Bachelor of Business - Course Notes (BS56)

Year offered: 2010
Admissions: No
Domestic fees (indicative): 2009: CSP $4,339 (indicative) per semester
International Fees (indicative): 2009: $9,750 (indicative) per semester
Total credit points: 288
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Erica French, Director of Undergraduate Studies
Campus: Gardens Point and Caboolture

Majors
- Bachelor of Business (Electronic Business)
- Bachelor of Business (Accountancy)
- Bachelor of Business (Banking and Finance)
- Bachelor of Business (International Business)
- Bachelor of Business (Management)
- Bachelor of Business (Marketing)
- Bachelor of Business (Advertising)
- Bachelor of Business (Human Resource Management)
- Bachelor of Business (Economics)
- Bachelor of Business (Public Relations)

Faculty Core Units and Major Core units

Faculty Core Units (Compulsory)
BSB110 Accounting
BSB111 Business Law and Ethics
BSB113 Economics
BSB115 Management
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Accountancy Major
AYB200 Financial Accounting
AYB221 Computerised Accounting Systems
AYB225 Management Accounting
AYB301 Audit and Assurance
AYB340 Company Accounting
EFB101 - please contact School of Accountancy regarding alternative unit

Advertising Major
AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management
AMB339 Advertising Campaigns

Banking and Finance Major
EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2
EFB201 Financial Markets
EFB210 Finance 1
EFB307 Finance 2
EFB312 International Finance

Economics Major
EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2
EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics
EFB336 International Economics
EFB338 Contemporary Application of Economic Theory

Electronic Business Major
AYB114 Business Technologies
AYB115 Governance Issues and Fraud
AYB341 Forensic and Business Intelligence
INB312 Enterprise Systems Applications
INB330 Web Sites For Electronic Commerce
INB342 Enterprise Data Mining

Human Resource Management Major
MGB200 Leading Organisations
MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods
MGB339 Performance and Reward
MGB320 Recruitment and Selection
MGB331 Learning and Development in Organisations

International Business Major
EFB240 Finance for International Business
AMB210 Importing and Exporting
AMB336 International Marketing
AMB369 International Business Strategy

Plus one of the following pairs of area study units:

IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
MGB340 International Business in the Asia-Pacific

IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
MGB340 International Business in the Asia-Pacific

Management Major
MGB200 Leading Organisations
MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation
MGB309 Strategic Management
MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management
AMB335 E-marketing Strategies
AMB340 Services Marketing
AMB359 Strategic Marketing

Public Relations Major
AMB201 Marketing and Audience Research
AMB263 Introduction To Public Relations
AMB261 Media Relations and Publicity
AMB262 Public Relations Writing
AMB373 Corporate Communication
AMB379 Public Relations Campaigns

For units AMB261 and AMB262 please contact the School of AMPR regarding alternative units.

Students who have successfully completed AMB261 and have not completed AMB262 must contact the School of AMPR. Students who have completed AMB262 but have not completed AMB261 should enrol in AMB264 Public Relations Techniques.

Extended Majors

Business Law and Tax (BLX)
For Business student with Accountancy Major only
AYB230 Corporations Law
AYB219 Taxation Law
AYB205 Law of Business Entities
AYB232 Financial Institutions Law
AYB320 Advanced Taxation Law
AYB339 Accountancy Capstone

Continuing students who have completed any two of the following three units will not be able to enrol in AYB320:
AYB323 Tax Planning
AYB328 Taxation of Business Entities
AYB337 Goods & Services Tax

Professional Accounting (PAX)
Business students with an Accountancy Major who are seeking professional recognition.
AYB230 Corporations Law
AYB311 Financial Accounting Issues
AYB321 Strategic Management Accounting
AYB219 Taxation Law
EFB210 Finance 1
AYB339 Accountancy Capstone

Advertising (ADX)
AMB230 Digital Promotions
AMB231 Marketing Communications Regulations and Ethics
AMB330 Advertising Planning Portfolio
AMB331 Direct Marketing

Students permitted to choose any AMBxxx unit provided pre-requisites have been met.

Banking (BFX)
AYB225 Management Accounting
AYB232 Financial Institutions Law
EFB310 Financial Institutions - Control
EFB311 Financial Institutions - Lending

Plus two units from the following Banking Extended Major Option list:
EFB333 Introductory Econometrics
EFB308 Finance 3
EFB309 Financial Derivatives
EFB335 Investments
EFB326 Applied Portfolio Management

Financial Economics (FEX)

Business students with Banking and Finance Major
EFB333 Introductory Econometrics
EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics
EFB336 International Economics

Plus two units from the following Financial Economics Extended Major Option list:
EFB308 Finance 3
EFB309 Financial Derivatives
EFB335 Investments

EFB326 Applied Portfolio Management

Financial Economics (FEX)

Business students with an Economics Major
EFB333 Introductory Econometrics
EFB210 Finance 1
EFB201 Financial Markets

Game Theory and Applications
EFB336 International Economics

Plus two units from the following Financial Economics Extended Major Options list:
EFB308 Finance 3
EFB309 Financial Derivatives

EFB335 Investments

EFB326 Applied Portfolio Management

EFB307 Finance 2
EFB312 International Finance

Funds Management (FDX)

