Master of Business (BS16)

Year offered: 2010
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)
Course duration (part-time): 6 semesters (3 years)
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,000 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Amanda Gudmundsson

Majors
- Master of Business (Accounting)
- Master of Business (Public Relations) - Online Delivery Only
- Master of Business (Human Resource Management)
- Master of Business (International Business)
- Master of Business (Strategic Advertising)
- Master of Business (Professional Accounting)
- Master of Business (Marketing)
- Master of Business (Applied Finance)
- Master of Business (Public Relations)
- Master of Business (Integrated Marketing Communication)
- Master of Business (Philanthropy and Nonprofit Studies)

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Our Master of Business suite of programs are designed to give you deep specialist knowledge in particular fields of business. Some majors also satisfy the requirements for professional recognition.

The innovative structure and curriculum of our programs is unique in Australia and allows students greater choice and flexibility when designing their course. Content is continually revised to keep abreast of industry requirements and the course includes core subject areas essential to employers.

Our real world connection also includes an Advisory Committee, a group of industry professionals who combine with our senior academic staff to provide input into our curriculum and general strategic direction including a number of international members to ensure a strong global perspective.

This practical nature of our courses means part-time students can apply the concepts they are learning in the classroom directly to their workplace. Full-time students re-enter the job market armed with the latest in global management techniques.

Unique city location
Brisbane Graduate School of Business is situated at QUT’s Gardens Point campus, the only university to offer the convenience of a fully serviced campus within the Brisbane central business district. We offer some of the best, dedicated graduate school facilities in the country.

Our technology support services enable you to organise your enrolment and timetable online, download class notes and access electronic references from home, office or on-campus computer labs.

Global perspectives
Our students operate in the global marketplace, so we ensure they are exposed to the international environment as much as possible.

Most of our teaching staff have international origins, education, teaching, work experience or research experience. Diverse interests, experiences and expertise create a rich learning and research environment.

Local and international guest lecturers also bring real-world experience to lecture content and their stories provide entertaining and contemporary practical examples.

We also offer the opportunity to study overseas with one of our international exchange partners through a comprehensive student exchange program.

Learning enrichment
We strive to educate current and future executives by helping you to become creative and strategic thinkers. We encourage you to take advantage of our extra-curricular activities such as peer interaction, group discussions and debates to enhance your communication skills and self-confidence.

Brisbane Executive Club is an associated organisation made up of current and past students and is recognised chapter of QUT Alumni. Its main aim is to provide a link between students, alumni and the wider business community by facilitating professional development opportunities and local and international social and business networking.
Our Fostering Executive Women alumni group nurtures the business and entrepreneurial spirit of QUT women business graduates, by providing opportunities to network, do business, and to develop personally and professionally in a positive environment.

**Course design**

The Master of Business programs are available in 10 different disciplinary fields. Each discipline area within consists of 144 credit points of study comprising of core and elective units. For those new to the discipline there are 48 credit points of introductory units to develop an appropriate level of foundation knowledge. If you have an appropriate undergraduate degree you may be entitled to receive advanced standing for the introductory units.

The programs consist of two components, the Foundation Studies Component (Part A) and the Discipline component (Part B). The Foundation Studies component provides you with an introduction to your chosen discipline, along with other introductory business studies. Part B units provide discipline-based knowledge in your chosen major. Some majors give you options to customise your study through elective choices or the inclusion of project work.

Further coursework studies are available in majors where professional recognition requirements dictate the content of the Masters program. This option gives students more flexibility to choose units of most interest to them. The choice of a minor in another business discipline allows students to diversify their knowledge through a complementary or alternative business area.

**Complementary business minor**

Further coursework studies are available in majors where professional recognition requirements dictate the content of the Masters program, so this option gives you more flexibility to choose units of most interest. The choice of a minor in another business discipline allows you to diversify your knowledge through a complementary or alternative business area.

