both the application of specific accounting measurement models (historical cost versus fair value) or regulatory provisions (continuous disclosure requirements). The unit concludes by analysing some of the most recurrent issues of debate in the international arena.  
Prerequisites: AYB340 or AYB220  
Equivalents: AYX311  
Credit points: 12  
Contact hours: 3.5 per week  
Campus: Gardens Point  
Teaching period: 2013
AYB320 ADVANCED TAXATION LAW
This unit examines the principles governing the taxation treatment of various business entities including partnerships, trusts, companies and superannuation funds from a domestic and international perspective. The unit provides students with an understanding of other considerations which affect the choice of an appropriate business structure from a taxation perspective, including rollover relief and the CGT small business concessions, the importance of legitimate tax planning and the distinction between tax avoidance and tax evasion and some of the more simple aspects of international taxation between Australia and its major trading partners. The unit also covers an analysis of the GST , a review of types of supplies under the Act and the concept of creditable acquisitions. Specific issues such as the GST implications of real property, the margin scheme, GST planning strategies and the GST avoidance provisions are also covered.
Prerequisites: AYB219 or AYB325 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB321 STRATEGIC MANAGEMENT ACCOUNTING
Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; strategic planning and budgetary systems; pricing and product mix decisions; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC) and the balanced scorecard (BSC); and appreciating the research on the benefits and problems with ABC and the BSC.
Prerequisites: AYB225 Equivalents: AYX321 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB339 ACCOUNTANCY CAPSTONE
Accountancy Capstone co-ordinates several parts of the accountancy degree that have already been studied by students. AYB339 takes a very practical, hands-on approach with students working together in groups of between four and discussing and solving simulated real-world multi-disciplined client problems. Throughout the unit, students take on the persona of a professional advisor/consultant. The teaching staff will take on the role of the client.
Based on a problem-based learning (PBL) methodology, students will learn the process of how to deal with the real-world accounting problems that graduates would typically be expected to encounter in their first year working within a public accounting firm. These problems require students to work together in teams, research issues, gather information and form conclusions.
Prerequisites: (AYB220 or AYB340 and AYB311), OR (AYB220 or AYB340 and AYB321) Antirequisites: AYN520 Equivalents: AYX339 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 SEM-2

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; segment reporting; the translation of the results of foreign operations; and liquidation.
Prerequisites: AYB200 or AYB121 Equivalents: AYX340 Credit points: 12 Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB341 FORENSIC AND BUSINESS INTELLIGENCE
This unit focuses on providing skills in forensic and business intelligence through the use of SAS technologies. The unit assists students to analyse large data sources and report
their findings to assist managerial decision making. Forensic and business intelligence issues and corporate decision making processes are emphasised. This unit provides students with an important skill base in supporting corporate decision making and investigation in a business environment.

**Prerequisites:** AYB114, BSB124, or BSB114  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### BSB111 BUSINESS LAW AND ETHICS

This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal principles and ethical decision-making processes relevant to modern business practice.

**Antirequisites:** AYB120, LWS009, LWB145  
**Equivalents:** BSX111, CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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  
**Equivalents:** BSX113, CTB113, UDB104  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM-1

### BSB119 GLOBAL BUSINESS

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

**Antirequisites:** BSB116, BSB112, BSD119  
**Equivalents:** BSX119, CTB119  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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

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: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

BSB200 PROJECT
Students will be given the opportunity to develop and write a formal analytical study of a specific theory area or develop an industry case study. Students will select the topic in conjunction with a supervisor and prepare a formal plan for obtaining answers to the research question on the business problem. A full report will be submitted at the conclusion of the semester, which will cover all of the objectives set out in the original proposal.

Credit points: 24
Campus: Gardens Point
Teaching period: 2013 SUM

BSB302 PROJECT 2
Students will develop either a detailed case study or a special project related to their discipline area (either: Advertising, Marketing, Public Relations, Economics, Finance, Management, Human Resource Management or International Business). Students will work individually with a supervisor to develop and execute a comprehensive and systematic study of an issue relevant to their study program.

Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

Credit points: 24
Campus: Gardens Point
Teaching period: 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 SEM-1 and 2013 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:** EBF102, EFX223  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**EFB225 ECONOMICS FOR THE REAL WORLD**

In this unit economic concepts and theories at the introductory level will be used to forensically and critically investigate current social and public issues of interest. These issues relate to consumer choice, business procuring strategies, education, inequality, unemployment and poverty, population policy, tax reform, economic growth, the environment and globalisation.

**Prerequisites:** BSB113 or CTB113  
**Equivalents:** EFX225  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**EFB226 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:** BSB113  
**Equivalents:** EFB334, EFX334, EFX226  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**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)  
**Antirequisites:** EFB312, MIB202  
**Equivalents:** EFX240, IBB202  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

**EFB308 FINANCE 3**

This unit includes the following topics: a study of contemporary finance research; CAPM; beta estimation; valuation theory; market efficiency; value at risk; use of finance research tools; anomalies and extension of finance theories. Students are required to complete a research project combining theory and practice. This unit covers many topical areas in contemporary finance research. These include, but are not limited to: asset pricing; beta estimation; market efficiency; value at risk; mutual fund performance; volatility modelling; and the term structure of interest rates. Students are required to complete a research project combining theory and practice.

