Bachelor of Arts/Bachelor of Business (IF30)

Year offered: 2011
Admissions: No
CRICOS code: 037539D
Course duration (full-time): 4.5 years
Course duration (part-time): 9 years
Domestic Fees (indicative): 2011: CSP $3,878 per semester (indicative)
Domestic Entry: February
International Entry: February and July
QTAC code: This course is no longer offered.
Past rank cut-off: 72
Past OP cut-off: 13
OP Guarantee: Yes
Assumed knowledge: English (4,SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 432
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: ASPRO Gayle Kerr (Advertising); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Discontinuation
Students should note that from Semester 1, 2007 this course has been renamed and recoded to IX38 Bachelor of Arts/Bachelor of Business. Therefore, there will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2007, are able to remain enrolled in it.

For course structure information on the new course, please refer to the new course.

Other Majors
See also the separate entry for the following majors in this course: Bachelor of Arts/Bachelor of Business (Accountancy, Banking and Finance, Economics, or Marketing).

Course Design
Students are required to complete 432 credit points comprised of 192 credit points from the Bachelor of Arts program and 240 credit points from the Bachelor of Business program.

Business component: Students must complete 96 credit points of Faculty Core Units with a 72 credit point Major, as well as a further 72 credit points from one of the following:
• Double Major (six units); or
• Extended Major (six units); or
• Specialisation (six units)

Professional Recognition
Business component: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. Click on the link for more information and enter “Bachelor of Business” in the Course Accreditation search field: http://www.qut.edu.au/study/courseinfo/accreditation/

Important Information for Business Students
QUT Business School rules and procedures are outlined in the QUT Business School Undergraduate Guidelines booklet. Other useful information can be found on the Student Services website.

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website.

Example of full-time Course structure

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major unit</td>
</tr>
<tr>
<td>SWB106</td>
</tr>
<tr>
<td>Applied Skills and Scholarship</td>
</tr>
<tr>
<td>Business Unit</td>
</tr>
<tr>
<td>Business Unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major unit</td>
</tr>
<tr>
<td>Discipline Major Unit or Elective unit</td>
</tr>
<tr>
<td>Business Unit</td>
</tr>
<tr>
<td>Business Unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major unit</td>
</tr>
<tr>
<td>Business Unit</td>
</tr>
</tbody>
</table>

Published on: 13 June 2012
Page 1/28
Course structure - Advertising

Year 1, Semester 1

BSB123 Data Analysis
BSB126 Marketing

Year 1, Semester 2

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 2, Semester 1

AMB318 Advertising Copywriting
BSB119 Global Business

Year 2, Semester 2

AMB319 Media Planning

Business Double Major / Extended Major / Specialisation Unit

Year 3, Semester 1

BSB115 Management

Business Double Major / Extended Major / Specialisation Unit

Year 3, Semester 2

BSB124 Working in Business

Business Double Major / Extended Major / Specialisation Unit

Year 4, Semester 1

AMB320 Advertising Management

Business Double Major / Extended Major / Specialisation Unit

Year 4, Semester 2

AMB339 Advertising Campaigns

Business Double Major / Extended Major / Specialisation Unit

Year 5, Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics
BSB113 Economics

Business Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to “Course Updates - List of re-coded and replacement Business units” to check for course structure changes.
Course Structure - Electronic Business

Note: The Electronic Business Major must be undertaken with another Business Major

Year 1, Semester 1
BSB111 Business Law and Ethics
BSB119 Global Business

Year 1, Semester 2
BSB123 Data Analysis
BSB126 Marketing

Year 2, Semester 1
BSB110 Accounting
BSB212 Electronic Business Applications

Year 2, Semester 2
BSB115 Management
ITB823 Web Sites For Electronic Commerce

Year 3, Semester 1
BSB113 Economics
BSB124 Working in Business

Year 3, Semester 2
BSB213 Governance Issues in E-Business
Business Double Major Unit

Year 4, Semester 1
ITB233 Enterprise Systems Applications
Business Double Major Unit

Year 4, Semester 2
ITB239 Enterprise Data Mining
Business Double Major Unit

Year 5, Semester 1
BSB314 E-Business Intelligence
Business Double Major Unit

Students should refer to the BS56 Course Notes entry for information on double major units

Course structure - Human Resource Management

Year 1, Semester 1
BSB115 Management
BSB123 Data Analysis

Year 1, Semester 2
BSB126 Marketing
MGB220 Business Research Methods

Year 2, Semester 1
BSB124 Working in Business
BSB119 Global Business

Year 2, Semester 2
MGB207 Human Resource Issues and Strategy
MGB211 Organisational Behaviour

Year 3, Semester 1
BSB110 Accounting
MGB222 Managing Organisations

Year 3, Semester 2
MGB314 Organisational Consulting and Change
Business Double Major / Extended Major / Specialisation Unit

Year 4, Semester 1
BSB113 Economics
Business Double Major / Extended Major / Specialisation Unit

Year 4, Semester 2
Business Double Major / Extended Major / Specialisation Unit

Year 5, Semester 1
BSB111 Business Law and Ethics
MGB309 Strategic Management

Business Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units
The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - International Business (with a language specialisation)

Students undertake one language area only and may study French, German, Indonesian or Japanese, or seek approval to undertake a different language at another tertiary institution. Mandarin is offered only as intensive 24 credit point unit in Summer school mode, followed by in-country experience.