**Optional study**

An optional 48 credit points of additional study is available in the Master of Business - Advanced program. This allows you to extend your studies to suit your career interests. The additional 48 credit points may include research studies, advanced coursework studies in your chosen discipline, or the choice of a minor in another business discipline. We encourage you to consult with your subject area coordinator as early as possible in your studies to determine the best way to meet your needs.

**Entry requirements (domestic and international students)**

For all majors except Accounting, entry requirements are an undergraduate degree with an overall minimum grade point average of 4.0 (on a 7-point scale). Students entering the Accounting major must have an appropriate degree in accountancy.

Other cognate degrees: Communications courses will be considered for Advertising and Public Relations, and Journalism courses will be considered for Public Relations. Applications based on other cognate degrees will be assessed on a case-by-case basis and will be determined by the extent of studies in the relevant area.

**English language requirements (international students)**

In addition to the above academic entry requirements, international students must meet the following English language proficiency levels for entry into the Faculty’s postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

**Pathways programs**

Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Integrated Marketing Communication, International Business, Marketing and Public Relations.

**Advanced standing**

Students may be granted advanced standing for up to 48 credit points for prior academic studies where the completed degree major directly relates to the discipline area you are studying. Advanced standing will relate only to the general business component or introductory studies in the discipline area and is not available for advanced units. Advanced standing may be granted only if the relevant undergraduate degree was completed within five years from the commencement of the masters.

Students applying for admission to the Master of Business (BS16) or Master of Business Advanced (BS17) may be
able to gain exemptions of 48 credit points based on prior undergraduate studies in business.

If you have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area in which you are studying, you may be eligible for exemptions up to a maximum of 48 credit points. Approved exemptions will apply to introductory studies or elective components in the discipline area you are studying and are not available for specified advanced units.

**Early exit options**

Students may exit from the Master of Business (BS16) at the following stages, once those particular course requirements have been met:

- Graduate Diploma of Business (BS79) (Study Area A)
- Graduate Certificate in Business (BS39) (Study Area A)

**Block exemption**

Exemptions for undergraduate studies may be granted only on the basis of a Business-related or specifically identified relevant degree (i.e. not based on individual subjects) completed within the past five years. No exemptions will be granted for non-Business related degrees, even if some business subjects may have been completed as part of the course.

New applicants may apply for the exemptions under Section 7 of the Application for Postgraduate Coursework Admission (PG form). Students who completed their undergraduate business degree at QUT do not need to supply additional documentation. Students who completed their undergraduate degree elsewhere must also submit an Application for Advanced Standing (AS form), together with original or certified copies of their final undergraduate transcripts confirming course completion.

**University deadlines apply**
(http://www.studentservices.qut.edu.au/info/dates/key/)

**Recommended Electives Units offered by the Faculty of Business (for continuing students only)**

**Advertising**

- **AMN401** Integrated Marketing Communication
- **AMN420** Advertising Management
- **AMN400** Consumer Behaviour
- **AMN421** Contemporary Issues in Advertising
- **AMN422** Media Strategy
- **AMN423** Strategies for Creative Advertising

**Economics and Finance**

- **EFN405** Managerial Economics
- **EFN406** Managerial Finance
- **EFN412** Advanced Managerial Finance
- **EFN414** International Finance
- **EFN415** Security Analysis
- **EFN416** Treasury and Portfolio Management

**Human Resource Management**

- **MGN410** Employment Relations
- **MGN412** People in Organisations
- **MGN506** Contemporary Issues in Human Resource Management

**Integrated Marketing Communication**

- **AMN400** Consumer Behaviour
- **AMN401** Integrated Marketing Communication
- **AMN404** Readings in Integrated Marketing Communication
- **AMN405** Cases in Integrated Marketing Communication
- **AMN420** Advertising Management
- **AMN442** Marketing Management
- **AMN465** Public Relations Management

