Master of Business Advanced (BS17)

Year offered: 2010
Admissions: Yes
CRICOS code: 059600M
Course duration (full-time): 4 semesters
Course duration (part-time): 8 semesters
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,000 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Course coordinator: Dr Amanda Gudmundsson

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

Overview
The Master of Business Advanced gives you the opportunity to extend your studies, including options of a research dissertation, further coursework studies in your chosen major, or the choice of a minor in another business discipline. Under certain circumstances the Advanced program can also provide a pathway to doctoral-level studies in the PhD or DBA programs.

Programs consist of Part A and Part B of the Master of Business, plus an additional Part C. Part C provides the opportunity for you to tailor your studies to suit your interests and professional requirements. In most cases, your options include a choice between a research dissertation or further coursework studies in your chosen major, or the choice of a minor in another business discipline.

Course design
Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units to complete the Master of Business Advanced (BS17).

The Master of Business Advanced (BS17) is comprised of parts A, B and C.

Part A consists of 48 credit points of Complementary Studies units.

Part B consists of 96 credit points of advanced disciplinary studies.

Part C consists of 48 credit points of further advanced studies from the discipline area, 48 credit points from another Business stream or a Dissertation (depending on chosen major).

Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

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 Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Pathways programs
International students who do not meet language requirements can complete pathways units within selected majors.

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

- Strategic Advertising
- Applied Finance
- Integrated Marketing Communication
- International Business
- Marketing
- Public Relations

For more information please contact the Faculty of Business International Student Office on 3138 1790.

Further information

Students must contact Brisbane Graduate School of Business in relation to course progression and enrolment advice.

Contact Katherine Gibson-Beier on 3138 5287 or email k2.gibson@qut.edu.au for the following Majors:

- Accounting
- Applied Finance
- Professional Accounting
- Philanthropy and Nonprofit Studies

Contact Narelle Prior on 3138 6701 or email n.prior@qut.edu.au for the following Majors:

- Human Resource Management
- International Business
- Integrated Marketing Communication
- Management
- Marketing
- Public Relations
- Strategic Advertising

Foundation Studies List (for continuing students only)

Foundation Studies List

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<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
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<td>AMN420</td>
<td>Advertising Management</td>
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<tr>
<td>AMN430</td>
<td>International Logistics Management</td>
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<td>AMN442</td>
<td>Marketing Management</td>
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<tr>
<td>AMN465</td>
<td>Public Relations Management</td>
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<tr>
<td>AYN416</td>
<td>Financial Accounting 1</td>
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<tr>
<td>AYN456</td>
<td>Business and Corporations Law</td>
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<tr>
<td>BSN412</td>
<td>Qualitative Research and Analytical Techniques</td>
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<tr>
<td>EFN405</td>
<td>Managerial Economics</td>
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<td>EFN406</td>
<td>Managerial Finance</td>
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<tr>
<td>EFN420</td>
<td>Introduction To Financial Management</td>
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<tr>
<td>GSN224</td>
<td>Corporate Philanthropy</td>
</tr>
<tr>
<td>MGN409</td>
<td>Introduction to Management</td>
</tr>
<tr>
<td>MGN423</td>
<td>Contemporary Strategic Analysis</td>
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<tr>
<td>MGN440</td>
<td>Designing Effective and Sustainable Organisations</td>
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<tr>
<td>MGN447</td>
<td>Managing in a Globalised Economy</td>
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<td>MGN448</td>
<td>Negotiating Across Borders</td>
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<td>MGN446</td>
<td>Business in Australia</td>
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Recommended Electives Units offered by the Faculty of Business (for continuing students only)

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<td>AMN400</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMN421</td>
<td>Contemporary Issues in Advertising</td>
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<td>AMN422</td>
<td>Media Strategy</td>
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<td>AMN423</td>
<td>Strategies for Creative Advertising</td>
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<tr>
<td>EFN412</td>
<td>Advanced Managerial Finance</td>
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<td>EFN414</td>
<td>International Finance</td>
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<td>EFN415</td>
<td>Security Analysis</td>
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<td>Treasury and Portfolio Management</td>
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<tr>
<td>MGN410</td>
<td>Employment Relations</td>
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<td>MGN412</td>
<td>People in Organisations</td>
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<tr>
<td>MGN506</td>
<td>Contemporary Issues in Human Resource Management</td>
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<tr>
<td>AMN401</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>AMN404</td>
<td>Readings in Integrated Marketing Communication</td>
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<td>AMN405</td>
<td>Cases in Integrated Marketing Communication</td>
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UNIT SYNOPSES

