Bachelor of Business (Accelerated Program) (BS07)

Year offered: 2010
Admissions: Yes
CRICOS code: 003491G
Course duration (full-time): 4 standard semesters, 2 summer semesters (2 years)
Course duration (part-time): Not available in part-time mode
Domestic fees (indicative): 2010: CSP $4,430 (indicative) per semester
International Fees (indicative): 2010: $12,600 (indicative) per semester - based on 60 credit points
Domestic Entry: Semester 1 only (February)
International Entry: Semester 1 only (February)
QTAC code: 413122
Past rank cut-off: 92
Past OP cut-off: 5
Assumed knowledge: English (4, SA) and for Accountancy, Economics, Finance and Marketing majors Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 288
Standard credit points per full-time semester: 60 credit points in semesters 1 and 2; 24 credits points in summer
Course coordinator: Dr Erica French, Director of Undergraduate Studies
Discipline coordinator: Dr Erica French, Director of Undergraduate Studies
Campus: Gardens Point

Why choose this course?
Want to get ahead fast? You can choose an accelerated study program and finish your business degree in two years, not three. It’s the same high quality, globally recognised QUT degree so respected by employers, fast-tracked for high achievers.

Overview
The Bachelor of Business (Accelerated Program) is available to high-achieving students (OP 1–5 or equivalent) and gives you the opportunity to complete your degree in just two years. This is achieved by taking an additional unit each semester and continuing to study during the two summer teaching periods.

You will graduate with the same internationally recognised Bachelor of Business degree, and have access to the same facilities and services offered within the Faculty.

The program gives you the advantage of entering the workplace well ahead of your peers, or the option of continuing on with an additional year to complete your Honours degree, allowing you to get two qualifications in the same time it usually takes to get just one.

Alternatively you can complete a Masters degree in just two more years.

Course design
The Bachelor of Business (Accelerated Program) allows you to be flexible in your fields of study to suit your own needs and career aspirations. The three distinct components within the program will give you many combinations of study areas and minors, as well as opportunities to participate in internships, work placements, special topics or projects during summer.

(a) Eight Faculty Core units (96 credit points)
(b) One block of eight Major Core units (Study Area A) (96 credit points)
(c) One Minor of 4 units selected from a University-Wide unit set or a Faculty extension (48 credit points)
(d) Four prescribed Elective units undertaken during the Summer semester as project or research units (48 credit points)

Students should note that not all minors are timetabled in every year or semester. Hence, due to the accelerated structure of the course, it is important you confirm that the minors you are interested in will be available.

Students will study five units (60 credit points) in each of the major semesters and an additional two units (24 credit points) in the Summer semesters.

Study areas
Study areas for this course are Accounting, Advertising, Economics, Finance, International Business, Human Resource Management, Management, Marketing, and Public Relations.

Course information
The accelerated program will provide you with the opportunity to complete a three year Bachelor of Business degree in two years. Students will study five units in each of the major semesters and an additional two units in the summer semesters.

Entry requirement
Domestic students: must complete Australian Year 12 studies or equivalent with OP1-5 or equivalent (including International Baccalaureate).

International students: must complete Australian Year 12
studies (or equivalent including International Baccalaureate) onshore with OP1-5 or equivalent rank.

**Special course requirements**

Breaks in study: Due to the accelerated nature of the program breaks in study are not permitted. Students wishing to take a break from study will be advised to transfer to the standard program, Bachelor of Business (BS05).

Course progression: Due to the accelerated nature of the program students are expected to follow the course structure. Students wishing to deviate from the recommended course structure will be advised to transfer to the standard program, Bachelor of Business (BS05).

**Professional recognition**

Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. See each course major for details.

**Advanced standing**

Due to the accelerated nature of this program, advanced standing or credit for previous study is not permitted (with the exception of QUT Start).

**Further study**

Students in the BS07 Accelerated program may choose to enrol in the BS63 Bachelor of Business (Honours) on completion of the degree with a GPA of 5.5.

**Campus options**

The degree is available at Gardens Point campus only, however some units are offered at the Caboolture campus. Students may enrol in Business units at the Caboolture campus.