**International Business**

- **MGN447** Managing in a Globalised Economy
- **AMN430** International Logistics Management
- **AMN431** Marketing Internationally
- **MGN444** Business in Asia
- **MGN445** Business in Europe
- **MGN446** Business in Australia

**Marketing**

- **AMN400** Consumer Behaviour
- **AMN401** Integrated Marketing Communication
- **AMN402** Events Marketing and Management
- **AMN403** Marketing and Survey Research
- **AMN442** Marketing Management
- **AMN443** Product and Service Innovation
- **AMN444** Services Marketing
- **AMN445** Strategic Marketing Management
- **AMN447** Contemporary Issues in Marketing

**Public Relations**
AMN460 Corporate and Investor Relations
AMN461 Corporate Media Strategy and Tactics
AMN462 Community Consultation and Engagement
AMN465 Public Relations Management
AMN467 Public Relations Campaigns
AMN468 Issues and Crisis Management

Complementary studies list

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN403 Marketing and Survey Research
AMN420 Advertising Management
AMN422 Media Strategy
AMN423 Strategies for Creative Advertising
AMN430 International Logistics Management
AMN431 Marketing Internationally
AMN442 Marketing Management
AMN443 Product and Service Innovation
AMN447 Contemporary Issues in Marketing
AMN460 Corporate and Investor Relations
AMN461 Corporate Media Strategy and Tactics
AMN462 Community Consultation and Engagement
AMN465 Public Relations Management
AMN468 Issues and Crisis Management
AYN414 Cost and Management Accounting
AYN416 Financial Accounting 1
AYN424 International Accounting
AYN456 Business and Corporations Law
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology
EFN422 Economics and Data Analysis
EFN405 Managerial Economics
EFN406 Managerial Finance
EFN419 Data Analysis
EFN420 Introduction To Financial Management
EFN421 Financial Planning and Strategies
EFN422 Economics and Data Analysis
GSN224 Corporate Philanthropy
GSN233 Special Topic in Philanthropy and Nonprofit Studies
MGN409 Introduction to Management
MGN410 Employment Relations
MGN412 People in Organisations
MGN440 Designing Effective and Sustainable Organisations
MGN442 Self Leadership
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia
MGN447 Managing in a Globalised Economy
MGN448 Negotiating Across Borders

NOTE:
For Continuing Students only: please note Foundation list is now replaced by Complementary Studies list.

UNIT SYNOPSES

AMN400 CONSUMER BEHAVIOUR
This unit provides an introduction to the area of consumer behaviour and a forum for discussion of theory and research in the field. The current state of consumer behaviour research will be reviewed and some of the emerging trends in the area are explored through several avenues of assessment. The unit provides the environment for students to conduct their own research in areas that are relevant, of interest to them and reflect the interdisciplinary nature of consumer behaviour.

Antirequisites: MIN419  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN401 INTEGRATED MARKETING COMMUNICATION
Integrated marketing communication (IMC) is a new discipline that seeks synergistic effect from integrating traditional marketing communication disciplines. This unit explores the development of IMC, looking at reasons for growth, barriers to implementation and organisation issues. Students are introduced to the strategic foundations of IMC, from consumer behaviour, to marketing strategy, to IMC campaign evaluation. The disciplines of advertising, public relations, direct response and sales promotion are then explored to highlight how each contributes to IMC planning.

Antirequisites: CON421  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2
AMN402 EVENTS MARKETING AND MANAGEMENT

Antirequisites: AMN488, AMN489 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point

AMN403 MARKETING AND SURVEY RESEARCH

This unit provides a detailed overview of marketing research to support decision making in the areas of advertising, integrated marketing communication, marketing and public relations. The unit builds an advanced understanding of the use of survey research to support the descriptive and predictive information needs of management in such areas as consumer opinions and behaviour, and stakeholder analyses. Students will explore issues related to survey research design, questionnaire development and administration, sampling, measurement, data analysis including descriptive and multivariate statistics and presentation of research results.