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

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

### AMN401 INTEGRATED MARKETING COMMUNICATION

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

**Antirequisites:** CON421  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AMN402 EVENTS MARKETING AND MANAGEMENT

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

### AMN403 MARKETING AND SURVEY RESEARCH

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

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

### AMN404 READINGS IN INTEGRATED MARKETING COMMUNICATION

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

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

### AMN405 CASES IN INTEGRATED MARKETING COMMUNICATION

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

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

### AMN420 ADVERTISING MANAGEMENT

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

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

### AMN421 CONTEMPORARY ISSUES IN ADVERTISING

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

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

### AMN422 MEDIA STRATEGY

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

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

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

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

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

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

Prerequisites: AMN442  Antirequisites: MIN425
This unit provides learners with an overview of the theory and research that constitute the foundations of public relation practice. The unit provides a detailed inspection of communication processes necessary for the management of organisational relationships with publics. The unit focuses on such topics as issues management, organisational change, public opinion, and mass media effects in order to explore the foundations of contemporary public relations management.

Antirequisites: CON415  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN467 PUBLIC RELATIONS CAMPAIGNS

This unit provides a systematic exploration of the planning, management and evaluation of public relations campaigns and programs. The primary goal of the unit is to build a detailed understanding of existing theory and research that informs the development and evaluation of public relations campaigns. The unit focuses on key problem areas of campaign management including strategy, design and evaluation.

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

AMN468 ISSUES AND CRISIS MANAGEMENT

This unit examines the strategic management of crisis communication including for organisations. A strategic planning approach will be covered including organisation analysis, issues identification, audience prioritisation, strategy formulation, tactical planning and implementation and evaluation. Pre-crisis issues in management will be addressed as well as proactive and defensive communication strategies during crisis. The unit will demonstrate the application of general communication tools to a specialised area.

Antirequisites: CON408  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

AMN447 CONTEMPORARY ISSUES IN MARKETING

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

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

AMN460 CORPORATE AND INVESTOR RELATIONS

This unit reviews all aspects of the public relations function in communicating with corporate audiences. Specific focus is placed on how corporate entities meet both regulatory and promotional requirements in communicating with special interest groups including shareholders and employees. Suitable communication tools are examined for use in ongoing communication programs.

Antirequisites: CON409  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-2

AMN461 CORPORATE MEDIA STRATEGY AND TACTICS

This unit examines theories underpinning mass media and links these with the practice of public relations media tactics. Students analyse techniques and skills used in liaison with electronic media, print media, trade media and news media. Producing and evaluating communication materials such as news releases, features and media kits forms an important part of this unit. Students develop strategic thinking through analysis of contemporary media case studies.

Antirequisites: CON424  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN462 COMMUNITY CONSULTATION AND ENGAGEMENT

This unit introduces students to key engagement strategies of community information, consultation and participation. The unit develops student understanding of the theoretical foundations of engagement strategies and provides the skills and knowledge for students to analyse community engagement needs and establish engagement programs. Ethical practice is a key organising framework for this unit.

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

AMN465 PUBLIC RELATIONS MANAGEMENT

This unit introduces students to techniques that provide management at all levels with information for use in inventory valuation, planning, controlling and decision-making. The unit's major focus is on product costing systems for manufacturing firms.

Prerequisites: AYN416  
Can be enrolled in the same teaching period.  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYN414 COST AND MANAGEMENT ACCOUNTING

This unit provides an introduction to financial accounting within the context of the accounting profession's conceptual framework, relevant accounting standards and the
requirements of the Corporations Law. Topics include: the accounting cycle for both service and merchandising entities: the preparation of general purpose financial reports: cash management and control; non-current assets; the formation, operation, and financial reporting requirements for companies; and statement of cash flows.

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

**AYN424 INTERNATIONAL ACCOUNTING**
This unit is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. The unit examines issues including: accounting systems in the global environment; international patterns of accounting development including cultural influences on accounting; comparative international accounting systems and practices; the pressures for international accounting harmonisation and disclosure; international disclosure trends and financial analysis; global accounting issues into the twenty-first century.

