Master of Business (Philanthropy and Nonprofit Studies) (BS16)

Year offered: 2011
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 3 semesters (1.5 years)
Course duration (part-time): 6 semesters (3 years)
Domestic Fees (indicative): 2011: Full fee tuition $9,750 (indicative) per semester
International Fees (indicative): 2011: Full fee tuition $11,800 (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: Enquiries to Business Student Services on 3138 2050 or email bus@qut.edu.au
Discipline coordinator: Professor Myles McGregor-Lowndes
Campus: Gardens Point

Course design
Students must undertake 144 credit points of study comprising: prescribed units (72 credit points), Complementary Studies units (12 credit points), QUT Business School Postgraduate Option units (60 credit points). Students should follow the standard course progressions as outlined in the below course structures otherwise difficulties with completing the requirements of the course may be encountered. Students should contact the Brisbane Graduate School of Business for course progression advice if required.

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)

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business overview.

Some applicants may require unit substitution if they have studied equivalent or similar units in their undergraduate degree. Nominated substitution units are subject to approval by the Subject Area Coordinator.

Abbreviation
MBus(Philanthropy&NpSt)

Other majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Events Marketing and Management, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Professional Accounting, Public Relations and Strategic Advertising.

English language requirements
In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: http://www.qut.edu.au/study/applying/english-language-requirements.jsp

Orientation
Upon enrolling in this course, it is compulsory for students to attend the ACPNS Orientation and Intensive Weekend at the Gardens Point Campus of QUT. During this weekend students will participate in a specialised orientation program and also attend the first lectures of available units. Further information on the ACPNS Orientation and Intensive is available at http://www.bus.qut.edu.au/research/cpns/whatweteach/orientation.jsp

Articulation
Students who have articulated from the Graduate Certificate in Business Philanthropy and Nonprofit Studies program and receive up to 144 credit points. Students may articulate to the Master of Business Advanced Philanthropy and Nonprofit Studies program and receive up to 144 credit point of exemptions.

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website.
### Philanthropy and Nonprofit Studies Unit Set

**Master of Business Philanthropy and Nonprofit Studies - Compulsory Units**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN481</td>
<td>Philanthropic and Nonprofit Frameworks of Governance</td>
</tr>
<tr>
<td>GSN483</td>
<td>Ethics for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN484</td>
<td>Management for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN485</td>
<td>Legal Issues for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN486</td>
<td>Accounting and Finance Issues for Philanthropic &amp; Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN487</td>
<td>Introduction to Social Enterprise</td>
</tr>
<tr>
<td>GSN488</td>
<td>Fundraising Development Principles</td>
</tr>
<tr>
<td>GSN489</td>
<td>Fundraising Development Techniques</td>
</tr>
<tr>
<td>GSN544</td>
<td>Social Innovation and Entrepreneurship</td>
</tr>
<tr>
<td>GSN554</td>
<td>Developing Social Ventures</td>
</tr>
</tbody>
</table>

PLUS: 12 credit points from the Complementary Studies unit list

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN485</td>
<td>Legal Issues for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN557</td>
<td>Creative Philanthropy</td>
</tr>
</tbody>
</table>

PLUS: 60 credit points from the Business Unit Options list

**Full-time, Semester 1 Entry**

**Year 1, Semester 1**

SELECT: 1 x 12cp unit from Complimentary Studies List

SELECT: 1 x 12cp unit from Business Unit Options List

**Year 1, 6-TP-2**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN481</td>
<td>Philanthropic and Nonprofit Frameworks of Governance</td>
</tr>
<tr>
<td>GSN484</td>
<td>Management for Philanthropic and Nonprofit Organisations</td>
</tr>
</tbody>
</table>

**Year 1, 6-TP-3**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN483</td>
<td>Ethics for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN487</td>
<td>Introduction to Social Enterprise</td>
</tr>
</tbody>
</table>

**Year 1, Semester 2**

SELECT: 1 x 12cp unit from Business Units Options List

**Year 1, 6-TP-4**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN485</td>
<td>Legal Issues for Philanthropic and Nonprofit Organisations</td>
</tr>
</tbody>
</table>

**Year 2, Semester 1**

SELECT: 3 x 12cp units from Business Unit Options List

**Year 2, 6-TP-2**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN485</td>
<td>Legal Issues for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN555</td>
<td>Developing Social Ventures</td>
</tr>
</tbody>
</table>

**Full-time, Semester 2 Entry**

**Year 1, 6-TP-5**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN486</td>
<td>Accounting and Finance Issues for Philanthropic &amp; Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN489</td>
<td>Fundraising Development Techniques</td>
</tr>
</tbody>
</table>