**Abbreviation**

BBus(Study Area A)

**Accountancy Unit Sets**

<table>
<thead>
<tr>
<th>Primary Major</th>
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<tbody>
<tr>
<td>Accountancy - 8 Unit Major</td>
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<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
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<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>AYB219</td>
<td>Taxation Law</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
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</table>

| AYB339 | Accountancy Capstone |

**Second Area of Study**

<table>
<thead>
<tr>
<th>Accountancy - 6 Unit Major</th>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>AYB114</td>
<td>Business Technologies</td>
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<tr>
<td>AYB115</td>
<td>Governance Issues and Fraud</td>
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<tr>
<td>AYB341</td>
<td>Forensic and Business Intelligence</td>
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<tr>
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<td>PLUS:</td>
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<td>INB311</td>
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<tr>
<td>INB342</td>
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<tr>
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<td>Advanced Data Mining and Data Warehousing</td>
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<table>
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<tr>
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<tr>
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<td>Taxation Law</td>
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<td>AYB320</td>
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<tr>
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</tr>
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<td>Performance and Reward</td>
</tr>
<tr>
<td>PLUS:</td>
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<td>AMB231</td>
<td>Marketing Communications Regulations and Ethics</td>
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<td>AYB115</td>
<td>Governance Issues and Fraud</td>
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<td>AYB205</td>
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<td>AYB230</td>
<td>Corporations Law</td>
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<td>AYB232</td>
<td>Financial Institutions Law</td>
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<tr>
<td>AYB240</td>
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<thead>
<tr>
<th>Accountancy - Professional Accounting Extension (for professional recognition)</th>
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<td>Strategic Management Accounting</td>
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<tr>
<td>EFB210</td>
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Published on: 16 May 2011
PLUS: select one (1) unit from:
AYB227 International Accounting
AYB240 Superannuation Regulation and Practice
AYB250 Personal Financial Planning
AYB320 Advanced Taxation Law

Accountancy - Regulation and Tax Extension
Select four (4) units from:
AYB205 Law of Business Entities
AYB232 Financial Institutions 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

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

Business Regulation Minor (for non-Accounting students)
AYB219 Taxation Law
PLUS: select three (3) units from:
AMB231 Marketing Communications Regulations and Ethics
AYB115 Governance Issues and Fraud
AYB205 Law of Business Entities
AYB230 Corporations Law
AYB232 Financial Institutions 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-Accounting students)
Select four (4) units from:
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

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

### Economics Unit Sets

#### Primary Major

<table>
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<tr>
<th>Economics - 8 Unit Major</th>
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<tbody>
<tr>
<td>EFB222</td>
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<td>EFB223</td>
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<td>EFB330</td>
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<td>EFB332</td>
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<td>EFB333</td>
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<td>EFB336</td>
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<td>EFB337</td>
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#### Second Area of Study

<table>
<thead>
<tr>
<th>Economics - 6 Unit Major (for non Finance major students)</th>
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<tbody>
<tr>
<td>EFB222</td>
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<td>EFB223</td>
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<td>EFB334</td>
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<td>EFB336</td>
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</table>

### Economics - 6 unit major (for Finance students)

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

### Economics minor (for Finance students)

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

### Applied Economics Minor (for non-Economics and Finance students)

- EFB223 Economics 2
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

### Applied Economics minor (for Finance students)

- EFB223 Economics 2
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications
<table>
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<tr>
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<tr>
<td>EFB330</td>
<td>Intermediate Macroeconomics</td>
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<tr>
<td>EFB331</td>
<td>Intermediate Microeconomics</td>
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<td></td>
<td><strong>Quantitative Economics minor (for non-Economics and Finance students)</strong></td>
</tr>
<tr>
<td>EFB222</td>
<td>Quantitative Methods For Economics and Finance</td>
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<tr>
<td>EFB223</td>
<td>Economics 2</td>
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<tr>
<td>EFB333</td>
<td>Introductory Econometrics</td>
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<td>Plus one of the following:</td>
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<td>EFB330</td>
<td>Intermediate Macroeconomics</td>
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<tr>
<td>EFB331</td>
<td>Intermediate Microeconomics</td>
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<td>EFB332</td>
<td>Applied Behavioural Economics</td>
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<tr>
<td>EFB334</td>
<td>Environmental Economics and Policy</td>
</tr>
</tbody>
</table>