**Prerequisites:** EFB307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**EFB309 FINANCIAL DERIVATIVES**

This unit extends students' knowledge of financial derivatives as obtained in Finance 2. Topics include: advanced option pricing models; advanced option trading strategies; exotic options; forward and futures pricing models; hedging commodities and equities by using futures; forward rate agreement and interest rate swaps; financial risk management issues.

**Prerequisites:** EFB307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**EFB310 FINANCIAL INSTITUTIONS - CONTROL**

This unit introduces students to the fundamental principles of controlling the risk profile and capital position of a deposit-taking financial institution to maintain solvency. The basic framework of the unit is based on the regulatory capital adequacy regimes, supplemented by consideration
of the more sophisticated internal models of risk developed by financial institutions themselves. Relevant case studies demonstrate the imperative for, and application of, the risk management framework.

**Prerequisites:** EFB210  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**EFB311 FINANCIAL INSTITUTIONS - LENDING**
This unit examines the fundamental motivations for lending by financial institutions, and the ways in which these are reflected in loan market practice. Specific topics cover the theoretical basis of lending as financial intermediation, the purpose and utilization of loans by borrowers, the major costs of lending for financial intermediaries (including a strong focus on credit costs), lenders¿ compensation, lending relationships, the structural features of loan agreements, loan security and enforcement, and special topics on syndicated lending and project finance.

**Prerequisites:** EFB210  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**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:** 2013 SEM-1 and 2013 SEM-2

**EFB326 APPLIED PORTFOLIO MANAGEMENT**
This unit introduces the student to the treasury environment in which financial institutions operate. The key to the unit is the raising of funds and the management of interest rate risk. This unique hands-on unit allows students to develop these skills by trading in a simulated environment of international economic uncertainty. Students have trading parameters within which they should operate. Students must make decisions concerning source of funds, term and duration, interest rate re-set, and risk management with derivatives. Trading will be conducted over a simulated four quarter year.

**Prerequisites:** EFB210  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2013 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:** 2013 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:** 2013 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:** EFB337 or EFB222  **Equivalents:** EFX332  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**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: 2013 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 and EFB222 Antirequisites: EFB318 Equivalents: EFX335 Credit points: 12 Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 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: EFB223 or EFB240 or EFB201 Antirequisites: EFB314 Equivalents: EFX336 Credit points: 12 Campus: Gardens Point Teaching period: 2013 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
This unit presents the basic concepts of game theory and its application to economic phenomena, focusing 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: EFB223 Equivalents: EFX337 Credit points: 12 Campus: Gardens Point Teaching period: 2013 SEM-1

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: (EFB330 or EFB202) and (EFB331 or EFB211) and (Completion of 168 credit points) 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: 2013 SEM-2

EFB339 FINANCIAL PLANNING AND INVESTMENTS
Prerequisites: EFB210 Antirequisites: AYB250 Equivalents: EFB230 Credit points: 12 Campus: Gardens Point Teaching period: 2013 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: 2013 SEM-1 and 2013 SEM-2

INB220 BUSINESS ANALYSIS
This unit is aims to give you an introduction to the role, knowledge, and skills required of a business analyst. This unit focuses on both the trades—tools and methods used by a business analyst, as well as the soft skills—creativity and communication, both of which are critical to successful business and requirements analysis. Through lectures, cases studies and role playing activities, you will develop basic knowledge and skills required for introductory business analysis (BA).
Antirequisites: INN220 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-1

INB311 ENTERPRISE SYSTEMS
The unit presents and discusses the Enterprise Systems Lifecycle model, orienting students to the requirements of addressing total cost of ownership, change management requirements and process modelling requirements in order to achieve business benefits. Concepts of Enterprise Systems success and associated enablers and barriers are also introduced. This unit introduces the technical architecture of complex 3-tiered client server environments. It seeks to how an integrated complex database
environment meets common business needs, and yet fails to meet the total Information Systems requirements.

Antirequisites: INN311  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

INB312 ENTERPRISE SYSTEMS APPLICATIONS
The aim of this unit is to introduce business configuration aspects of a large Enterprise Systems (also referred to as ERP systems) application. The unit commences with an introduction to concepts of large system implementations, requirements gathering and analyses. The unit then teaches how to configure a large Enterprise Systems application (using SAP) for common business processes in an organization. The course also aims to provide hands-on experience of configuring a range of SAP modules. The unit enables you to experience both the business analyst view and the user’s view of the system across a number of business processes.