Business students with a Banking and Finance Major
AYB225 Management Accounting

EFB308 Finance 3
EFB309 Financial Derivatives
EFB335 Investments

Plus two units from the following Funds Management Extended Major list:
AYB232 Financial Institutions Law
EFB333 Introductory Econometrics
EFB310 Financial Institutions - Control
EFB311 Financial Institutions - Lending
EFB326 Applied Portfolio Management

Human Resource Management (HRX)

MGB201 Contemporary Employment Relations
MGB309 Strategic Management
MGB314 Organisational Consulting and Change
MGB370 Personal and Professional Development

Plus two of:
MGB225 Intercultural Communication and Negotiation Skills
MGB310 Sustainability in A Changing Environment
MGB223 Entrepreneurship and Innovation
MGB210 Managing Operations
MGB335 Project Management

International Business (IBX)

MGB225 Intercultural Communication and Negotiation Skills
IBB304 Global Industry Analysis
AMB303 International Logistics
IBB311 Globalisation and Theoretical Perspectives on Internationalisation

Plus two of the following units:
IBB101 Business in Australia
AYB227 International Accounting
AMB204 Purchasing and Procurement
AMB230 Digital Promotions
AMB300 Independent Project 1

OR 2 Languages units

IBB304 and IBB311 units have been discontinued. If units has not been completed, choose alternative units from IB extended major list.

Management (MNX)

MGB201 Contemporary Employment Relations
MGB225 Intercultural Communication and Negotiation Skills
MGB324 Managing Business Growth
MGB370 Personal and Professional Development

Choose two units in a specialised area such as

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those recommended below or develop your own with advice from the Discipline Academic Advisor.

Managing People

MGB207 Human Resource Issues and Strategy
MGB331 Learning and Development in Organisations
OR
MGB314 Organisational Consulting and Change

International Management

AMB210 Importing and Exporting
AMB303 International Logistics

Marketing Management

AMB240 Marketing Planning and Management
AMB350 Sales and Customer Relationship Management

Marketing (MKX)

Students are required to select six units from the following, including two level 3 units:

AMB202 Integrated Marketing Communication
AMB204 Purchasing and Procurement
AMB206 Social Marketing
AMB207 Entertainment Marketing
AMB208 Events Marketing
AMB209 Tourism Marketing
AMB220 Advertising Theory and Practice
AMB249 Professional Selling
AMB250 Business to Business Marketing
AMB251 Innovation and Brand Management
AMB252 Business Decision Making
AMB263 Introduction To Public Relations
AMB303 International Logistics
AMB310 Internship
AMB336 International Marketing
AMB350 Sales and Customer Relationship Management
AMB353 Retail Marketing

AMB250 unit has been discontinued. If unit has not been completed, choose alternative unit from the Marketing Extended Major list.

Public Relations (PRX)

AMB202 Integrated Marketing Communication
AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Extended Major unit
Extended Major unit
Extended Major unit

The final 3 Extended Major units can consist of any AMBxxx unit offered provided pre-requisites have been met.

Specialisations

Business Law and Tax (BLS)

Business students without an Accountancy Major

AYB205 Law of Business Entities
AYB219 Taxation Law
AYB230 Corporations Law
AYB232 Financial Institutions Law
AYB320 Advanced Taxation Law

Choose one of:

MGB201 Contemporary Employment Relations
AMB231 Marketing Communications Regulations and Ethics
AYB115 Governance Issues and Fraud

Electronic Business (EUS)

AYB114 Business Technologies
AYB115 Governance Issues and Fraud
AYB341 Forensic and Business Intelligence
INB312 Enterprise Systems Applications
INB342 Enterprise Data Mining
INB830 Web Sites For Electronic Commerce

Financial Economics (FES)

Business students without an Economics or Banking and Finance Major

EFB223 Economics 2
EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics
EFB338 Contemporary Application of Economic Theory

Plus two of the following:

EFB210 Finance 1
EFB336 International Economics
EFB201 Financial Markets  
EFB337 Game Theory and Applications  
EFB326 Applied Portfolio Management  
EFB328 Public Economics and Finance  
EFB328 - Substitute any Level 3 EFB3xx unit.

Integrated Marketing Communication (IMS)  
AMB202 Integrated Marketing Communication  
AMB220 Advertising Theory and Practice  
AMB263 Introduction To Public Relations  
AMB331 Direct Marketing  
AMB350 Sales and Customer Relationship Management  
Plus one of the following:  
AMB230 Digital Promotions  
AMB261 Media Relations and Publicity  
AMB208 Events Marketing  
For AMB261 unit please contact School of AMPR regarding alternative unit.

Integrated Logistics Specialisation (ILG)  
AMB303 International Logistics  
AYB341 Forensic and Business Intelligence  
Choose four from:  
AMB210 Importing and Exporting  
AMB336 International Marketing  
EFB213 Management Science  
MGB210 Managing Operations  
AMB204 Purchasing and Procurement  
EFB213 unit has been discontinued. The unit has been replaced by AMB252 which is offered in sem 2 OR MGB335 which is offered in sem 1 and 2.