**Quantitative Economic minor (for Finance students)**

- EFB333 Introductory Econometrics
- Plus three of the following:
  - EFB330 Intermediate Macroeconomics
  - EFB331 Intermediate Microeconomics
  - EFB332 Applied Behavioural Economics
  - EFB334 Environmental Economics and Policy

**Finance Unit Sets**

**Primary Major**

**Finance - 8 Unit Major**

- EFB201 Financial Markets
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2
- EFB307 Finance 2
- EFB312 International Finance
- EFB335 Investments
- EFB340 Finance Capstone

**Finance Unit Sets**

**Second Area of Study**

**Finance - 6 Unit Major (for non-Economics students)**

- EFB201 Financial Markets
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2

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

- EFB307 Finance 2
- EFB312 International Finance

**Finance - 6 unit Major (for Economics students)**

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

**Finance - Minor (for non-Finance students)**

- EFB201 Financial Markets
- EFB210 Finance 1
- EFB307 Finance 2
- EFB312 International Finance

**Finance - Funds Management Extension**

- EFB308 Finance 3
- EFB309 Financial Derivatives
- EFB326 Applied Portfolio Management
- EFB333 Introductory Econometrics

**Finance - Financial Services Extension**

- AYB232 Financial Institutions Law
- EFB310 Financial Institutions - Control
- EFB311 Financial Institutions - Lending
- EFB339 Financial Planning and Investments

**Human Resource Management Unit Sets**

**Primary Major**

**Human Resource Management 8 Unit Major**

- MGB200 Leading Organisations
- MGB201 Contemporary Employment Relations
- MGB207 Human Resource Issues and Strategy
- MGB220 Business Research Methods
- MGB320 Recruitment and Selection
- MGB331 Learning and Development in Organisations
- MGB339 Performance and Reward
- MGB370 Personal and Professional Development

**Second Area of Study**

**Human Resource Management 6 Unit Major**
### Human Resource Management Extension (for Human Resource Management students)

- MGB305 HRM Strategy and Policy
- MGB314 Organisational Consulting and Change
  - Plus any two of:
    - MGB225 Intercultural Communication and Negotiation Skills
- MGB306 Independent Study
- MGB309 Strategic Management
- MGB338 Workplace Learning

### HRM Minor (For non-HRM students)

- Choose 1 of the following:
  - MGB320 Recruitment and Selection
  - MGB331 Learning and Development in Organisations
- PLUS: Choose 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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>AMB210</td>
<td>Importing and Exporting</td>
</tr>
<tr>
<td>AMB303</td>
<td>International Logistics</td>
</tr>
<tr>
<td>AMB336</td>
<td>International Marketing</td>
</tr>
<tr>
<td>AMB369</td>
<td>International Business Strategy</td>
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<td>Finance for International Business</td>
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<tr>
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<td>Intercultural Communication and Negotiation Skills</td>
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<tr>
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<td>International Business in the Asia-pacific</td>
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<tr>
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<tbody>
<tr>
<td>AMB204</td>
<td>Purchasing and Procurement</td>
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### International Logistics - 6 Unit Major

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<td>AMB336</td>
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<td>MGB210</td>
<td>Managing Operations</td>
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<td>MGB335</td>
<td>Project Management</td>
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### International Logistics - Minor

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### International Business - Minor (for non International Business students)

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### Management Unit Sets

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<tbody>
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<td>MGB210</td>
<td>Managing Operations</td>
</tr>
<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
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<tr>
<td>MGB309</td>
<td>Strategic Management</td>
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<tr>
<td>MGB310</td>
<td>Sustainability in A Changing Environment</td>
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<tr>
<td>MGB324</td>
<td>Managing Business Growth</td>
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<td>MGB310</td>
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<td>MGB309</td>
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### Management Extension (for Management Students)

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<td>MGB331</td>
<td>Learning and Development in Organisations</td>
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<td>AMB252</td>
<td>Business Decision Making</td>
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<td>MGB338</td>
<td>Workplace Learning</td>
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<tr>
<td>MGB370</td>
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### Minor - Entrepreneurship

