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 may receive exemptions for up to 48 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 incurred 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.
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### Year 2, Semester 2

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#### Year 2, 6-TP-4

- GSN556 Contemporary Issues in Philanthropy

#### Year 2, 6-TP-5

- GSN557 Creative Philanthropy

Part-time, Semester 1 Entry

#### Year 1, 6-TP-2

- GSN481 Philanthropic and Nonprofit Frameworks of Governance
- GSN484 Management for Philanthropic and Nonprofit Organisations

#### Year 1, 6-TP-3

- GSN483 Ethics for Philanthropic and Nonprofit Organisations
- GSN487 Introduction to Social Enterprise

### Year 1, Semester 2

**SELECT:** 1 x 12cp unit from Complimentary Studies List

#### Year 1, 6-TP-4

- GSN556 Contemporary Issues in Philanthropy

#### Year 1, 6-TP-5

- GSN557 Creative Philanthropy

### Year 2, Semester 1

**SELECT:** 2 x 12cp units from Business Unit Options List

#### Year 3, Semester 1

**SELECT:** 2 x 12cp units from Business Unit Options List

### Year 3, Semester 2

**SELECT:** 1 x 12cp unit from Complimentary Studies List

#### Year 1, 6-TP-4

- GSN556 Contemporary Issues in Philanthropy
- GSN557 Creative Philanthropy

### Year 2, 6-TP-4

- GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
- GSN488 Fundraising Development Principles

### Year 2, 6-TP-5

- GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
- GSN489 Fundraising Development Techniques

### Year 3, Semester 1

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

#### Year 3, 6-TP-2

- GSN484 Management for Philanthropic and Nonprofit Organisations

### Year 3, Semester 2

**SELECT:** 1 x 12cp units from Business Unit Options List
Year 3, 6-TP-4
GSN485 Legal Issues for Philanthropic and Nonprofit Organisations

Year 3, 6-TP-5
GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 4, Semester 1
SELECT: 1 x 12cp unit from Business Unit Options List

Year 4, 6-TP-2
GSN554 Social Innovation and Entrepreneurship
GSN555 Developing Social Ventures

Complementary Studies List

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 and 2011 SEM-2

**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  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMN442 MARKETING MANAGEMENT**
The study of marketing, marketing systems and marketing management 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

**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:** GSN472, GSN229  **Credit points:** 6  **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

**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 with 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 income generation 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.
Credit points: 6  Campus: Gardens Point  Teaching period: 2011 6TP2

GSN555 DEVELOPING SOCIAL VENTURES
Social ventures including social enterprises, social businesses and enterprising 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 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: GSN488  Prerequisites: GSN554  Antirequisites: GSN232, MIN409, AMN481  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 6TP2

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 predominately in an ‘online’ 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.

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