Antirequisites: MIN413 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN404 READINGS IN INTEGRATED MARKETING COMMUNICATION

The unit provides participants with the opportunity to make a detailed exploration of the literature on a particular topic or problem in the area of Integrated Marketing Communication under the direction of a supervisor. The readings integrate and consolidate theory and research related to IMC and from other studies undertaken in the course. Students undertake a formal and systematic review of literature in a particular problem area of IMC related to their interests, project or thesis. Students may also explore work covered in other specialisations.

Prerequisites: AMN401 Antirequisites: CON416
Credit points: 12 Contact hours: Supervision only, Lecture in Week 1 Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMN405 CASES IN INTEGRATED MARKETING COMMUNICATION

This unit provides students with the opportunity to explore a range of topics related to the integration of the elements of the promotional mix—advertising, personal selling, reseller support, publicity, direct marketing, and sales promotion. Through the use of intensive case study analysis and discussion, students will refine conceptual understanding and analytical skills to explore such IMC topics as brand equity and IMC, IMC approaches to promotions management, organisational issues related to structuring corporate IMC functions, environmental analysis and database marketing to inform IMC planning, and IMC strategies and the development of corporate advantage.

Prerequisites: AMN401 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN420 ADVERTISING MANAGEMENT

This unit empowers students to make effective management decisions within the advertising process. It examines the setting of advertising objectives, and the need for coordination of these with marketing, communication and organisational objectives. It develops a sound understanding of advertising regulations and ethics, budgeting, research and campaign coordination. It further examines management's participation in the creative, media and production processes, and the contribution of advertising management to the cohesion and creativity of the agency.

Antirequisites: CON417 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN421 CONTEMPORARY ISSUES IN ADVERTISING

This unit surveys the intellectual foundations of a number of contemporary issues emerging within the advertising discipline and provides sophisticated, systematic explanations of their societal implications and consequences. It also explores how these issues are addressed by business, government and organisation.

Prerequisites: AMN420 Antirequisites: CON412
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN422 MEDIA STRATEGY

One of the ultimate determinants of the effectiveness of any advertising campaign is the media strategy. This unit examines ways to improve efficiency in media planning, buying, coordination and research. It examines concepts of media decision making, market targeting through the creative use of media, and strategic planning. It explores current media campaigns and encourages the development of a more creative and integrated approach to media.

Antirequisites: CON418 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-1

AMN423 STRATEGIES FOR CREATIVE ADVERTISING

This unit explores the substantive body of academic research on creative advertising. It follows the creative process, beginning with the development of creative strategy and concluding with campaign evaluation. Through cases and presentations, student examine how copywriters think, the illumination of the 'big idea' and its execution across the very diverse advertising media.

Antirequisites: CON419 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-2
AMN430 INTERNATIONAL LOGISTICS MANAGEMENT
This unit introduces international logistics functions and develops a strategic approach to international business transactions and integration focusing on supply chain management. The unit introduces traditional and contemporary logistics concepts and describes international logistics operations including global transport systems, inventory management, materials handling and information management. Global supply chain management cases and strategies are integrated throughout the unit.

Antirequisites: MIN423 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN431 MARKETING INTERNATIONALLY
In this unit students are exposed to the theoretical and planning aspects of marketing internationally. Through an applied approach, theoretical issues such as segmentation of international markets, life cycle, contingency and network approaches to international market entry choice, and market development and extension are addressed. Planning issues cover the strategic marketing processes involved, including international market research, and their application to regions and countries primarily in the Asia/Pacific region or Europe. Students are trained in the practical application of these theoretical and planning aspects through the development of an extensive international marketing plan.

