Master of Business (Public Relations) (BS16)

Year offered: 2013
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 1.5 years
Course duration (part-time): 3 years
Domestic Fees (indicative): 2013: $10,200 (indicative) per 48 credit points

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

Start month: February, July
Deferment allowed: No
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: Mr Bill Proud
Campus: Gardens Point
External delivery: Online
Attendance: Part-time, Full-time

Additional Requirements:

An undergraduate degree or equivalent in any field with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

Course highlights
- Develop tradeable knowledge and strategic thinking to advance or change your career.
- Study public relations theory and practice; problems and opportunities in communication; mass media strategy; and planning, managing and evaluating public relations campaigns.
- Prepares you for a career as a public relations manager and consultant, special event manager, promotions manager, media adviser, information officer, or corporate communications officer.
- Graduates are accredited by the Public Relations Institute of Australia.
- Opportunity to attain two masters degrees by completing the international double masters program and using exchange studies.

Details:

These courses are designed for practitioners to sharpen or further their skills, or for those seeking a career change to this field. The discipline studies are designed as a comprehensive survey of public relations. They provide an overview of the foundations of public relations theory and practice; problems and opportunities in communicating with the corporate audience; development of mass media strategy and tactics; and a systematic exploration of the planning, management and evaluation of public relations campaigns.

Career outcomes
Public relations specialists advise on how to manage and portray corporate and organisational identities. You will acquire professional communication skills for employment in corporate, government, consultancy and not-for-profit sectors. Our graduates enter the marketplace as public relations managers and consultants, special event managers, promotions managers, media advisers, information officers, and corporate communication officers.

Professional recognition
This course is accredited by the industry’s peak professional body, the Public Relations Institute of Australia, which provides access to professional education and career opportunities. Graduates of accredited courses are eligible for entry to professional levels of membership of the Institute. QUT maintains strong links with this body and a number of our teaching staff hold executive positions.

International double masters program
If you would like to attain two internationally accredited masters in about the same time that it would normally take you to get one, you may consider our international double masters program. In an exchange study, you complete part of your degree at one of two leading institutions in Europe. Through cross-crediting of your course content, you are able to obtain the full degrees from both institutions – and you may be able to complete the double degree in the same time that it would take you to complete your QUT Master of Business program. For more information, visit international double degrees.

Structures and Units

Example course units
- Public Relations Management
- Public Relations Campaigns
- Community Consultation and Engagement
- Corporate and Investor Relations
- Corporate Media Strategy and Tactics
- Issues and Crisis Management
Course design
Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Articulation
Students who have articulated from the Graduate Certificate in Business may receive advanced standing for 48 credit points.

Public Relations Unit Set

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMN465</td>
<td>Public Relations Management</td>
</tr>
<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
</tr>
<tr>
<td>PLUS:</td>
<td>Two units (24 cp) from the Complementary Studies list</td>
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<tr>
<td>AMN460</td>
<td>Corporate and Investor Relations</td>
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<tr>
<td>AMN461</td>
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<td>Community Consultation and Engagement</td>
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<tr>
<td>AMN467</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td>AMN468</td>
<td>Issues and Crisis Management</td>
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<tr>
<td>PLUS:</td>
<td>An additional 36 cp consisting of:</td>
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<tr>
<td>AMN406</td>
<td>Project</td>
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<tr>
<td>AND</td>
<td>one AMN Option (Elective) unit (12 cp)</td>
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<td>OR</td>
<td>Three approved AMN Option (Elective) units (36 cp)</td>
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Full-time, Semester 1

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One unit from Complementary Studies List

Year 2, Semester 1

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One approved AMN Option (Elective) unit

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One approved AMN Option (Elective) unit

Part-time, Semester 1

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One unit from Complementary Studies List

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One unit from Complementary Studies List

Year 2, Semester 2

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<tr>
<td>AMN403 Marketing and Survey Research</td>
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One unit from Complementary Studies List

Publishes on: 28 June 2013
Year 3, Semester 1

AMN468 Issues and Crisis Management
One approved AMN option (elective) unit

Year 3, Semester 2

AMN406 Project
Or
Two approved AMN Option (Elective) units

Part-time, Semester 2

Year 1, Semester 2

AMN461 Corporate Media Strategy and Tactics
AMN465 Public Relations Management

Year 2, Semester 1

AMN468 Issues and Crisis Management
One unit from Complementary Studies List

Year 2, Semester 2

AMN460 Corporate and Investor Relations
One unit from Complementary Studies List

Year 3, Semester 1

AMN403 Marketing and Survey Research
One approved AMN option (Elective) unit

Year 3, Semester 2

AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns

Year 4, Semester 1

AMN406 Project
Or
Two approved AMN Option (Elective) units

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
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 Management Theory and Practice
MGN410 Employment Relations
MGN412 Organisational Behaviour
MGN440 HRM Theory and Practice
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.