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<tr>
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<td>Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>MGB324</td>
<td>Managing Business Growth</td>
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<td>MGB200</td>
<td>Leading Organisations</td>
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<td>MGB225</td>
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<tr>
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### Minor - Management (for non-Management students)

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<tbody>
<tr>
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### Public Relations Unit Sets

#### Primary Major

<table>
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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>AMB264</td>
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<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td>AMB373</td>
<td>Corporate Communication</td>
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<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
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<td>AMB375</td>
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<td>Public Relations Campaigns</td>
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#### Second Area of Study

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<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
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#### Public Relations Minor (for non Public Relations students)

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### Marketing Unit Sets

#### Primary Major

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<td>Marketing and Audience Research</td>
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<tr>
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<tr>
<td>AMB336</td>
<td>International Marketing</td>
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</table>
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
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

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

Full-time Semester 1 Entry - Accountancy (with Professional Accounting Extension)

Year 1, Semester 1
BSB110 Accounting
BSB111 Business Law and Ethics
BSB113 Economics
BSB123 Data Analysis
BSB124 Working in Business

Year 1, Semester 2
BSB119 Global Business
AYB200 Financial Accounting
AYB219 Taxation Law
AYB221 Computerised Accounting Systems
AYB225 Management Accounting

Year 1, Semester 3 (Summer)
AYB300 Accountancy Work Integrated Learning

Year 2, Semester 1
AYB340 Company Accounting
AYB321 Strategic Management Accounting
AYB230 Corporations Law
Professional Accounting unit (either AYB227 or AYB320 or AYB240) OR BSB115

AYB210 Finance 1

Year 2, Semester 2
AYB301 Audit and Assurance
AYB311 Financial Accounting Issues
AYB339 Accountancy Capstone
Professional Accounting unit (either AYB320 or AYB250) OR BSB115

BSB126 Marketing

Year 2, Semester 3 (Summer)
Special Program
Special Program

Professional Accountancy Extension
To complete the Professional Accounting extension student must select one of the following:
AYB227 International Accounting
AYB240 Superannuation Regulation and Practice
AYB250 Personal Financial Planning
AYB320 Advanced Taxation Law

Important Information
Please note: Check unit availability when selecting Second Area of Study units.
Students must complete all 8 Faculty Core Units (BSBxxx)

Full-time Semester 1 Entry - Accountancy

Year 1, Semester 1
BSB110 Accounting
BSB111 Business Law and Ethics
BSB113 Economics
BSB123 Data Analysis
BSB124 Working in Business

Year 1, Semester 2
BSB119 Global Business
AYB200 Financial Accounting
AYB219 Taxation Law
AYB221 Computerised Accounting Systems

Page 8/28
### Year 1, Semester 2
- **BSB115**: Management
- **AYB200**: Financial Accounting
- **AYB219**: Taxation Law
- **AYB221**: Computerised Accounting Systems
- **AYB225**: Management Accounting

### Year 1, Semester 3 (Summer)
- **AYB300**: Accountancy Work Integrated Learning

### Year 2, Semester 1
- **AYB340**: Company Accounting
- **BSB119**: Global Business
  - Second Area of Study Unit
- Second Area of Study Unit
- Second Area of Study Unit

### Year 2, Semester 2
- **AYB301**: Audit and Assurance
- **AYB311**: Financial Accounting Issues
- **AYB339**: Accountancy Capstone
- **BSB126**: Marketing
  - Second Area of Study Unit

### Year 2, Semester 3 (Summer)
- **BSB200**: Project

### Year 2, Semester 1
- **AMB320**: Advertising Management
- **AMB330**: Advertising Planning Portfolio
- **BSB119**: Global Business
  - Second Area of Study unit
- Second Area of Study unit

### Year 2, Semester 2
- **AMB339**: Advertising Campaigns
- **BSB111**: Business Law and Ethics
- **BSB113**: Economics
  - Second Area of Study unit
- Second Area of Study unit

### Year 2, Semester 3 (Summer)
- **Special Program**
- **Special Program**

### Important Information
Please note: List of Second Area of Study can be viewed under BS07 (Accountancy) Unit Sets. Check unit availability when selecting Second Area of Study units.