Antirequisites: MIN421 Equivalents: IBN410 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN442 MARKETING MANAGEMENT
The study of marketing, marketing systems and marketing management and marketing planning within contemporary structure of social, cultural, political, economic, business and organisational environment. Concepts are applied through the study and construction of a marketing plan, which involves market and sales analysis, target market strategies, tactical decision planning, and implementation and control. Marketing management concepts are applied to virtual and physical markets and attention is given to a range of skills in finance, human resources, information and other skills needed by marketing managers in these markets.

Antirequisites: MIN422 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN444 SERVICES MARKETING
This unit introduces a framework for studying services and explores both strategic and operational issues including the design and delivery of services; the formulation of communication strategies; definition, measurement and implementation of customer focused marketing programs in service industries; the establishment and maintenance of relationships with customers.

Prerequisites: AMN442 Antirequisites: MIN424 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN445 STRATEGIC MARKETING MANAGEMENT
This is a capstone unit which aims to ensure students can manage the complete marketing function at a senior level within a corporation, and includes assessing the marketing function's performance with appropriate tools to diagnose, assess, track and evaluate performance and to modify processes to improve the function. Links between the marketing function and other functions of a business such as accounting, operations and human resources are drawn, so that the student would be in a position to move into top management if the opportunity arose.

Prerequisites: AMN442 Antirequisites: MIN425 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN447 CONTEMPORARY ISSUES IN MARKETING
This unit offers advanced study of topical issues and emerging trends in marketing practice as a result of new technologies, current events and their impact on local, national and international enterprises. In depth interaction with business and public policy leaders expands students research, reflection and strategic thinking abilities.

Antirequisites: MIN407 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

AMN460 CORPORATE AND INVESTOR RELATIONS
This unit reviews all aspects of the public relations function in communicating with corporate audiences. Specific focus is placed on how corporate entities meet both regulatory and promotional requirements in communicating with special interest groups including shareholders and employees. Suitable communication tools are examined for
use in ongoing communication programs. **Antirequisites:** CON409  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  **Teaching period:** 2010 SEM-2

**AMN461 CORPORATE MEDIA STRATEGY AND TACTICS**
This unit examines theories underpinning mass media and links these with the practice of public relations media tactics. Students analyse techniques and skills used in liaison with electronic media, print media, trade media and news media. Producing and evaluating communication materials such as news releases, features and media kits forms an important part of this unit. Students develop strategic thinking through analysis of contemporary media case studies. **Antirequisites:** CON424  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN462 COMMUNITY CONSULTATION AND ENGAGEMENT**
This unit introduces students to key engagement strategies of community information, consultation and participation. The unit develops student understanding of the theoretical foundations of engagement strategies and provides the skills and knowledge for students to analyse community engagement needs and establish engagement programs. Ethical practice is a key organising framework for this unit. **Credit points:** 12  **Contact hours:** 3  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**AMN465 PUBLIC RELATIONS MANAGEMENT**
This unit provides learners with an overview of the theory and research that constitute the foundations of public relation practice. The unit provides a detailed inspection of communication processes necessary for the management of organisational relationships with publics. The unit focuses on such topics as issues management, organisational change, public opinion, and mass media effects in order to explore the foundations of contemporary public relations management. **Antirequisites:** CON415  Credit points: 12  Contact hours: 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN467 PUBLIC RELATIONS CAMPAIGNS**
This unit provides a systematic exploration of the planning, management and evaluation of public relations campaigns and programs. The primary goal of the unit is to build a detailed understanding of existing theory and research that informs the development and evaluation of public relations campaigns. The unit focuses on key problem areas of campaign management including strategy, design and evaluation. **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**AMN468 ISSUES AND CRISIS MANAGEMENT**
This unit examines the strategic management of crisis communication including for organisations. A strategic planning approach will be covered including organisation analysis, issues identification, audience prioritisation, strategy formulation, tactical planning and implementation and evaluation. Pre-crisis issues in management will be addressed as well as proactive and defensive communication strategies during crisis. The unit will demonstrate the application of general communication tools to a specialised area. **Antirequisites:** CON408  Credit points: 12  Contact hours: 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**AYN414 COST AND MANAGEMENT ACCOUNTING**
This unit introduces students to techniques that provide management at all levels with information for use in inventory valuation, planning, controlling and decision-making. The unit's major focus is on product costing systems for manufacturing firms. **Prerequisites:** AYN416 Can be enrolled in the same teaching period. **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYN416 FINANCIAL ACCOUNTING 1**
This unit provides an introduction to financial accounting within the context of the accounting profession's conceptual framework, relevant accounting standards and the requirements of the Corporations Law. Topics include: the accounting cycle for both service and merchandising entities: the preparation of general purpose financial reports: cash management and control; non-current assets; the formation, operation, and financial reporting requirements for companies; and statement of cash flows. **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYN424 INTERNATIONAL ACCOUNTING**
This unit 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. The unit examines issues including: accounting systems in the global environment; international patterns of accounting development including cultural influences on accounting; comparative international accounting systems and practices; the pressures for international accounting harmonisation and disclosure; international disclosure trends and financial analysis; global accounting issues into the twenty-first century. **Credit points:** 12  **Contact hours:** 3 per week  **Campus:**
Gardens Point  Teaching period: 2010 SEM-2 and 2010 SUM

