Graduate Certificate in Business (Research Studies) (BS39)

Year offered: 2011
Admissions: No
CRICOS code: 031769E
Course duration (full-time): 1 semester (6 months)
Course duration (part-time): 2 semesters (1 year)
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: 48
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
Campus: Gardens Point

Course Design
Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation
GradCertBus(Study Area A)

Other Majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Philanthropy and Nonprofit Studies, or Public Relations.

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

Articulation
With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Research Studies) may articulate to the:
- BS92 Master of Business (Research)

Course Structure

<table>
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<th>Research</th>
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<td>Students are required to complete 4 units (48 credit points) according to their research study area.</td>
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**ACCOUNTANCY**

AYN433 Research Topics in Accounting
BSN502 Research Methodology
BSN412 Qualitative Research and Analytical Techniques
or

BSN414 Quantitative Research Methods

Option (Elective) unit

The option (elective) unit must be selected from postgraduate units offered by the QUT Business School, subject to the approval of the School Research Coordinator.

**ADVERTISING or INTERNATIONAL BUSINESS or MARKETING or PUBLIC RELATIONS**

BSN502 Research Methodology
or

AMN403 Marketing and Survey Research
Plus

BSN503 Research Seminar

BSN412 Qualitative Research and Analytical Techniques

Option (Elective) unit

The option (elective) unit must be selected from postgraduate units offered by the QUT Business School, subject to the approval of the School Research Coordinator.

**BANKING AND FINANCE (for students with an undergraduate degree in Economics and Finance)**

EFN508 Econometric Methods
EFN504 Finance Honours
EFN505 Financial Risk Management

Option (Elective) unit

The option (elective) unit must be selected from postgraduate units offered by the QUT Business School, subject to the approval of the School Research Coordinator.
UNIT SYNOPTES

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

AYN433 RESEARCH TOPICS IN ACCOUNTING
This unit introduces Honours, Higher Degree Research and other Postgraduate students to a broad range of accounting literature. It is designed to explore various theories and research methodologies that are applied in accounting research through assigned weekly readings and assigned research tasks. The assigned readings include contemporary research in financial accounting, management accounting, auditing and corporate governance.
Prerequisites: AYN417 and AYN418 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1

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

BSN503 RESEARCH SEMINAR
In this unit students prepare detailed literature reviews relevant to the thesis or dissertation proposal. Students are required to prepare and present a detailed seminar paper describing and explaining the results of their review and its relevance to the thesis or dissertation proposal. The unit is in two parts: the first provides a series of lectures from staff advising as to the requirements of a thorough, well-directed literature search and review; the second consists of a series of seminars from students presenting their findings.

Credit points: 12  
Contact hours: Flexible Mode  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFN500 CONTEMPORARY MACROECONOMIC THEORY
This unit introduces students to the latest theoretical developments in the field of macroeconomics using both qualitative and quantitative approaches. It places these theories in their historical, philosophical and societal contexts. This unit looks at New Classical, New Keynesian and other theoretical approaches to a range of issues. These include: theories of expectation formation, supply side economics, labour markets, monetary theory, real business cycle theory and growth theory.

Other requisites: Unit Coordinator Approval and undergraduate degree with a major in Economics or Finance required to enrol  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1

EFN502 DEVELOPMENTS IN MICROECONOMIC THEORIES
This unit involves the discussion and analysis of contemporary developments in microeconomic theory, such as game theory and its applications, consumer behaviour, problems of collective action, evolutionary economics, the economics of voting, externalities, public goods, and the market mechanism. It explores refinements in microeconomic theory which have been contemporaneously used in the development of government policies in areas such as the environment, energy, public enterprises and industrial development.

Other requisites: Unit Coordinator Approval and undergraduate degree with a major in Economics or Finance required to enrol  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1

EFN504 FINANCE HONOURS
This unit provides an advanced coverage of the theory of financial management, building on work done in the undergraduate course with reference to empirical evidence where available; topics include: capital markets, investment decisions, market equilibrium, the capital asset pricing model, arbitrage pricing theory, capital structure, dividend policy, efficient capital markets. The unit provides a theoretical basis allowing for evaluating policy problems in the area of financial management, a prerequisite for further specialisation in this area.

Equivalents: EFN511  
Other requisites: Unit Coordinator Approval and undergraduate degree with a major in Economics or Finance required to enrol  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point

EFN505 FINANCIAL RISK MANAGEMENT
The unit covers the main areas of modern risk management. The focus is on measuring and managing risks in financial institutions. Particular attention is paid to developing understanding of the analytical techniques employed in the construction of hedging strategies and the interrelations between the main areas of risk management. The unit emphasises empirical applications and assessment of risk management techniques. Topics covered include the current state of prudential regulation of financial institutions, measurement and management of market risks, hedging strategies with derivatives and managing interest rate and exchange rate risks.

Prerequisites: EFN415  
Equivalents: EFX505  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFN508 ECONOMETRIC METHODS
This unit provides a comprehensive grounding in the econometric methods necessary for conducting research using such methods. Recent contributions to the econometric literature are studied.

Antirequisites: BSN506  
Other requisites: Unit Coordinator Approval and undergraduate degree with a major in Economics or Finance required to enrol  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1