### Full-time Semester 1 Entry - Economics

### Year 1, Semester 1
- **BSB110**: Accounting
- **BSB113**: Economics
- **BSB124**: Working in Business
- **BSB123**: Data Analysis
- **BSB111**: Business Law and Ethics

### Year 1, Semester 2
- **BSB126**: Marketing
- **BSB115**: Management
- **EFB222**: Quantitative Methods For Economics and Finance
- **EFB223**: Economics 2
  - Second Area of Study unit

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**Full-time Semester 1 Entry - Advertising**

### Year 1, Semester 1
- **BSB110**: Accounting
- **BSB123**: Data Analysis
- **BSB124**: Working in Business
- **BSB126**: Marketing
- **AMB220**: Advertising Theory and Practice

### Year 1, Semester 2
- **AMB318**: Advertising Copywriting
- **AMB319**: Media Planning

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**Important Information**
Please note: List of Second Area of Study can be viewed under BS07 (Advertising) Unit Sets. Check unit availability when selecting Second Area of Study units.
<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3 (Summer)</th>
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**Economics Options List**

Student must choose 3 units from the following:

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

**Important Information**

Please note: List of Second Area of Study can be viewed under BS07 (Finance) Unit Sets. Check unit availability when selecting Second Area of Study units.

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**Full-time Semester 1 Entry - Finance**

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<td>BSB110</td>
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<td>BSB123</td>
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### MGB200  Leading Organisations

### MGB201  Contemporary Employment Relations

### MGB207  Human Resource Issues and Strategy

#### Year 1, Semester 3 (Summer)
- BSB200  Project

#### Year 2, Semester 1
- BSB119  Global Business
- MGB220  Business Research Methods
- MGB339  Performance and Reward
- MGB331  Learning and Development in Organisations
  - Second Area of Study unit

#### Year 2, Semester 2
- MGB320  Recruitment and Selection
- MGB370  Personal and Professional Development
  - Second Area of Study unit
  - Second Area of Study unit
  - Second Area of Study unit

#### Year 2, Semester 3 (Summer)
- Special Program
  - Special Program

### Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Human Resource Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

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

#### Year 1, Semester 1
- BSB113  Economics
- BSB124  Working in Business
- BSB119  Global Business
- BSB115  Management
- BSB126  Marketing

#### Year 1, Semester 2
- BSB110  Accounting
- BSB123  Data Analysis
- AMB210  Importing and Exporting
- EFB240  Finance for International Business
- MGB225  Intercultural Communication and Negotiation Skills

### Year 1, Semester 3 (Summer)
- BSB200  Project

### Year 2, Semester 1
- AMB303  International Logistics
- AMB336  International Marketing
- AYB227  International Accounting
  - Second Area of Study
  - Second Area of Study

### Year 2, Semester 2
- BSB111  Business Law and Ethics
- AMB369  International Business Strategy
- MGB340  International Business in the Asia-pacific
  - Second Area of Study
  - Second Area of Study

### Year 2, Semester 3 (Summer)
- Special Program
  - Special Program

### Year 2, Semester 1 Entry - Management

#### Year 1, Semester 1
- BSB110  Accounting
- BSB113  Economics
- MGB200  Leading Organisations

#### Year 1, Semester 2
- BSB110  Accounting
- BSB113  Economics
- MGB223  Entrepreneurship and Innovation
  - Second Area of Study unit

#### Year 1, Semester 3 (Summer)
- BSB200  Project
**Year 2, Semester 1**

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**Year 2, Semester 2**

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

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**Important Information**

Please note: List of Second Area of Study can be viewed under BS07 (Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

**Full-time Semester 1 Entry - Marketing**

**Year 1, Semester 1**

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**Year 1, Semester 2**

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

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Brisbane Australia
www.qut.edu.au

Year 2, Semester 2

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| Second Area of Study unit |

Year 2, Semester 3 (Summer)

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Important Information

Please note: List of Second Area of Study can be viewed under BSB07 (Public Relations) Unit Sets. Check unit availability when selecting Second Area of Study units.