AYN456 BUSINESS AND CORPORATIONS LAW
This unit will introduce students to the Australian legal environment and develop students' knowledge and understanding of the basic principles of business law and the Australian corporations legislation. Students will be encouraged to develop their research and analytical skills relevant to contemporary business and corporate practice.
Antirequisites: AYN410 and AYN412  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN412 QUALITATIVE RESEARCH AND ANALYTICAL TECHNIQUES
This unit provides a detailed overview of qualitative research to support decision-making in business disciplines. The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business. The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.
Antirequisites: CON500  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN414 QUANTITATIVE RESEARCH METHODS
Quantitative Research Methods is a postgraduate unit designed to introduce students to a range of quantitative research methods and their application to different research questions and types of quantitative data. Throughout the unit, students will be exposed to a wide range of quantitative research issues including survey and index development, factor analysis, multiple regression, experimental data collection and analysis, ANOVA and MANOVA, structural models, secondary data collection and analysis, and longitudinal data analysis. Each lecture will be conducted in computer laboratories to allow students the opportunity to develop their quantitative research skills using SPSS and AMOS with data provided by lecturers.
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN502 RESEARCH METHODOLOGY
The purpose of this study is to provide students with a range of ideas and methods that enable them to analyse, evaluate and conduct research in discipline areas related to business. It provides an essential and basic preparation for the development of a thesis or dissertation proposal. Areas of study include research paradigms, analysis and criticism, research design, data collection and data manipulation, interpretation and presentation.
Antirequisites: BSB400  Credit points: 12  Contact hours: Flexible Mode  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFN405 MANAGERIAL ECONOMICS
This unit addresses the following topics: managerial decision making in an economic environment; an introduction to economics, demand analysis, cost analysis, market strategy and the macroeconomic environment; issues including problems of resource allocation at the firm, in industry and in the economy.
Antirequisites: GSN203, GSN411, GSN414, GSN491, GSN492 and GSZ491  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFN406 MANAGERIAL FINANCE
This unit is an introduction to the world of finance and financial management. Topics include: the finance function, the role of the financial manager; the Australian financial environment; sources of funds; present and future value; time value of money; financial mathematics; introduction to valuation; cost of funds; the firm investment decision; investment evaluation techniques; capital budgeting; portfolio theory; risk and return; capital asset pricing model; dividend policy; financial structure policy; futures; options.
Antirequisites: GSN413, GSN423 and GSZ413  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFN412 ADVANCED MANAGERIAL FINANCE
This unit expands on material introduced and developed in EFN406 Managerial Finance. Its objective is to examine the key decisions made by corporate financial managers (that is the investment, financing and dividend decisions). Topics include: 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; forwards, futures, options, warrants, convertibles and risk management using financial derivatives.
Prerequisites: EFN406  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFN414 INTERNATIONAL FINANCE
This unit introduces the theory and practice of international finance, the relationship between domestic and international
financial markets, international parity conditions and arbitrage, foreign exchange risk management, country and political risk management, international trade finance, international portfolio investment, multinational cost of capital and capital structure, international capital budgeting and foreign direct investment.