Sales (SALES)  
For students with a Marketing major  
AMB230 Digital Promotions  
AMB249 Professional Selling  
MGB225 Intercultural Communication and Negotiation Skills  
AMB331 Direct Marketing  
AMB350 Sales and Customer Relationship Management  
AMB353 Retail Marketing

Sales (SALES)  
For students without a Marketing major  
AMB240 Marketing Planning and Management  
Choose 5 from the following (two must be AMB3xx units):  
AMB230 Digital Promotions  
AMB249 Professional Selling  
AMB250 Business to Business Marketing  
AMB331 Direct Marketing  
AMB350 Sales and Customer Relationship Management  
AMB353 Retail Marketing  
AMB250 unit has been discontinued. The unit has been replaced by MGB225.

International Exchange (IEX)  
Two language units  
OR  
One language unit  
AND  
MGB225 Intercultural Communication and Negotiation Skills  
Plus:  
Four approved Business units taken on exchange*  
*Students should consult the Director of Studies or the Subject Area Coordinator of their primary major for exchange unit approval.

Course Updates - List of re-coded and replacement Business units

Faculty Core units  
BSB114 is replaced by BSB124 Working in Business  
BSB115 now retitled BSB115 Management  
BSB119 now retitled BSB119 Global Business  
BSB122 is replaced by BSB123 Data Analysis

Accountancy Core units  
AYB121 is now AYB200 Financial Accounting AYB121  
AYB220 is now AYB340 Company Accounting AYB220  
AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units  
AMB221 is now AMB318 Advertising Copywriting  
AMB222 is now AMB319 Media Planning  
AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units  
EFB101 is replaced by EFB222 Quantitative Methods
for Economics and Finance

EFB102 is now retitled EFB223 Economics 2

Economics Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance

EFB102 is now retitled EFB223 Economics 2

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB314 is replaced by EFB336 International Economics

EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212 is replaced by AYB114 Business Technologies

BSB213 is replaced by AYB115 Governance Issues and Fraud

BSB314 is replaced by Forensic and Business Intelligence

ITB233 is now INB312 Enterprise Systems Application

ITB823 is now INB380 Web Sites for E-Commerce

ITB239 is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220 is now retitled MGB220 Business Research Methods

MGB221 is now MGB339 Performance and Reward

International Business Core units

IBB202 is replaced by EFB240 Finance for International Business

IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB210 is now replaced by AMB210 Importing and Exporting

IBB213 is now AMB336 International Marketing

IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB300 is now AMB369 International Business Strategy

IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

Marketing Core units

AMB241 is now AMB335 E-Marketing Strategies

AMB341 is now AMB359 Strategic Marketing

Public Relations Core units

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB360 is replaced by AMB373 Corporate Communication

AMB361 is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223 replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

AYB305 is replaced by AYB205 Law of Business Entities

AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223 is replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230 is now AMB230 Digital Promotions

AMB330 is now AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200 is replaced by EFB333 Introductory Econometrics

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB325 is replaced by EFB336 International Economics

EFB318 is replaced by EFB335 Investments

EFB324 is replaced by EFB337 Game Theory and Applications
**Financial Economics Extended Major (FEX) (for Economics Students)**
- EFB200 is replaced by EFB333 Introductory Econometrics
- EFB324 is replaced by EFB201 Financial Markets
- EFB325 is replaced by EFB337 Game Theory and Applications

**Funds Management Extended Major (FDX)**
- EFB318 is replaced by EFB335 Investments
- AYB312 is now AYB232 Financial Institutions Law
- EFB200 is replaced by EFB333 Introductory Econometrics

**Human Resource Management Extended Major (HRX)**
- MGB315 is now MGB370 Personal and Professional Development
- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

**International Business Extended Major (IBX)**
- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- IBB303 is now AMB303 International Logistics
- AMB230 now retitled AMB230 Digital Promotions
- IBB312 is replaced by AMB300 Independent Project 1

**Management Extended Major (MXN)**
- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- MGB218 is now MGB324 Managing Business Growth
- MGB315 is now MGB370 Personal & Professional Development
- IBB210 is replaced by AMB210 Importand and Exporting
- IBB303 is now AMB303 International Logistics

**Marketing Extended Major (MKX)**
- AMB251 now retitled AMB251 Innovation and Brand Management
- AMB260 is replaced by AMB263 Introduction to Public Relations
- AMB351 is now AMB209 Tourism Marketing
- AMB352 is replaced by AMB252 Business Decision Making
- AMB354 is now AMB208 Events Marketing
- IBB213 is now AMB336 International Marketing

**Public Relations Extended Major (PRX)**
- AMB370 is replaced by AMB374 Global Public Relations Cases
- AMB371 is replaced by AMB375 Public Relations Management

**Business Law and Tax Specialisation (BLS)**
- AYB223 is replaced by AYB230 Corporations Law
- AYB325 is now AYB219 Taxation Law
- AYB305 is now AYB205 Company Law & Practice
- AYB312 is now AYB232 Financial Institutions Law
- BSB213 is now AYB115 Governance Issues in E-Business