External

Year 1, Semester 1

AMN461 Corporate Media Strategy and Tactics
AMN465 Public Relations Management
Year 1, Semester 2
AMN462 Community Consultation and Engagement
AMN442 Marketing Management

Year 2, Semester 1
AMN403 Marketing and Survey Research
AMN401 Integrated Marketing Communication

Year 2, Semester 2
AMN460 Corporate and Investor Relations
AMN467 Public Relations Campaigns

Year 3, Semester 1
AMN468 Issues and Crisis Management
AMN404 Readings in Integrated Marketing Communication

Year 3, Semester 2
AMN406 Project

Potential Careers:
Corporate Relations Manager, Media or Communications Adviser, Public Affairs Manager, Public relations manager, Public Relations Officer/Consultant, Stakeholder Relations Specialist.

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

AMN404 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2

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Antirequisites: MIN413   Equivalents: AMX403   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point and External   Teaching period: 2013 SEM-1 and 2013 SEM-2
presentation of research results.

**Antirequisites:** MIN413  **Equivalents:** AMX403  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and External  **Teaching period:** 2012 SEM-1 and 2012 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  **Equivalents:** AMX404  **Credit points:** 12  **Contact hours:** Supervision only, Lecture in Week 1  **Campus:** Gardens Point  **Teaching period:** 2012 SEM-1, 2012 SEM-2 and 2012 SUM

**AMN406 PROJECT**

In this unit, students examine in detail a theoretical or empirical problem in one of the disciplines of advertising, marketing, public relations, or integrated marketing communication. The study is based in the published journal literature of the discipline and can involve primary research and analysis. Students can develop a communication audit of an organisation or a case study related to an organisation product or issue. Project supervision will be arranged by the Unit Coordinator through consultation with the student and available staff members.

**Prerequisites:** 60 credit points of approved prior studies in Advertising, Marketing and Public Relations units (AMN% units)  **Antirequisites:** CON405  **Equivalents:** AMX406  **Credit points:** 24  **Contact hours:** 2-6 per week  **Campus:** Gardens Point  **Teaching period:** 2012 SEM-1, 2012 SEM-2 and 2012 SUM

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**Prerequisites:** 60 credit points of approved prior studies in Advertising, Marketing and Public Relations units (AMN% units)  **Antirequisites:** CON405  **Equivalents:** AMX406  **Credit points:** 24  **Contact hours:** 2-6 per week  **Campus:** Gardens Point  **Teaching period:** 2012 SEM-1, 2012 SEM-2 and 2012 SUM

**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:** 2013 SEM-1 and 2013 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:** 2013 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:** 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2012 SEM-1 and 2012 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:** 2012 SEM-1 and 2012 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:** 2013 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:** 2013 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:** 2013 SEM-2

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**Antirequisites:** CON409  
**Equivalents:** AMX460  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2012 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: 2012 SEM-1 and 2012 SEM-2

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Antirequisites: CON424    Equivalents: AMX461    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point and External    Teaching period: 2013 SEM-1 and 2013 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: 2012 SEM-2

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

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Antirequisites: CON415    Equivalents: AMX465    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point and External    Teaching period: 2013 SEM-1 and 2013 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.

Equivalents: AMX467    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point and External    Teaching period: 2012 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.

Equivalents: AMX467    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point and External

AMN467 PUBLIC RELATIONS CAMPAIGNS
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: 2012 SEM-1

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: 2012 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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  
**Equivalents:** EFX405  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

**EFN422 ECONOMICS AND DATA ANALYSIS**

The aim of the unit is firstly to provide a basic understanding of how market conditions are determined and, in particular, it investigates market forces that drive production and prices in both individual markets and the national economy. Secondly, the aim is to help students to develop a statistical way of thinking to assist with decision-making in the absence of complete information in real word situations.

**Antirequisites:** EFB101, EFN405, EFN419, GSN403, GSN411, GSN414, GSN491  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**MGN409 MANAGEMENT THEORY AND PRACTICE**

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:** 2013 SEM-1 and 2013 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
MGN412 ORGANISATIONAL BEHAVIOUR
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: 2013 SEM-1 and 2013 SEM-2

MGN440 HRM THEORY AND PRACTICE
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: 2013 SEM-1 and 2013 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: 2013 SEM-1, 2013 SEM-2 and 2013 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, MGX447  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 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: 2013 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: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 SEM-1 and 2013 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 multicultural teams to build confidence and capability in negotiating and influencing.

Antirequisites:  GSN462   Equivalents:  IBN409, MGX448

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