**Year 2, Semester 1**

SELECT: 1 x 12cp from Complimentary Studies List

**Year 2, 6-TP-2**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN481</td>
<td>Philanthropic and Nonprofit Frameworks of Governance</td>
</tr>
<tr>
<td>GSN484</td>
<td>Management for Philanthropic and Nonprofit Organisations</td>
</tr>
</tbody>
</table>

**Year 2, 6-TP-3**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSN483</td>
<td>Ethics for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN487</td>
<td>Introduction to Social Enterprise</td>
</tr>
<tr>
<td>GSN555</td>
<td>Developing Social Ventures</td>
</tr>
</tbody>
</table>

Published on: 13 June 2012
<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 2, Semester 2</td>
<td>3 x 12cp units from Business Unit Options List</td>
</tr>
<tr>
<td>Year 2, 6-TP-4</td>
<td>GSN556 Contemporary Issues in Philanthropy</td>
</tr>
<tr>
<td>Year 2, 6-TP-5</td>
<td>GSN557 Creative Philanthropy</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>2 x 12cp units from Business Unit Options List</td>
</tr>
<tr>
<td>Year 3, Semester 2</td>
<td>2 x 12cp units from Business Unit Options List</td>
</tr>
</tbody>
</table>

Part-time, Semester 1 Entry

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, 6-TP-2</td>
<td>GSN481 Philanthropic and Nonprofit Frameworks of Governance</td>
</tr>
<tr>
<td>GSN484 Management for Philanthropic and Nonprofit Organisations</td>
<td></td>
</tr>
<tr>
<td>Year 1, 6-TP-3</td>
<td>GSN483 Ethics for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN487 Introduction to Social Enterprise</td>
<td></td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>1 x 12cp unit from Complimentary Studies List</td>
</tr>
<tr>
<td>Year 2, 6-TP-2</td>
<td>GSN481 Philanthropic and Nonprofit Frameworks of Governance</td>
</tr>
<tr>
<td>Year 2, 6-TP-3</td>
<td>GSN487 Introduction to Social Enterprise</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>1 x 12cp unit from Business Unit Options List</td>
</tr>
<tr>
<td>Year 2, 6-TP-4</td>
<td>GSN484 Management for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>GSN488 Fundraising Development Principles</td>
<td></td>
</tr>
<tr>
<td>Year 2, 6-TP-5</td>
<td>GSN489 Fundraising Development Techniques</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>1 x 12cp unit from Business Unit Options List</td>
</tr>
<tr>
<td>Year 3, 6-TP-2</td>
<td>GSN484 Management for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>Year 3, 6-TP-3</td>
<td>GSN483 Ethics for Philanthropic and Nonprofit Organisations</td>
</tr>
<tr>
<td>Year 3, Semester 2</td>
<td>1 x 12cp units from Business Unit Options List</td>
</tr>
</tbody>
</table>
Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

GSN224 Corporate Philanthropy
GSN233 Special Topic in Philanthropy and Nonprofit Studies
One unit from Complimentary Studies List

Plus choose one unit from:
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology
AMN403 Marketing and Survey Research

Year 2, Semester 1

BSN406 Project 3
QUT Business School Postgraduate Option Units (24 credit points)

Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

One unit from Complimentary Studies List

GSN224 Corporate Philanthropy
One Unit from:
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology

Year 2, Semester 1

BSN406 Project 3
QUT Business School Postgraduate Option Units (24 credit points)

Published on: 13 June 2012
BSN414  Quantitative Research Methods
AMN403  Marketing and Survey Research
6TP4
GSN485  Legal Issues for Philanthropic and Nonprofit Organisations
6TP5
GSN486  Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
Year 2, Semester 1
GSN233  Special Topic in Philanthropy and Nonprofit Studies
12 credit points of QUT Business School Postgraduate Option Units
6TP2
GSN481  Philanthropic and Nonprofit Frameworks of Governance
GSN484  Management for Philanthropic and Nonprofit Organisations
6TP3
GSN483  Ethics for Philanthropic and Nonprofit Organisations
GSN487  Introduction to Social Enterprise
Year 2, Semester 2
BSN406  Project 3
12 credit points of QUT Business School Postgraduate Option Units
6TP4
GSN488  Fundraising Development Principles
6TP5
GSN489  Fundraising Development Techniques
Part Time, Semester 1 Entry (for continuing students only)
Year 1, Semester 1
GSN233  Special Topic in Philanthropy and Nonprofit Studies
6TP2
GSN481  Philanthropic and Nonprofit Frameworks of Governance
6TP3
GSN483  Ethics for Philanthropic and Nonprofit Organisations
Year 1, Semester 2
GSN224  Corporate Philanthropy
6TP4
GSN485  Legal Issues for Philanthropic and Nonprofit Organisations
6TP5
GSN486  Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
Year 2, Semester 1
One unit from Complimentary Studies List
6TP2
GSN484  Management for Philanthropic and Nonprofit Organisations
6TP3
GSN487  Introduction to Social Enterprise
Year 2, Semester 2
One Unit from:
BSN412  Qualitative Research and Analytical Techniques
BSN414  Quantitative Research Methods
BSN502  Research Methodology
AMN403  Marketing and Survey Research
6TP4
GSN488  Fundraising Development Principles
6TP5
GSN489  Fundraising Development Techniques
Year 3, Semester 1
24 credit points of QUT Business School Postgraduate Option (Elective) Units
Year 3, Semester 2
BSN406  Project 3
Part Time, Semester 2 Entry (for continuing students only)
Year 1, Semester 2
GSN224  Corporate Philanthropy
One unit from Complimentary Studies List
Year 2, Semester 1
GSN233  Special Topic in Philanthropy and Nonprofit Studies
6TP2
GSN481  Philanthropic and Nonprofit Frameworks of Governance
6TP3
GSN483  Ethics for Philanthropic and Nonprofit Organisations

