University Diploma in Business (BS40)

Year offered: 2011
Admissions: Yes
CRICOS code: 025282A
Course duration (full-time): 2 semesters
Domestic Fees (indicative): International Course
International Fees (indicative): 2011: Full fee tuition $8,436 (indicative) per semester
International Entry: February, June and October
Total credit points: 96
Standard credit points per full-time semester: 48
Course coordinator: Elizabeth McDade
Campus: Kelvin Grove

Full-time course structure

| Semester One | BSD110 | Accounting |
| BSD124 | Working in Business |
| BSD126 | Marketing |
| QCD110 | Professional Communication 1 |

| Semester Two | BSD113 | Economics |
| BSD115 | Management |
| BSD119 | Global Business |
| QCD210 | Professional Communication 2 |

Potential Careers:
Academic, Account Executive, Accountant, Actuary, Administrator, Adult/Workplace Educator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Corporate Secretary, Customs Officer, Diplomat, Economist, Educator, Electrical and Computer Engineer, Electronic Commerce Developer, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Services Manager, Higher Education Worker, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Investment Manager, Manager, Manufacturer, Marketing Officer/Manager, Network Manager, Organisational Communication Specialist, Policy Officer, Project Manager, Property Economist, Public Relations Officer/Consultant, Public Servant, Risk Manager, Secondary School Teacher, Statistician, TAFE Teacher, Teacher, Trainer.

UNIT SYNOPSES

BSD110 ACCOUNTING
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with some basic knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, and the analysis and interpretation of financial statements for planning, control and business decision making purposes.
Antirequisites: BSD110 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 13TP1, 2011 13TP2 and 2011 13TP3

BSD113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises 12 topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.
Antirequisites: BSD113 or UDB104 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 13TP1, 2011 13TP2 and 2011 13TP3

BSD115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that will be needed at all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.
Antirequisites: BSD115 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 13TP1, 2011 13TP2 and 2011 13TP3

BSD119 GLOBAL BUSINESS
This unit integrates two rapidly expanding areas of business studies: international business and e-business. Doing business across international borders is facilitated by e-business technologies. This unit explores the nature and models of international business and e-business and how e-business technologies facilitate international business and add value to the business. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across
politically, economically and culturally diverse environments.

**Antirequisites:** BSD119  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 13TP1, 2011 13TP2 and 2011 13TP3

**BSD124 WORKING IN BUSINESS**
This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does Working in Business give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.

**Antirequisites:** BSB124  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 13TP1, 2011 13TP2 and 2011 13TP3

**BSD126 MARKETING**
This introductory unit examines the role and importance of marketing to the contemporary organisation. Emphasis is given to understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, marketing information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, promotion. Promotion includes advertising and public relations. By way of introduction only, key issues relating to services marketing, strategic marketing and marketing planning are also canvassed.

**Antirequisites:** BSB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 13TP1, 2011 13TP2 and 2011 13TP3

**QCD110 PROFESSIONAL COMMUNICATION 1**
This unit focuses on the macro-skills of listening, reading, writing and speaking; establishes techniques for extending vocabulary; uses spoken and written texts of an academic nature to summarise, analyse, make inferences and recognise key concepts; incorporates strategies for effective group participation in a cross-cultural context; helps students learn techniques for writing successfully in genres appropriate to their field of study.

**Antirequisites:** QCD111, QCD120  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 13TP1, 2011 13TP2, 2011 SEM-2 and 2011 13TP3

**QCD210 PROFESSIONAL COMMUNICATION 2**
This unit further explores vocabulary and grammar and generic structure to develop skills of speaking and writing in context of Field, Tenor and Mode. Effective speaking skills are developed according to academic presentation requirements. Skills for coherent and well-structured writing are also extended to enable efficient essay writing and the refinement of exam techniques. Language and structure appropriate to commercial, technical and academic communication are developed in support of business subjects. Communication for Business 2 language learning tasks are parallel with content material from these units.

**Prerequisites:** QCD211, QCD220  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 13TP1, 2011 13TP2, 2011 SEM-2 and 2011 13TP3