Bachelor of Business (Management) (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 and Caboolture only)
International Entry: February, July and November* (*conditions apply) (International students can only study at Gardens Point)
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: Dr Kavoos Mohannak
Campus: Gardens Point and Caboolture

Full-Time Course structure

Year 1, Semester 1
BSB115 Management
BSB119 Global Business
BSB123 Data Analysis
BSB126 Marketing

Year 1, Semester 2
BSB111 Business Law and Ethics
BSB113 Economics
BSB124 Working in Business
MGB200 Leading Organisations

Year 2, Semester 1
MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation
Double Major/Extended Major/Specialisation unit
Elective unit

Year 2, Semester 2
BSB110 Accounting
MGB310 Sustainability in A Changing Environment
Double Major/Extended Major/Specialisation unit
Elective unit

Year 3, Semester 1
MGB309 Strategic Management
Double Major/Extended Major/Specialisation unit
Double Major/Extended Major/Specialisation unit
Elective unit

Year 3, Semester 2
MGB335 Project Management
Double Major/Extended Major/Specialisation unit
Double Major/Extended Major/Specialisation unit
Elective unit

Part-Time Course Structure

Year 1, Semester 1
BSB113 Economics
BSB124 Working in Business

Year 1, Semester 2
BSB115 Management
BSB123 Data Analysis

Year 2, Semester 1
BSB111 Business Law and Ethics
MGB200 Leading Organisations

Year 2, Semester 2
BSB119 Global Business
MGB210 Managing Operations

Year 3, Semester 1
BSB110 Accounting
BSB126 Marketing

Year 3, Semester 2
MGB223  Entrepreneurship and Innovation  
Double Major/Extended Major/Specialisation unit  

Year 4, Semester 1  

MGB310  Sustainability in A Changing Environment  
Double Major/Extended Major/Specialisation unit  

Elective unit  

Year 5, Semester 1  

MGB309  Strategic Management  
Double Major/Extended Major/Specialisation unit  

Year 6, Semester 1  

MGB335  Project Management  
Double Major/Extended Major/Specialisation unit  

Elective unit  

Year 6, Semester 2  

Elective unit  

Potential Careers:  
Administrator, Government Officer, Manager.  

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

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

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  
Antirequisites: MGB234
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

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

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