Year 2, Semester 2

Choose one from:

- BSN412 Qualitative Research and Analytical Techniques
- BSN414 Quantitative Research Methods
- BSN502 Research Methodology
- AMN403 Marketing and Survey Research
- GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
- GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 3, Semester 1

- 12 credit points of QUT Business School Postgraduate Option units
- GSN484 Management for Philanthropic and Nonprofit Organisations
- GSN487 Introduction to Social Enterprise

Year 3, Semester 2

- 12 credit points of QUT Business School Postgraduate Option units
- GSN488 Fundraising Development Principles
- GSN489 Fundraising Development Techniques

Year 4, Semester 1

- BSN406 Project 3

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
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.

Potential Careers:
Administrator, Business Analyst, Contract Administrator, Government Officer, Health Services Manager, Investment Manager.
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  Equivalents: AMX400  
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 SEM-1 and 2011 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  Equivalents: AMX401  
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 SEM-1 and 2011 SEM-2

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  Equivalents: AMX403  
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 SEM-1 and 2011 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  Equivalents: AMX420  
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 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  Equivalents: AMX422  
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 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  Equivalents: AMX423  
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 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.
Equivalents: AMX430, IBN410  Credit points: 12  
Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 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: AMX431, IBN421
Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 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  Equivalents: AMX442  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMN443 PRODUCT AND SERVICE INNOVATION
This unit examines the dynamics of innovation and development within the mix of core marketing activities of organisations. Once establishing the integral role innovation plays in organisations, the unit also reviews the key stages in the process of creating, developing and implementing new product and service concepts including product, service and market analysis, design, innovation, evaluation and testing of ideas, branding and packaging, market testing and investment analysis.
Antirequisites: MIN423  Equivalents: AMX443  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

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  Equivalents: AMX447  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 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  Equivalents: AMX460  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 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  Equivalents: AMX461  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 SEM-1 and 2011 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.
Equivalents: AMX462  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2011 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  **Equivalents:** AMX465  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and External  **Teaching period:** 2011 SEM-1 and 2011 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  **Equivalents:** AMX468  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 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:** 2011 SEM-1 and 2011 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:** 2011 SEM-1 and 2011 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:** 2011 SEM-1 and 2011 SEM-2

**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:** 2011 SEM-1 and 2011 SEM-2

**BSN406 PROJECT 3**
This unit is designed to permit the student to undertake a 24 credit point research project, subject to approval of the course coordinator.

**Credit points:** 24  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**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:** 2011 SEM-1 and 2011 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: 2011 SEM-1 and 2011 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: 2011 SEM-1

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    Equivalents: EFX405    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1 and 2011 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, GSZ413    Equivalents: EFX406    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

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.

Equivalents: EFX420    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1 and 2011 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: 2011 SEM-1 and 2011 SEM-2

EFN422 ECONOMICS AND DATA ANALYSIS

Antirequisites: EFB101, EFN405, EFN419, GSN403, GSN411, GSN414, GSN491    Credit points: 12    Campus: Gardens Point    Teaching period: 2011 SEM-1 and 2011 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

GSN481 PHILANTHROPIC AND NONPROFIT FRAMEWORKS OF GOVERNANCE
The unit explores contemporary understandings of philanthropic and nonprofit governance in the context of social, economic and political systems. It locates these understandings in various theoretical and descriptive frameworks providing students with both the knowledge and
analytical skills that are necessary to reflect critically on philanthropy and nonprofit governance systems and their environments.

**Antirequisites:** GSN472, GSN229  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 6TP2

### GSN483 ETHICS FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS

This course introduces students to ethical theories and constructs a focus on producing effective personal and professional resolutions to those ethical dilemmas specifically associated with Philanthropic and NonProfit (PANFP) organisations. The unit recognises the distinctive mission and character of PANFP organisations, while seeking to provide an understanding of integrity and response-ability.