**Electronic Business Specialisation (EUS)**
- BSB212 is replaced by AYB114 Business Technologies
- BSB213 is replaced by AYB115 Governance Issues and Fraud
- BSB314 is replaced by AYB341 Forensic and Business Intelligence
- ITB233 is now INB312 Enterprise Systems Applications
- ITB823 is now INB830 Web Sites for E-Commerce
- ITB239 is now INB342 Enterprise Data Mining

**Financial Economics Specialisation (FES)**
- EFB102 is replaced by EFB223 Economics 2
- EFB202 is replaced by EFB330 Intermediate Macroeconomics
- EFB211 is replaced by EFB331 Intermediate Microeconomics
- EFB329 is now 338 Contemporary Applications of Economics
- EFB314 is replaced by EB336 International Economics
- EFB324 is replaced by EFB201 Financial Markets
- EFB325 is replaced by EFB337 Game Theory and Applications

**Integrated Marketing Communication Specialisation (IMS)**
- AMB260 is replaced by AMB263 Introduction to Public Relations
- AMB230 now retitled AMB230 Digital Promotions
- AMB354 is now AMB208 Events Marketing

**International Logistics Specialisation (ILG)**
- IBB303 is now AMB303 International Logistics

**International Business Extended Major (IBX)**
- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- IBB303 is now AMB303 International Logistics

**Integrated Marketing Communication Specialisation (IMS)**
- AMB260 is replaced by AMB263 Introduction to Public Relations
- AMB230 now retitled AMB230 Digital Promotions
- AMB354 is now AMB208 Events Marketing

**International Logistics Specialisation (ILG)**
- IBB303 is now AMB303 International Logistics
BSB314 is replaced by AYB341 Forensic and Business Intelligence
IBB210 is replaced by AMB210 Importing and Exporting
EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)
AMB230 now retitled AMB230 Digital Promotion
AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specilisation (IEX)
IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

UNIT SYNOPSISES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.  
Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: MIB204  
Equivalents: CTB200  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.  
Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: MIB305, MGB220, COB334  
Equivalents: CTB201  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a ‘total’ approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.  
Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: COB207, MIB309  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB204 PURCHASING AND PROCUREMENT
This unit examines the nature and importance of Procurement in the role of business today. Procurement has become increasingly important and valued by organisations that are part of global supply chains. The management and strategic control of procurement functions in modern businesses adds profit through cost control in businesses and that has gained significance in the drive to maintain profit in internationally competitive markets. Modern procurement professionals require the use of many skills to achieve these outcomes and this unit introduces students to the functions of purchasing and procurement in an organisation.  
Prerequisites: BSB119 or CTB119  
Antirequisites: MIB204  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

AMB206 SOCIAL MARKETING
Social marketing is the application of commercial marketing principles to solve social problems. It is increasingly being adopted by governments around the world as they seek effective solutions relating to public health and climate change, environmental issues. This unit introduces students to the theory and application of social marketing, explaining how techniques such as branding, segmentation and the marketing mix can be used to respond to social and health issues. Students will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks. This is an elective unit for business and public health students  
Prerequisites: BSB126, CTB126, PUB104, BSB116, or BSB117  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-2
AMB207 ENTERTAINMENT MARKETING
The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.
Prerequisites: BSB126 or CTB126  Credit points: 12
Teaching period: 2010 SEM-2

AMB208 EVENTS MARKETING
Prerequisites: BSB126 or CTB126  Antirequisites: MIB319  Equivalents: AMB354  Credit points: 12
Teaching period: 2010 SEM-1

AMB209 TOURISM MARKETING
Prerequisites: BSB126 or CTB126  Equivalents: AMB351  Credit points: 12  Campus: Gardens Point
Teaching period: 2010 SEM-2

AMB210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia’s economic development.

Prerequisites: BSB119 or CTB119  Equivalents: IBB210  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB308  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB230 DIGITAL PROMOTIONS
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.
Prerequisites: BSB126, CTB126, or BSB112
Antirequisites: COB218  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB231 MARKETING COMMUNICATIONS REGULATIONS AND ETHICS
This unit uses a case study approach and starts from the fundamentals of legal compliance through trade practices and fair trading legislation, then moves to the adoption and adherence of the variety of industry based and professional codes. It examines regulatory models in sunrise industries such as broadcasting and telecommunications as well as the problems of cross-jurisdictional regulation posed by Internet based commerce. It offers students the opportunity to develop generic attributes in critical thinking, problem solving, and ethical sensitivity.
Prerequisites: BSB126  Antirequisites: COB307  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point

AMB240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.
Prerequisites: BSB126 or CTB126  Equivalents: CTB240  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2
AMB249 PROFESSIONAL SELLING
Many students land their first job in a graduate sales position. Professional selling equips students with a contemporary understanding and knowledge of customer relationship management, the sales force environment, personal selling techniques and communications skills. Further, students will be exposed to international benchmarks from a selling processes perspective such as identifying prospects, planning sales calls, demonstrations, negotiations, and closing the sale. There are many exciting and challenging roles in sales, some of which are: sales representative, sales team leader, client account manager, and eventually: regional, state, national and international sales management positions.
Prerequisites: BSB126, CTB126, or BSB116
Antirequisites: MIB230
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