Potential Careers:


UNIT SYNOPSES

AMB200 CONSUMER BEHAVIOUR

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

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB204
Equivalents: CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH

This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations.

Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Equivalents: CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION

In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a ‘total’ approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB207, MIB309
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB204 PURCHASING AND PROCUREMENT

This unit examines the nature and importance of Procurement in the role of business today. Procurement has become increasingly important and valued by organisations that are part of global supply chains. The management and strategic control of procurement functions in modern businesses adds profit through cost control in businesses and that has gained significance in the drive to maintain profit in internationally competitive markets. Modern procurement professionals require the use of many skills to achieve these outcomes and this unit introduces students to the functions of purchasing and procurement in an organisation.

Prerequisites: BSB119 or CTB119
Antirequisites: IBB312
Credit points: 12
Teaching period: 2010 SEM-1

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:** 2010 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  
**Teaching period:** 2010 SEM-2

**AMB208 EVENTS MARKETING**

**Prerequisites:** BSB126 or CTB126  
**Antirequisites:** MIB319  
**Equivalents:** AMB354  
**Credit points:** 12  
**Teaching period:** 2010 SEM-2

**AMB209 TOURISM MARKETING**

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** AMB351  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 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 involved in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia’s economic development.

This provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.

**Prerequisites:** BSB119 or CTB119  
**Equivalents:** IBB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB220 ADVERTISING THEORY AND PRACTICE**

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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB231 MARKETING COMMUNICATIONS REGULATIONS AND ETHICS**

This unit uses a case study approach and starts from the fundamentals of legal compliance through trade practices and fair trading legislation, then moves to the adoption and adherence of the variety of industry based and professional codes. It examines regulatory models in sunrise industries such as broadcasting and telecommunications as well as the problems of cross-jurisdictional regulation posed by Internet based commerce. It offers students the opportunity to develop generic attributes in critical thinking, problem solving, and ethical sensitivity.

**Prerequisites:** BSB126  
**Antirequisites:** COB307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**AMB240 MARKETING PLANNING AND MANAGEMENT**

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

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** CTB240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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 sales force 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:** 2010 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 C TB126  
**Antirequisites:** MIB227  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**AMB252 BUSINESS DECISION MAKING**

**Prerequisites:** BSB126 or C TB126  
**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 improve and enhance their communication skills.

**Prerequisites:** BSB126, C TB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB303 INTERNATIONAL LOGISTICS**

This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.

**Prerequisites:** AMB210, IBB210, AMB240, or C TB240  
**Equivalents:** IBB303  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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:** Subject to Unit Coordinator approval: Students are required to have completed a minimum of 192 credit points of approved study in advertising, marketing or public relations and a GPA of 4.0 or higher  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMB318 ADVERTISING COPYWRITING**

**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221  
**Credit points:** 12  
**Campus:** Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB319 MEDIA PLANNING
Prerequisites: AMB220  Equivalents: AMB222  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.
Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.
Prerequisites: AMB318 or AMB221, and AMB319 or AMB222  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

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

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210  Equivalents: IBB213  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB339 ADVERTISING CAMPAIGNS
Prerequisites: AMB320 and AMB330  Equivalents: AMB321  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Antirequisites: MIB311  Equivalents: CTB340  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

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. **Credit points:** 12. **Contact hours:** 3 per week. **Campus:** Gardens Point. **Teaching period:** 2010 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. **Credit points:** 12. **Campus:** Gardens Point and Caboolture. **Teaching period:** 2010 SEM-1 and 2010 SEM-2.

**AMB369 INTERNATIONAL BUSINESS STRATEGY**

‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’ **Prerequisites:** AMB336, AMB303, IBB303, or IBB213. **Equivalents:** IBB300. **Credit points:** 12. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1 and 2010 SEM-2.

**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). **Credit points:** 12. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1 and 2010 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. **Credit points:** 12. **Teaching period:** 2010 SEM-1 and 2010 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. **Credit points:** 12. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1 and 2010 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. **Credit points:** 12. **Teaching period:** 2010 SEM-1 and 2010 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. **Credit points:** 12. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1 and 2010 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.