Prerequisites: EFN406  Antirequisites: EFN417
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

EFN415 SECURITY ANALYSIS
This unit deals with security analysis and portfolio management. The unit is both practical and theoretical. Topics covered include: portfolio theory and the capital asset pricing model; bond and equity portfolio management; fundamental valuation techniques; portfolio hedging; active vs. passive investment strategies; and the evaluation of portfolio performance. The ultimate purpose of this unit is to provide the necessary tools for students to manage investment risk and return, select mispriced securities, design and administer investment portfolios, accomplish goals in portfolio management, and measure the performance of investment management.

Prerequisites: EFN406  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point

EFN416 TREASURY AND 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 and decisions must be made 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: EFN406  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

EFN419 DATA ANALYSIS
The unit introduces the common statistical methods and tools for inference and decision making in business. It covers important methods of data analysis with an emphasis on interpreting and understanding reported business and economic data. Topics include the concept of sampling error and sampling distributions, estimation and hypothesis testing, regression analysis, time series and an introduction to non-parametric statistical methods.

Antirequisites: EFB101  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

EFN420 INTRODUCTION TO FINANCIAL MANAGEMENT
This unit is a preliminary study of financial information and financial markets and it includes a number of techniques required for analysing financial information.

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

EFN421 FINANCIAL PLANNING AND STRATEGIES
This unit aims to give students a solid grounding in the world of Financial Planning and Superannuation. This will involve gaining knowledge of financial markets and instruments as well as the appropriate regulatory framework.

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

EFN422 ECONOMICS AND DATA ANALYSIS
Antirequisites: EFB101, EFN405, EFN419, GSN403, GSN411, GSN414, GSN491  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

GSN224 CORPORATE PHILANTHROPY
The nature of the relationship between the for-profit corporation and the nonprofit sector is invariably through corporate philanthropy. This unit examines five issues central to corporate philanthropy: legal and taxation, cause related alliances, corporate foundations, business giving models in Australia and corporate social responsibility. The unit is taught through case studies in Australian and international practice.

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

GSN233 SPECIAL TOPIC IN PHILANTHROPY AND NONPROFIT STUDIES
This unit is developed around the visiting adjunct professors or visiting scholars to the Centre of Philanthropy and Nonprofit Studies. It provides students with access to contemporary issues and experts in the field and involves in-depth examination of an issue of importance.

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

MGN409 INTRODUCTION TO MANAGEMENT
This unit examines the following: the functions and roles of managers; concepts and principles and their practical applications; the key management functions; areas of planning, organising, staffing, directing and controlling; production/operations management and the management of quality; entrepreneurship and business planning; and important problems, opportunities and trends facing managers in Australia analysed from the viewpoint of
relevant academic disciplines.

Antirequisites: GSN401 and GSZ401  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

MGN410 EMPLOYMENT RELATIONS
This unit looks at the following: employment relations; employee and union action; the role of governments and industrial tribunals; alternative methods and pressures to change traditional Australian systems; the Australian system of labour management relations; systems of regulation in the employment area; negotiating skills; and the resources required for mobilising change in this area.

Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

MGN412 PEOPLE IN ORGANISATIONS
This subject aims to provide a broad understanding of organisational behaviour as a base for future study and practice of management. It moves from a micro-perspective on individual behaviour through the interface between the individual and the organisation to overall characteristics of organisations which shape the behaviour of their members. The aim is to provide an understanding of why employees feel and act the way they do in organisations and considers methods for enhancing positive employee attitudes and behaviours and organisational effectiveness. The emphasis is on understanding basic assumptions and models, major theoretical issues, methods of measurement and practical implications.