AMB250 BUSINESS TO BUSINESS MARKETING
This unit addresses the special characteristics of Business markets and Business-to-Business (B2B) marketing programs. It involves the study of organisational buyer behaviour and the special customer/client relationships that form an important part of the Business-to-Business marketing process. Business markets constitute a powerful and essential part of the world economy, being a preliminary source for retailing and manufacturing operations and the force behind major services sectors in supplying government and non-government services including health and education both domestically and internationally.
Prerequisite(s): AMB202 or AMB240 or CTB240 or COB207 or MIB217
Contact hours: 3 per week
Campus: Gardens Point
Incompatible with: MIB220 or MIB319

AMB251 INNOVATION AND BRAND MANAGEMENT
This unit covers the dynamics of product and service innovation within the marketing function of an organisation. Products are defined in the broadest sense as both tangible and intangible and include the various categories of consumer and industrial products and services. The course covers product market analysis, the product/service development process, design, innovation, research and testing, new product financial analysis, branding and packaging, and new product commercialisation.
Prerequisites: BSB126, BSB116, or CTB126
Antirequisites: MIB227
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

AMB260 MEDIA RELATIONS AND PUBLICITY
This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.
Prerequisite(s): AMB260
Contact hours: 3 per week
Campus: Gardens Point
Incompatible with: COB329

AMB252 BUSINESS DECISION MAKING
Prerequisites: BSB126 or CTB126
Equivalents: AMB352
Credit points: 12
Campus: Gardens Point

AMB261 BUSINESS DECISION MAKING
Prerequisites: BSB126 or CTB126
Credit points: 12
Campus: Gardens Point

AMB262 PUBLIC RELATIONS WRITING
This unit will introduce students to a range of public relations writing needs. With heavy practical emphasis, the students will create a substantial portfolio of writing across controlled and uncontrolled media. Writing for print and electronic forms is covered as well as new/interactive media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the research components of the writing exercise as well as the writing/rewriting cycle.
Prerequisite(s): AMB260
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2009 SEM-1
Incompatible with: COB326

AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Equivalents: AMB260
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB300 INDEPENDENT PROJECT 1
Other prerequisites: Subject to Unit Coordinator Approval
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-2 and 2010 SUM

AMB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised.
with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.

Prerequisites: AMB210, IBB210, AMB240, or CTB240
Equivalents: IBB303
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB310 INTERNSHIP
Provides the student with experience of professional practice in a suitable company where they actively work on a part-time basis. Students undertake a preferred study program within the Advertising, Marketing or Public Relations framework. Students are required to submit a number of reports reflecting the theoretical concepts acquired during the degree program, and how they might be applied in practice. Students must obtain the approval of the Major Coordinator prior to enrolling in this unit.

Other requisites: Subject to Unit Coordinator approval: Students are required to have completed a minimum of 192 credit points of approved study in advertising, marketing or public relations and a GPA of 4.0 or higher
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB318 ADVERTISING COPYWRITING
Prerequisites: AMB220 or COB308
Equivalents: AMB221
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB319 MEDIA PLANNING
Prerequisites: AMB220
Equivalents: AMB222
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

Prerequisites: AMB318 or AMB221, and AMB319 or AMB222
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB331 DIRECT MARKETING
The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundations role in Integrated Marketing Communication (IMC), and its increasing share of the marketing communication budget. This unit focuses on the principles of direct marketing and the role of the database in locating prospects, tracking customers, and building relationships. It examines the components of direct marketing telemarketing, personal selling, and direct response advertising. As the main communication discipline of direct marketing, the emphasis is on direct response advertising. Students analyse the offer planning, strategy, creative, media, testing, and evaluation of direct marketing campaigns.

Prerequisites: AMB202, AMB220, AMB240, CTB240, or AMB249
Antirequisites: COB315
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201
Equivalents: AMB241
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210
Equivalents: IBB213
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM
AMB339 ADVERTISING CAMPAIGNS
Prerequisites: AMB320 and AMB330  Equivalents: AMB321  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Antirequisites: MIB311  Equivalents: CTB340
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB350 SALES AND CUSTOMER RELATIONSHIP MANAGEMENT
Theories related to marketing exchange and the concepts of consumer transactions and relationships and their relative importance in different marketing contexts are examined. The growth of customer relationship management including the transition of consumers along the transaction-relationship continuum and the development of accompanying marketing strategies is highlighted. A discussion of the relative emphasis on transactions and/or relationships in interfacing with the market provides a platform for examining sales management including, personal selling principles and ethics, the setting of sales objectives, selling logistics, account and territory management, sales force planning, recruitment and motivation and evaluation of sales performance.
Prerequisites: AMB240, CTB240, AMB202, COB207, MIB217, or AMB249  Antirequisites: MIB230  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

AMB353 RETAIL MARKETING
This unit focuses on the dynamics of the retailing industry. It provides students with detailed knowledge of the various approaches to how retail marketing is conducted nationally and internationally from both an operational and a strategic perspective. The unit provides a balance of theory and application in topics such as retail institutions and the retail life cycle, store location analysis, store layout, planning and design, merchandising, promotion and stock planning, franchising and industry trends.
Prerequisites: AMB240, CTB240, or MIB217  Antirequisites: MIB229, MIB310  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB359 STRATEGIC MARKETING
Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.
Prerequisites: AMB340, and AMB335 or AMB241  Equivalents: AMB341  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB369 INTERNATIONAL BUSINESS STRATEGY
‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’
Prerequisites: AMB336, AMB303, IBB303, or IBB213  Equivalents: IBB300  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.
Prerequisites: (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  Equivalents: AMB360  Credit points: 12  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public
relations discipline’s practice and strengthen students' decision-making and critical thinking skills.