**Antirequisites:** AMN480, GSN230  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 6TP3

### GSN484 MANAGEMENT FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS

In the context of the multiple management challenges facing non-profit and philanthropic entities, this unit provides students with an introduction to contemporary thinking and practice in the effective and efficient management of organisations. While the focus is on non-profit management, wider management and organisational theory will be drawn on in order that proactive responses to situations, problems and dilemmas facing non-profit organisations can be developed by students.

**Antirequisites:** AMN480, GSN230  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 6TP2

### GSN485 LEGAL ISSUES FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS

The unit introduces students to critical issues of philanthropic and nonprofit law and taxation. The unit examines the regulatory, taxation and governance framework of nonprofit organisations and philanthropic transactions in Australian Federal and State jurisdictions.

**Antirequisites:** GSN231  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 6TP4

### GSN486 ACCOUNTING AND FINANCE ISSUES FOR PHILANTHROPIC & NONPROFIT ORGANISATIONS

This unit introduces students to an overview of financial reporting. The unit begins with an overview of the purpose of accounting and the types of financial statements that comprise a financial report. The unit also focuses on the Australian financial reporting framework and whether an Australian accounting standard for nonprofit organisations is required. International comparisons are made.

**Antirequisites:** GSN231  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 6TP5

### GSN487 INTRODUCTION TO SOCIAL ENTERPRISE

The nonprofit sector continues to mature and expand with the establishment of more sophisticated social enterprise programs. With significant reductions in the traditional sources of revenue, increasingly sophisticated competition and dramatic changes in expectations from clients and stakeholder groups, the need for effective strategy and implementation has grown. The unit offers a background to social enterprise and associated issues.

**Antirequisites:** AMN482  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 6TP3

### GSN488 FUNDRAISING DEVELOPMENT PRINCIPLES

This unit considers the broad factors that influence fundraising/development success. It applies theories of marketing, public relations and management to fundraising and development and builds an understanding of the philanthropic environment. It re-examines the principles of fundraising/development, institutional readiness, case statement preparation, leadership, constituencies and research to build understanding of the context in which good development practice occurs.

**Antirequisites:** GSN232, MIN409, AMN481  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 6TP4

### GSN489 FUNDRAISING DEVELOPMENT TECHNIQUES

This unit builds on GSN488 to delve into particular techniques of resource mobilisation in nonprofit organisations. It considers a range of fundraising vehicles and techniques including capital and major gifts, special events, bequests, direct mail, telemarketing, e-fundraising, gift clubs and the art of building donor relationships. It also examines professional evaluation of fundraising programs.

**Prerequisites:** GSN488  
**Antirequisites:** GSN232, MIN409, AMN481  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 6TP5

### GSN554 SOCIAL INNOVATION AND ENTREPRENEURSHIP

Social innovation and entrepreneurship are emergent concepts in the field of philanthropy and nonprofit management, and in partnerships between nonprofits and other sectors. The aim of this unit is to develop a student’s knowledge and skills to critically reflect on emerging trends in philanthropic and nonprofit practice, with a particular focus on social innovation and entrepreneurship.
GSN555 DEVELOPING SOCIAL VENTURES
Social ventures including social enterprises, social businesses and entering community initiatives are becoming increasingly popular mechanisms to: create social value in response to intractable social and environmental problems; generate new income streams for traditional nonprofits; and harness resources from across sectors to produce public benefits. This subject will hone students' practical skills in assessing and designing social ventures with regard for their purpose, context and business structures.
Prerequisites: GSN554  Credit points: 6  Campus: Gardens Point  Teaching period: 2011 6TP3

GSN556 CONTEMPORARY ISSUES IN PHILANTHROPY
Trusts and foundations have the potential to be a force for the public good. This unit will examine the critical issues confronting those who wish to harness the resources, power and influence of such bodies to achieve their purposes and benefit the community.
Credit points: 6  Campus: Gardens Point  Teaching period: 2011 6TP4

GSN557 CREATIVE PHILANTHROPY
This unit analyses and evaluates new philanthropic trends and introduces students to critical reflection of such notions. Students will gain the skills to undertake a broad review of philanthropic developments.
Prerequisites: GSN556  Credit points: 6  Campus: Gardens Point  Teaching period: 2011 6TP5

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: 2011 SEM-1 and 2011 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: 2011 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: 2011 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: 2011 SEM-1 and 2011 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 predominantly 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: 2011 SEM-1, 2011 SEM-2 and 2011 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, MGX444  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 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, MGX445  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 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, MGX446  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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, MGX447  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 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 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, MGX448  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2