**Antirequisites:** BSB212, CTB212  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**AYB115 GOVERNANCE ISSUES AND FRAUD**

This unit introduces students to a wide range of information technology governance issues which confront business professionals during the implementation and operation of e-business strategies. It aims to provide e-business and IT professionals with an understanding of current IT governance frameworks and to ensure they are familiar with risk management, fraud detection and prevention, audit and legal issues that are relevant to an organisation's e-business operations.

**Equivalents:** BSB213  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**AYB200 FINANCIAL ACCOUNTING**

Financial Accounting examines the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYB211  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AYB205 LAW OF BUSINESS ENTITIES**

This unit presents advanced topics in company law including protection of minority interests; prospectuses and fundraising; company charges; insider trading; takeovers and buy-backs; and the tax law relating to financially troubled companies.

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** AYB223  
**Equivalents:** AYB305  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 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 concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** LWB364  
**Equivalents:** AYB325  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB221 COMPUTERISED ACCOUNTING SYSTEMS**

This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.

**Prerequisites:** BSB110 or CTB110  
**Antirequisites:** AYN443  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB227 INTERNATIONAL ACCOUNTING**

International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international
harmonization of accounting standards on multinational corporations and the investment communities worldwide. **Prerequisites:** BSB110 or CTB110, and BSB119 or CTB119  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

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  **Credit points:** 12  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

AYB232 FINANCIAL INSTITUTIONS LAW
This unit deals with the regulation of banks and non-bank financial institutions, the financial institutions’ scheme, the banker-customer relationship, laws relating to cheques and other negotiable instruments, negligent advice by financial institutions and other possible grounds of liability in the dealings of financial institutions with customers. **Prerequisites:** BSB111 or CTB111  **Credit points:** 12  **Teaching period:** 2010 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  **Teaching period:** 2010 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. EFB210 can be enrolled in the same teaching period.  **Antirequisites:** AYB335, EFB230, EFB339  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

AYB300 ACCOUNTANCY WORK INTEGRATED LEARNING
The unit fosters learning through work related experience. Students will be given an extended opportunity to experience the work that is performed by accountants, which will enable them to more effectively learn and practice accounting discipline knowledge and graduate capabilities; and to reflect on work experience as a form of learning. Admission to this unit is by application and subsequent approval by the Unit Coordinator.  **Credit points:** 24  **Campus:** Gardens Point  **Teaching period:** 2010 SUM

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, and AYB340 or AYB220  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AYB311 FINANCIAL ACCOUNTING ISSUES
This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used **Prerequisites:** AYB340 or AYB220  **Credit points:** 12  **Contact hours:** 3.5 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

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
AYB39 ACCOUNTANCY CAPSTONE
Accountancy Capstone co-ordinates several parts of the accountancy degree that have already been studied by students. At the same time some new concepts are introduced for each topic. The unit attempts to simulate the real world where the professional advisor/consultant is confronted with unstructured multi-disciplined problems on a day-to-day basis.

Based on the Problem-Based Learning (PBL) methodology, students will learn the process of how to deal with the problems typically faced by the professional advisor/consultant. 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 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 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; and the translation of the results of foreign operations.

Prerequisites: AYB200 or AYB121 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 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: 2010 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:** CTB110
**Credit points:** 12
**Contact hours:** 3 per week
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### 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
**Equivalents:** CTB111
**Credit points:** 12
**Contact hours:** 3 per week
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB113 ECONOMICS

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

**Antirequisites:** BSD113
**Equivalents:** CTB113
**Credit points:** 12
**Contact hours:** 3 per week
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB115 MANAGEMENT

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

**Antirequisites:** BSD115
**Equivalents:** CTB115
**Credit points:** 12
**Contact hours:** 3 per week
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB119 GLOBAL BUSINESS

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

**Antirequisites:** BSB116, BSB112
**Equivalents:** CTB119
**Credit points:** 12
**Contact hours:** 3 per week
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB123 DATA ANALYSIS

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

**Antirequisites:** BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233
**Credit points:** 12
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB124 WORKING IN BUSINESS