**Prerequisites:** AMB372, AMB261, or AMB262  
**Equivalents:** AMB370  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB200 FINANCIAL ACCOUNTING**
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYB121  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AYB205 LAW OF BUSINESS ENTITIES**
This unit presents advanced topics in company law including protection of minority interests; prospectuses and fundraising; company charges; insider trading; takeovers and buy-backs; and tax law relating to financially troubled companies.

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** AYB223  
**Equivalents:** AYB305  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**AYB219 TAXATION LAW**
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** LWB364  
**Equivalents:** AYB325  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB221 COMPUTERISED ACCOUNTING SYSTEMS**
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including; accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the
use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.

Prerequisites: BSB110 or CTB110  
Antirequisites: AYN443  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.

Prerequisites: BSB110 or CTB110  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB227 INTERNATIONAL ACCOUNTING
International Accounting 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. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide.

Prerequisites: BSB110 or CTB110, and BSB119 or CTB119  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.

Prerequisites: BSB111 or CTB111  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB232 FINANCIAL INSTITUTIONS LAW
This unit deals with the regulation of banks and non-bank financial institutions, the financial institutions' scheme, the banker-customer relationship, laws relating to cheques and other negotiable instruments, negligent advice by financial institutions and other possible grounds of liability in the dealings of financial institutions with customers.

Prerequisites: BSB111 or CTB111  
Equivalents: AYB312  
Credit points: 12

AYB301 AUDIT AND ASSURANCE
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.

Prerequisites: AYB221, and AYB340 or AYB220  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AYB311 FINANCIAL ACCOUNTING ISSUES
This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external financial reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used

Prerequisites: AYB340 or AYB220  
Credit points: 12  
Contact hours: 3.5 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB320 ADVANCED TAXATION LAW
This unit examines the principles governing the taxation treatment of various business entities including partnerships, trusts, companies and superannuation funds from a domestic and international perspective. The unit provides students with an understanding of other considerations which affect the choice of an appropriate business structure from a taxation perspective, including rollover relief and the CGT small business concessions, the
importance of legitimate tax planning and the distinction between tax avoidance and tax evasion and some of the more simple aspects of international taxation between Australia and its major trading partners. The unit also covers an analysis of the GST, a review of types of supplies under the Act and the concept of creditable acquisitions. Specific issues such as the GST implications of real property, the margin scheme, GST planning strategies and the GST avoidance provisions are also covered.

**Prerequisites:** AYB219 or AYB325  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB321 STRATEGIC MANAGEMENT ACCOUNTING**

Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC), the balanced scorecard (BSC), and economic value added (EVA); and appreciating the research on the benefits and problems with ABC, BSC and EVA.

**Prerequisites:** AYB225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB339 ACCOUNTANCY CAPSTONE**

Accountancy Capstone co-ordinates several parts of the accountancy degree that have already been studied by students. At the same time some new concepts are introduced for each topic. The unit attempts to simulate the real world where the professional advisor/consultant is confronted with unstructured multi-disciplined problems on a day-to-day basis.

Based on the Problem-Based Learning (PBL) methodology, students will learn the process of how to deal with the problems typically faced by the professional advisor/consultant. These problems require students to work together in teams, research issues, gather information and form conclusions.

**Prerequisites:** (AYB220 or AYB340 and AYB311), OR (AYB220 or AYB340 and AYB321)  
**Antirequisites:** AYN520  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB340 COMPANY ACCOUNTING**

This unit includes: the preparation of consolidated financial statements; an overview of the statutory requirements that dictate the format and content of published financial reports of companies; the requirements of the Corporations Act 2001 and the major disclosure orientated accounting standards; accounting for income tax; accounting for the acquisition of assets (including entities); accounting for investments in associates; accounting for foreign currency transactions arising from international trading and financing; and the translation of the results of foreign operations.

**Prerequisites:** AYB200 or AYB121  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**BSB110 ACCOUNTING**

Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of 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, analysis and interpretation of financial statements and planning, control and business decision making.

**Antirequisites:** BSD110, CNB293, UDB342  
**Equivalents:** CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB111 BUSINESS LAW AND ETHICS**

This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal principles and ethical decision-making processes relevant to modern business practice.

**Antirequisites:** AYB120  
**Equivalents:** CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:**
Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB113 ECONOMICS**

This unit introduces students to the key economic concepts and their practical applications. It comprises twelve 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:** BSB113  **Equivalents:** CTB113  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB115 MANAGEMENT**

The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in 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:** BSB115  **Equivalents:** CTB115  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB119 GLOBAL BUSINESS**

This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. 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. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a. knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.  
**Antirequisites:** BSB116, BSB112  **Equivalents:** CTB119  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB123 DATA ANALYSIS**

The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.  
**Antirequisites:** BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB124 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:** BSB114, CTB114, HHB113  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB126 MARKETING**

This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.  
**Antirequisites:** BSB116  **Equivalents:** CTB126  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**EFB201 FINANCIAL MARKETS**

This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of...
financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.