Antirequisites: GSN409, GSN419 and GSZ409  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

MGN440 DESIGNING EFFECTIVE AND SUSTAINABLE ORGANISATIONS
This unit examines the interplay between human resource management policies and processes and their contribution to sustainable competitive advantage and organisational effectiveness. HRM is considered from stakeholder, strategic and functional perspectives and an open systems model is used to introduce key processes and practices. The unit fosters discipline knowledge, analytical and action taking competencies and prepares students for advanced study in the field.

Antirequisites: MGN427  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

MGN442 SELF LEADERSHIP
In the contemporary business environment professionals are empowered to manage their own growth and development in order to facilitate meaningfulness in organisational life. The unit on Self-leadership is an elective in the HRM major and is delivered predominately in an ‘on-line’ mode to enable an ‘anytime’ and ‘anywhere’ approach to your self-development work. This approach invites you to take the necessary time to reflect and develop greater insight into your own thinking and behaviour.

Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

MGN444 BUSINESS IN ASIA
The aim of this unit is to enable an intensive study of business and markets in Asia. The development of the major industries is examined, together with major intra-regional patterns of trade, commerce and finance. Significant economic, political and social factors determining developments are focused on, as well as regulatory restraints governing market access. Students are required to undertake a project that requires the application of knowledge of the region to a business issue.

Antirequisites: MIN403  Equivalents: IBN403  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

MGN445 BUSINESS IN EUROPE
This unit enables a more intensive study of business and markets in Europe. The development of the major industries will be examined, together with intra-regional patterns of trade, commerce and finance. A particular focus will be the development of a single European market and its international implications. Significant economic, political and social factors determining developments will be focussed upon, as well as regulatory restraints governing market access. The student will be required to undertake a project which requires the application of knowledge of the region to a business issue.

Antirequisites: MIN404  Equivalents: IBN404  Credit points: 12  Teaching period: 2010 SEM-1

MGN446 BUSINESS IN AUSTRALIA
This unit introduces students to the business environment in Australia. Students examine the geographical, historical, socio-cultural, political, regulatory, demographic, economic, legal, locational and other factors that have influenced, or still impinge upon, doing business in Australia in the current international environment. Learning activities include factory visits and industry analysis.

Antirequisites: MIN435  Equivalents: IBN435  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

MGN447 MANAGING IN A GLOBALISED ECONOMY
This core unit examines the forces of globalisation, the diversity of international environments and their impact on business functions at the operational level. It examines the processes and challenges of internationalising the business operation as firms strive to compete successfully in the global marketplaces. Areas of study include the growth of...
international business and globalisation, international business motives and forms, the nature and challenges of the diversity of environments, and managing and controlling business operations. An international business simulation game is used to facilitate the understanding of business as a system of integrated operations and environments.

**Antirequisites:** BSN408  **Equivalents:** IBN408  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**MGN448 NEGOTIATING ACROSS BORDERS**
This unit develops students' skills in negotiating intra- and inter-culturally. It provides students with a tool-box of negotiation value skills and then explores the relationship between cultural value dimensions and negotiating behaviours. Students practise their negotiating skills with members of their own culture, in cross-cultural dyads and in multi-cultural teams to build confidence and capability in negotiating and influencing.

**Antirequisites:** GSN462  **Equivalents:** IBN409  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGN506 CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT**
The main objectives of this unit are to identify, analyse and report on contemporary issues in HRM and to research information relevant to identified topics. The content may vary according to which issues are current or predictably important in the future. Special expertise of staff, visiting scholars or distinguished HRM professionals may be utilised.

**Credit points:** 12  **Contact hours:** Flexible Mode  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2