Bachelor of Business (Economics) (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
Domestic Entry: February and July* (*Gardens Point only)
International Entry: February, July and November* (*conditions apply) (International students can only study at Gardens Point)
QTAC code: 413021
Past rank cut-off: 76
Past OP cut-off: 12
Assumed knowledge: English (4, SA) and Mathematics A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp

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
Discipline coordinator: Dr Tommy Tang

Campus: Gardens Point

Full-Time Course Structure

Year 1, Semester 1
BSB113 Economics
BSB119 Global Business
BSB123 Data Analysis
BSB126 Marketing

Year 1, Semester 2
BSB110 Accounting
BSB115 Management
EBF222 Quantitative Methods For Economics and Finance
EBF223 Economics 2

Year 2, Semester 1
BSB111 Business Law and Ethics
EBF330 Intermediate Macroeconomics
EBF331 Intermediate Microeconomics Double Major/Extended Major/Specialisation unit

Year 2, Semester 2
BSB124 Working in Business
EBF336 International Economics
EBF338 Contemporary Application of Economic Theory Double Major/Extended Major/Specialisation unit

Year 3, Semester 1
EBF330 Intermediate Macroeconomics
EBF331 Intermediate Microeconomics

Year 3, Semester 2
EBF336 International Economics
Potential Careers:
Administrator, Banker, Banking and Finance Professional, Business Analyst, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, Investment Manager, Policy Officer, Public Servant, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.

UNIT SYNOPSES

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: BSD113
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: BSD115
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

**EBF222 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

**EBF223 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  **Equivalents:** EFB102  **Credit points:** 12  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**EBF330 INTERMEDIATE MACROECONOMICS**
**Prerequisites:** EBF223 or EBF102  **Equivalents:** EBF202  **Credit points:** 12  **Teaching period:** 2010 SEM-1

**EBF331 INTERMEDIATE MICROECONOMICS**
**Prerequisites:** EBF223 or EBF102  **Equivalents:** EBF211  **Credit points:** 12  **Teaching period:** 2010 SEM-1

**EBF336 INTERNATIONAL ECONOMICS**
**Prerequisites:** EBF330 or EBF202, and EBF331 or EBF211  **Antirequisites:** EBF314  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**EBF338 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