**Prerequisites:** BSB113 or CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFB210 FINANCE 1**

This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm's investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

**Prerequisites:** BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
**Antirequisites:** EFB206  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**EFB213 MANAGEMENT SCIENCE**

Introduces students to a range of modelling procedures which can be used to assist business in decision making under uncertainty. Constrained optimisation techniques are used to help minimise costs, time and resource use, or maximise profits in areas such as inventory management, resource allocation, queuing theory, and transportation among others. The use of computers allows students to concentrate on the applications of these techniques and their interpretation, and to recognise the strengths and weaknesses of these models. Topics covered include Linear Programming, Transport Analysis, Project Management and Scheduling, Inventory Analysis, Decision Theory, Queuing Theory and Simulation.

**Prerequisite(s):** BSB122 or CTB122  
**Contact hours:** 3 per week  
**Incompatible with:** EFB104

**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**

**Prerequisites:** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
**Antirequisites:** EFB101  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFB223 ECONOMICS 2**

Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

**Prerequisites:** BSB113 or CTB113  
**Equivalent:** EFB102  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**EFB240 FINANCE FOR INTERNATIONAL BUSINESS**

In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.

**Prerequisites:** (BSB119 or CTB119) and (BSB113 or CTB113)  
**Antirequisites:** EFB312, MIB202  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**EFB307 FINANCE 2**

This unit includes the following topics: 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; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.

**Prerequisites:** EFB210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFB308 FINANCE 3**

This unit includes the following topics: a study of contemporary finance research; CAPM; beta estimation; valuation theory; market efficiency; value at risk; use of finance research tools; anomalies and extension of finance theories. Students are required to complete a research project combining theory and practice. This unit covers many topical areas in contemporary finance research. These include, but are not limited to: asset pricing; beta estimation; market efficiency; value at risk; mutual fund performance; volatility modelling; and the term structure of interest rates. Students are required to complete a research project.
EFB309 FINANCIAL DERIVATIVES
This unit extends students' knowledge of financial derivatives as obtained in Finance 2. Topics include: advanced option pricing models; advanced option trading strategies; exotic options; forward and futures pricing models; hedging commodities and equities by using futures; forward rate agreement and interest rate swaps; financial risk management issues.
Prerequisites: EFB307 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

EFB310 FINANCIAL INSTITUTIONS - CONTROL
This unit introduces students to the fundamental principles of controlling the risk profile and capital position of a deposit-taking financial institution to maintain solvency. The basic framework of the unit is based on the regulatory capital adequacy regimes, supplemented by consideration of the more sophisticated internal models of risk developed by financial institutions themselves. Relevant case studies demonstrate the imperative for, and application of, the risk management framework.
Prerequisites: EFB210 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

EFB311 FINANCIAL INSTITUTIONS - LENDING
This unit examines the fundamental motivations for lending by financial institutions, and the ways in which these are reflected in loan market practice. Specific topics cover the theoretical basis of lending as financial intermediation, the purpose and utilization of loans by borrowers, the major costs of lending for financial intermediaries (including a strong focus on credit costs), lenders' compensation, lending relationships, the structural features of loan agreements, loan security and enforcement, and special topics on syndicated lending and project finance.
Prerequisites: EFB210 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.
Prerequisites: EFB307 Antirequisites: EFB212, IBB202, EFB240 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB326 APPLIED 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. Students must make decisions 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: EFB210 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

EFB328 PUBLIC ECONOMICS AND FINANCE
The major topics/areas covered in this unit include principles underlying government provision, distribution and finance as responses to market failure, externalities and government intervention in the presence of externalities and economics of pollution control Cost benefit anlaysis and the environment are also dealt with under this section. In the next section we provide an introduction to taxation and then we discuss tax compliance and reform of the tax system. Under education the unit will cover the following: Market failure and government failure in education, financing of education and education outcomes, consumer choice in education and economic analysis of current directions in education reform. Under health the unit will cover topics such as demand for health, health sector targets and instruments of public policy, health care financing and outputs in Australia and problems of information in the health sector.
Prerequisite(s): EFB211 Contact hours: 3 per week Campus: Gardens Point

EFB330 INTERMEDIATE MACROECONOMICS
Prerequisites: EFB223 or EFB102 Equivalents: EFB202 Credit points: 12 Teaching period: 2010 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
Prerequisites: EFB223 or EFB102 Equivalents: EFB211 Credit points: 12 Teaching period: 2010 SEM-1

EFB333 INTRODUCTORY ECONOMETRICS
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an
introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.

**Prerequisites:** EFB222 or EFB101  
**Antirequisites:** EFB200  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

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**EFB335 INVESTMENTS**

**Prerequisites:** EFB307  
**Antirequisites:** EFB318  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**EFB336 INTERNATIONAL ECONOMICS**

**Prerequisites:** EFB330 or EFB202, and EFB331 or EFB211  
**Antirequisites:** EFB314  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

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**EFB337 GAME THEORY AND APPLICATIONS**

**Prerequisites:** EFB331 or EFB211  
**Credit points:** 12  
**Teaching period:** 2010 SEM-2

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**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.

