Bachelor of Business (International Business) (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
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)
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: Mr Michael Cox
Campus: Gardens Point

Full-Time Course Structure

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tbody>
<tr>
<td>BSB113 Economics</td>
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<tr>
<td>BSB115 Management</td>
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<tr>
<td>BSB119 Global Business</td>
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<td>BSB126 Marketing</td>
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<tr>
<th>Year 1, Semester 2</th>
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<tbody>
<tr>
<td>BSB123 Data Analysis</td>
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<tr>
<td>BSB124 Working in Business</td>
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<td>EFB240 Finance for International Business</td>
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<td>AMB336 International Marketing</td>
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<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>BSB110 Accounting</td>
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<tr>
<td>BSB111 Business Law and Ethics</td>
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<tr>
<td>AMB210 Importing and Exporting</td>
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<td>Area Study 1</td>
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<tr>
<th>Year 2, Semester 2</th>
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<tbody>
<tr>
<td>Area Study 2</td>
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<tr>
<td>Double Major/Extended Major/ Specialisation</td>
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<tr>
<td>Elective unit</td>
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<tr>
<th>Year 3, Semester 1</th>
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<tr>
<td>Double Major/Extended Major/ Specialisation</td>
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<td>Elective unit</td>
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<tr>
<th>Year 3, Semester 2</th>
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<tbody>
<tr>
<td>AMB369 International Business Strategy</td>
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<tr>
<td>Elective unit</td>
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<tr>
<td>Elective unit</td>
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Area Study Options
Students must complete one of the following pairs of area study units:

- 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
  OR
- 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

Part-Time Course Structure

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tbody>
<tr>
<td>BSB119 Global Business</td>
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<tr>
<td>BSB124 Working in Business</td>
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<td>BSB110 Accounting</td>
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<td>BSB115 Management</td>
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<th>Year 2, Semester 1</th>
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<tbody>
<tr>
<td>BSB113 Economics</td>
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<tr>
<td>BSB126 Marketing</td>
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</table>
Year 2, Semester 2
EFB240  Finance for International Business
AMB336  International Marketing

Year 3, Semester 1
AMB210  Importing and Exporting
Double Major/Extended Major/Specialisation unit

Year 3, Semester 2
BSB111  Business Law and Ethics
Double Major/Extended Major/Specialisation unit

Year 4, Semester 1
BSB123  Data Analysis
Double Major/Extended Major/Specialisation unit

Year 4, Semester 2
AMB369  International Business Strategy
Double Major/Extended Major/Specialisation unit

Year 5, Semester 1
Area Study 1
Double Major/Extended Major/Specialisation unit

Year 5, Semester 2
Area Study 2
Elective unit

Year 6, Semester 1
Double Major/Extended Major/Specialisation unit
Elective unit

Year 6, Semester 2
Elective unit
Elective unit

Area Study Options
Students must select one of the following pairs of area study units:

IBB208  IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit.

MGB340  International Business in the Asia-pacific
OR
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

Potential Careers:
Business Analyst, International Business Specialist.

UNIT SYNOPSISES

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.

Provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.

Prerequisites: BSB119 or CTB119   Equivalents: IBB210
Credit points: 12   Campus: Gardens Point   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

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
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: BSB110, 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 consequences of decisions 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 comprehensive 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
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

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) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  Antirequisites: EFB312, MIB202  Equivalents: IBB202  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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