Antirequisites: ITB233, INN312  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

INB342 ENTERPRISE DATA MINING AND DATA ANALYSIS
This unit will provide a comprehensive theoretical coverage of various topics in data and web mining. In addition there will be a significant practical component using hands on tools to solve real-world problems. Specifically, we will consider techniques from machine learning, data mining, text mining, and information retrieval to extract useful knowledge from data which are used for business intelligence, document databases, site management, personalization, and user profiling. This unit will first cover a detailed overview of the mining process and techniques, and then concentrate on applications of these techniques to web, e-commerce, document databases and data from advanced applications.

Prerequisites: INB122 or INB210 or INB340
Antirequisites: INN342  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-2

INB343 DATA WAREHOUSING AND MINING
This unit teaches the foundations of data warehousing and mining for producing systems that provide valuable services and decision support to business companies. Through this study, you will be able to demonstrate knowledge of the principles and techniques of data warehouse architecture and schema, OLAP and data cubes, ETL and data quality, patterns and sequences mining, association analysis, and decision tables. You will also be able to use and develop smart data services for business intelligence.

Prerequisites: INB210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

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 and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.

Prerequisites: BSB115 or CTB115  Equivalents: MGX201  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

MGB207 HUMAN RESOURCE ISSUES AND STRATEGY
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.

Prerequisites: BSB115 or CTB115  Equivalents: CTB207, MGX207  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

Prerequisites: BSB115 or CTB115  Equivalents:
This is the capstone of the HRM extended major. The primary objective is to integrate HR concepts and issues into the wider business and environmental context; a range of historical features, professional and ethical matters are considered; policy development and evaluation is examined; an experiential approach based in cases and/or simulations is adopted.  

**Prerequisites:** MGB314  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2013 SEM-2  
**Campus:** Gardens Point

**MGB306 INDEPENDENT STUDY**  
This unit enables students to demonstrate an ability to direct their own learning, a key competence for professionals who must keep themselves up-to-date in their area of expertise. Either individually or in small groups, students undertake one or several learning activities with the approval of a supervisor. Appropriate activities include literature review, research (mini-thesis), project, practicum (work placement), or an alternative deemed acceptable by the supervisor.  

**Other prerequisites:** Subject to Unit Coordinator Approval. Students must complete at least 96 credit points of approved study to be considered for enrolment in this unit.  

**Credit points:** 12  
**Contact hours:** Flexible Mode  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM  
**Campus:** Gardens Point

**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 per week  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2  
**Campus:** Gardens Point and Caboolture

**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:** 2013 SEM-1 and 2013 SEM-2

### MGB314 ORGANISATIONAL CONSULTING AND CHANGE

Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

### MGB320 RECRUITMENT AND SELECTION

This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.

**Prerequisites:** MGB339 or MGB221  
**Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

### MGB324 MANAGING BUSINESS GROWTH

This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

**Prerequisites:** MGB223  
**Equivalents:** MGB218, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1

### MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS

This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Equivalents:** MGX331  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

### MGB335 PROJECT MANAGEMENT

This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.

**Prerequisites:** (MGB210 and MGB309) or (MGB210 and AMB303)  
**Antirequisites:** KXB202  
**Equivalents:** MGX335  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### MGB338 WORKPLACE LEARNING

This unit entails a structured program of workplace learning in which students are exposed to a variety of organisational issues. For the duration of their experience, students work on a specific HRM project of relevance to their host organisation. Building upon knowledge acquired in the HRX major, students’ exposure to HRM in an actual organisational setting enhances understanding of links between theory and practice and develops skills and abilities through a professional learning experience.

**Other requisites:** An application, interview and subsequent approval by the unit coordinator is required to enrol, in addition to the completion of a minimum of 192 credit points of study and a GPA of 4.0 or higher  
**Credit points:** 12  
**Contact hours:** 120 hours in workplace and 12 at university  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### MGB339 PERFORMANCE AND REWARD

This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward
Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made. **Prerequisites:** MGB201, MGB207, or CTB207  **Equivalents:** MGB221, MGX339  **Credit points:** 12  **Contact hours:** 3  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC**

Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region’s business environment.

**Prerequisites:** MGB225, IBB205, IBB217, or IBB208  **Antirequisites:** IBB317  **Equivalents:** MGX340  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**MGB341 OPERATIONAL RISK MANAGEMENT**

This unit aims to develop student competencies in analysing risk management issues in national and international contexts and build a strong appreciation of managing the organisational uncertainty in the current global environment. It introduces conceptual and practical applications of risk management techniques used in private and public organisations by combining lectures with practical 'hands-on' workshops. The unit examines: conceptual bases of risk management; international, national and sub-national regulatory frameworks; corporate risk management in international firms; business continuity planning; security risk management; emergency response planning; managing crises in organisations; participatory 'desktop' simulations of crisis decision making.

**Prerequisites:** MGB309  **Antirequisites:** IBB306  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT**

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

**Prerequisites:** MGB331 and BSB124  **Equivalents:** MGB315, MGX370  **Credit points:** 12  **Contact hours:** 3  **Teaching period:** 2013 SEM-1 and 2013 SEM-2