**Prerequisites:** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  
**Equivalents:** EFB329  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

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**IBB101 BUSINESS IN AUSTRALIA**

*From 2010, this unit has been reclassified, please see MGB101*

This unit will introduce international students and students new to Australia to the business environment of Australia. Students will examine historical, socio-cultural, geographical, economic, political and other factors and contemporary issues that impinge upon doing business in Australia. Learning activities include case studies, field studies and industry analysis. Generic skills addressed include teamwork, report writing and presentation skills.

**Antirequisites:** MIB101  
**Credit points:** 12  
**Teaching hours:** 3 per week  
**Campus:** Gardens Point

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**IBB304 GLOBAL INDUSTRY ANALYSIS**

The aim of this unit is to analyse the nature and structure of industry in national and international contexts to provide a suitable framework that can be used by students in the study of specific industries. Topics examined include: inter-industry dependencies; international location advantages; regional and interregional linkages; demand analysis; international transactions in information, goods, services and other products; analysing strategies to control markets through price and product positioning, applying these principles to specific Australian industries conducting international business.

**Prerequisite(s):** BSB113 or CTB113 and (IBB213 or IBB210 or IBB 211); or 96 cp of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** MIB212

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**IBB311 GLOBALISATION AND THEORETICAL PERSPECTIVES ON INTERNATIONALISATION**

This unit develops theoretical perspectives of the processes of globalisation and the internationalisation of business firms. It examines the globalisation debates, traces the evolution of international business theory, and provides a critique of the seminal theories. It provides an introduction to the process of research in international business. Aligned with the aims of the unit, students will develop and lead seminars and undertake a review of literature on theoretical and practical issues of globalisation and internationalisation.

**Prerequisite(s):** BSB113 or CTB113 and (IBB213 or IBB210); or 96 cp of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

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**IBB312 ENTERPRISE SYSTEMS APPLICATIONS**

The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and SD) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. The unit enables you to experience both the business analyst view and the user's view of the system across a number of business processes.

**Antirequisites:** ITB233, INN312  
**Credit points:** 12  
**Teaching hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

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**INB342 ENTERPRISE DATA MINING**
This unit will provide a comprehensive theoretical coverage of various topics in data and web mining. In addition there will be a significant practical component using hands on tools to solve real-world problems. Specifically, we will consider techniques from machine learning, data mining, text mining, and information retrieval to extract useful knowledge from data which are used for business intelligence, document databases, site management, personalization, and user profiling. This unit will first cover a detailed overview of the mining process and techniques, and then concentrate on applications of these techniques to web, e-commerce, document databases and data from advanced applications.

**Prerequisites:** INB122 or INB210 or INB340 or AYB114  
**Antirequisites:** INN342  
**Equivalents:** ITB239  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**INB830 WEB SITES FOR ELECTRONIC COMMERCE**

Techniques to design and implement an attractive set of web pages and the issues associated with using them will be the focus of this elective unit. Customers must have access to an organisation’s on-line resource before electronic commerce can be applied. This unit aims to provide you with an understanding of the entire process for building a successful Electronic Commerce website. It addresses both the business and technical aspects of site development so that you will gain an appreciation of the issues involved. This normally involves creating a web site.

**Prerequisite(s):** BSB212  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-2

**MGB200 LEADING ORGANISATIONS**

This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MGB211, CTB211, MGB222, CTB232  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**

This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.

**Prerequisites:** BSB115 or CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**

This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB210 MANAGING OPERATIONS**

This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB234  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB220 BUSINESS RESEARCH METHODS**

The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.

**Prerequisites:** BSB123 or BSB122  
**Antirequisites:** AMB201, CTB201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**MGB223 ENTREPRENEURSHIP AND INNOVATION**

This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new
venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:**  
**CTB223**  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB309 STRATEGIC MANAGEMENT**
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and 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 strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-2

**MGB314 ORGANISATIONAL CONSULTING AND CHANGE**
Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2010 SEM-2

**MGB320 RECRUITMENT AND SELECTION**
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.

**Prerequisites:** MGB339 or MGB221  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner's (general manager's) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

**Prerequisites:** MGB223  
**Equivalents:** MGB218  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1
MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.
Prerequisites: MGB211, CTB211, MGB222, CTB232, or MGB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

MGB335 PROJECT MANAGEMENT
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.
Prerequisites: (MGB210 and MGB309) or (MGB210 and AMB303)
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.
Prerequisites: MGB201, MGB207, or CTB207
Equivalents: MGB221
Credit points: 12
Contact hours: 3
Teaching period: 2010 SEM-1

MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region’s business environment.
Prerequisites: MGB225, IBB205, IBB217, or IBB208
Antirequisites: IBB317
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-2

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.
Prerequisites: MGB331 and BSB124
Equivalents: MGB315
Credit points: 12
Contact hours: 3
Teaching period: 2010 SEM-1 and 2010 SEM-2