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

**AYN456 BUSINESS AND CORPORATIONS LAW**
This unit will introduce students to the Australian legal environment and develop students’ knowledge and understanding of the basic principles of business law and the Australian corporations legislation. Students will be encouraged to develop their research and analytical skills relevant to contemporary business and corporate practice.

**Antirequisites:** AYN410 and AYN412  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**BSN412 QUALITATIVE RESEARCH AND ANALYTICAL TECHNIQUES**
This unit provides a detailed overview of qualitative research to support decision-making in business disciplines. The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business. The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.

**Antirequisites:** CON500  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

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

**BSN502 RESEARCH METHODOLOGY**
The purpose of this study is to provide students with a range of ideas and methods that enable them to analyse, evaluate and conduct research in discipline areas related to business. It provides an essential and basic preparation for the development of a thesis or dissertation proposal. Areas of study include research paradigms, analysis and criticism, research design, data collection and data manipulation, interpretation and presentation.

**Antirequisites:** BSB400  **Credit points:** 12  **Teaching period:** Flexible Mode  **Campus:** Gardens Point

**EFN405 MANAGERIAL ECONOMICS**
This unit addresses the following topics: managerial decision making in an economic environment; an introduction to economics, demand analysis, cost analysis, market strategy and the macroeconomic environment; issues including problems of resource allocation at the firm, in industry and in the economy.

**Antirequisites:** GSN203, GSN411, GSN414, GSN491, GSN492 and GSZ491  **Credit points:** 12  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFN406 MANAGERIAL FINANCE**
This unit is an introduction to the world of finance and financial management. Topics include: the finance function, the role of the financial manager; the Australian financial environment; sources of funds; present and future value; time value of money; financial mathematics; introduction to valuation; cost of funds; the firm investment decision; investment evaluation techniques; capital budgeting; portfolio theory; risk and return; capital asset pricing model; dividend policy; financial structure policy; futures; options.

**Antirequisites:** GSN413, GSN423 and GSZ413  **Credit points:** 12  **Teaching period:** 2010 SEM-1, 2010
**EFN412 ADVANCED MANAGERIAL FINANCE**
This unit expands on material introduced and developed in EFN406 Managerial Finance. Its objective is to examine the key decisions made by corporate financial managers (that is, the investment, financing and dividend decisions). Topics include: the financing decision, capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision, dividends versus capital gains, franked versus unfranked income; firm valuation, free cash flow model; evaluation of takeovers; Risk and Return, diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; forwards, futures, options, warrants, convertibles and risk management using financial derivatives.

**Prerequisites:** EFN406  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

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

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

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

**EFN416 TREASURY AND PORTFOLIO MANAGEMENT**
This unit introduces the student to the treasury environment in which financial institutions operate. The key to the unit is the raising of funds and the management of interest rate risk. This unique hands-on unit allows students to develop these skills by trading in a simulated environment of international economic uncertainty. Students have trading parameters within which they should operate and decisions must be made concerning source of funds, term and duration, interest rate re-set, and risk management with derivatives. Trading will be conducted over a simulated four quarter year.

**Prerequisites:** EFN406  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

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

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

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

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

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

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

**EFN422 ECONOMICS AND DATA ANALYSIS**

**Antirequisites:** EFB101, EFN405, EFN419, GSN403, GSN411, GSN414, GSN 491  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

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

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

GSN233 SPECIAL TOPIC IN PHILANTHROPY AND NONPROFIT STUDIES

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

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

MGN409 INTRODUCTION TO MANAGEMENT

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

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

MGN410 EMPLOYMENT RELATIONS

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

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

MGN412 PEOPLE IN ORGANISATIONS

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

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

MGN423 CONTEMPORARY STRATEGIC ANALYSIS

This unit focuses upon developing managers' understanding of the strategy concept and placing the fundamental elements of strategy in a framework for use in the decision making process. Taking the perspective that many managers make decisions that can have strategic implications, the emphasis is upon studying those issues that can affect the strategic positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and comparative advantages, students will be well positioned to take a more strategic perspective in their organisational activities.

**Antirequisites:** BSN407 and MGN504  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

MGN440 DESIGNING EFFECTIVE AND SUSTAINABLE ORGANISATIONS

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

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

MGN442 SELF LEADERSHIP

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

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

MGN444 BUSINESS IN ASIA

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

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

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

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

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

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

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

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

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

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

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

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