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

**Antirequisites:** BSB114, CTB114, HHB113
**Credit points:** 12
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM
BSB126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.
Antirequisites: BSB116  Equivalents: CTB126  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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: 2010 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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SUM

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)  Antirequisites: EFB206  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233  Antirequisites: EFB101  Credit points: 12  Teaching period: 2010 SEM-1 and 2010 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  Equivalents: EFB102  Credit points: 12  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB240 FINANCE FOR INTERNATIONAL BUSINESS
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.
Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  Antirequisites: EFB312, MIB202  Equivalents: IBB202  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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:** 2010 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:** 2010 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:** 2010 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:** 2010 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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:** 2010 SEM-2

**EFB330 INTERMEDIATE MACROECONOMICS**

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB202  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**EFB331 INTERMEDIATE MICROECONOMICS**

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB211  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**EFB332 APPLIED BEHAVIOURAL ECONOMICS**

**Prerequisites:** EFB223 or EFB102  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**EFB333 INTRODUCTORY ECONOMETRICS**

Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts.
for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.

Prerequisites: EFB222 or EFB101  Antirequisites: EFB200  Credit points: 12  Teaching period: 2010 SEM-1

**EFB334 ENVIRONMENTAL ECONOMICS AND POLICY**
Prerequisites: EFB223 or EFB102  Credit points: 12  Teaching period: 2010 SEM-1

**EFB335 INVESTMENTS**
Prerequisites: EFB307  Antirequisites: EFB318  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**EFB336 INTERNATIONAL ECONOMICS**
Prerequisites: EFB330 or EFB202, and EFB331 or EFB211  Antirequisites: EFB314  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

**EFB337 GAME THEORY AND APPLICATIONS**
Prerequisites: EFB331 or EFB211  Credit points: 12  Teaching period: 2010 SEM-2

**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.

Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  Equivalents: EFB329  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

**EFB339 FINANCIAL PLANNING AND INVESTMENTS**
Prerequisites: EFB210  Antirequisites: AYB250  Equivalents: EFB230  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

**EFB340 FINANCE CAPSTONE**
Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period.  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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).

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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 show how an integrated complex database environment meets common business needs, and yet fails to meet the total Information Systems requirements.

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

**INB312 ENTERPRISE SYSTEMS APPLICATIONS**
The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and SD) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. 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: 2010 SEM-1

**INB342 ENTERPRISE DATA MINING**
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 or AYB114
Antirequisites: INN342
Equivalents: ITB239
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

INB343 ADVANCED DATA MINING AND DATA WAREHOUSING

Data warehousing and mining have been well recognized as the dominating techniques for using databases in the future. This unit discusses the concepts, structures and algorithms of data warehousing and mining, e.g., data architecture and quality, data warehouse and data mart, data cubes, OLAP, patterns, association rules and decision tables. Through this study, students will be able to demonstrate knowledge and skills of designing, developing and implementing data warehousing components in SQL environments. It also enables students to design systems and tools that provide services to data management and analysis, such as data warehouses, data mining tools, business intelligence based systems, smart information use systems, and data processing systems.

Prerequisites: INB210
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point

MGB200 LEADING ORGANISATIONS

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

Prerequisites: BSB115 or CTB115
Antirequisites: MGB211, CTB211, MGB222, CTB232
Credit points: 12
Contact hours: 3
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB210 MANAGING OPERATIONS

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

Prerequisites: BSB115 or CTB115
Equivalents: CTB234
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB220 BUSINESS RESEARCH METHODS

The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.

Prerequisites: BSB123 or BSB122
Antirequisites: AMB201, CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

MGB223 ENTREPRENEURSHIP AND INNOVATION

This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new
venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.  

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** MGB223  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS

The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.  

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### MGB309 STRATEGIC MANAGEMENT

In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.  

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** IBB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT

This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.  

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB312  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 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 interventions designed 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  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2010 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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 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  **Credit points:** 12  **Contact hours:** 3  **Teaching period:** 2010

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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 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)  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1 and 2010 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:** 2010 SEM-1 and 2010 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  **Credit points:** 12  **Contact hours:** 3  **Teaching period:** 2010 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  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 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  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2