Students undertaking a language specialisation must complete a minimum of four language units, plus IBB205 Cross-Cultural Communication and Negotiation and an International Business Unit or two additional language units. The School of Humanities and Human Services offers language units at QUT.

Year 1, Semester 1
BSB119 Global Business Language 1

Year 1, Semester 2
BSB115 Management Language 2

Year 2, Semester 1
BSB113 Economics Language 3

Year 2, Semester 2
AMB336 International Marketing Language 4

Year 3, Semester 1
BSB123 Data Analysis Language 5 OR MGB225 Intercultural Communication and Negotiation

Year 4, Semester 2
BSB126 Marketing International Business Area Study 1

Year 4, Semester 1
BSB124 Working in Business International Business Area Study 2

Year 5, Semester 1
BSB110 Accounting BSB111 Business Law and Ethics AMB210 Importing and Exporting AMB369 International Business Strategy

International Business Area Study Units:

Students must complete one of the following pairs of area study units:

IBB208 European Business Development MGB340 International Business in the Asia-Pacific OR

IBB217 Asian Business Development MGB340 International Business in the Asia-Pacific

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - International Business (without a language specialisation)

Year 1, Semester 1
BSB113 Economics BSB119 Global Business

Year 1, Semester 2
BSB115 Management BSB126 Marketing

Year 3, Semester 1
BSB123 Data Analysis Language 5 OR MGB225 Intercultural Communication and Negotiation

Skills

Year 3, Semester 2
EFB240 Finance for International Business Language 6
OR
International Business Elective Unit (IBB2xx, IBB3xx)

Year 4, Semester 1
IBB208 European Business Development MGB340 International Business in the Asia-Pacific OR

IBB217 Asian Business Development MGB340 International Business in the Asia-Pacific

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.
### Year 2, Semester 1
- **BSB123** Data Analysis
- **AMB336** International Marketing

### Year 2, Semester 2
- **BSB110** Accounting
- **EFB240** Finance for International Business

### Year 3, Semester 1
- **AMB210** Importing and Exporting
- **BSB124** Working in Business

### Year 3, Semester 2
- **International Business Area Study 1**
- **International Business Area Study 2**

### Year 4, Semester 1
- **Business Double Major / Extended Major / Specialisation Unit**
  - Business Double Major / Extended Major / Specialisation Unit

### Year 4, Semester 2
- **AMB369** International Business Strategy
  - Business Double Major / Extended Major / Specialisation Unit

### Year 5, Semester 1
- **BSB111** Business Law and Ethics
  - Business Double Major / Extended Major / Specialisation Unit
  - Business Double Major / Extended Major / Specialisation Unit
  - Business Double Major / Extended Major / Specialisation Unit

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**International Business Area Study Units:**

Students must complete one of the following pairs of area study units:

- **IBB208** European Business Development
- **MGB340** International Business in the Asia-Pacific
  - OR
  - **IBB217** Asian Business Development
  - **MGB340** International Business in the Asia-Pacific

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units.

Note: Please refer to “Course Updates - List of re-coded and replacement Business units” to check for course structure changes.

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### Course structure - Management

#### Year 1, Semester 1
- **BSB115** Management
- **BSB122** Quantitative Analysis and Finance

#### Year 1, Semester 2
- **BSB126** Marketing
- **MGB220** Business Research Methods

#### Year 2, Semester 1
- **BSB114** Government, Business and Society
- **BSB119** Global Business

#### Year 2, Semester 2
- **MGB211** Organisational Behaviour
- **MGB222** Managing Organisations

#### Year 3, Semester 1
- **BSB110** Accounting
- **MGB210** Managing Operations

#### Year 3, Semester 2
- **Business Double Major / Extended Major / Specialisation Unit**
  - Business Double Major / Extended Major / Specialisation Unit

#### Year 4, Semester 1
- **BSB113** Economics
- **MGB334** Managing in a Changing Environment

#### Year 4, Semester 2
- **MGB309** Strategic Management
- **Business Double Major / Extended Major / Specialisation Unit**

#### Year 5, Semester 1
- **BSB111** Business Law and Ethics
- **Business Double Major / Extended Major / Specialisation Unit**
- **Business Double Major / Extended Major / Specialisation Unit**
- **Business Double Major / Extended Major / Specialisation Unit**
Important Note:

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units. Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Course structure - Public Relations

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB122 Quantitative Analysis and Finance</td>
<td></td>
</tr>
<tr>
<td>BSB126 Marketing</td>
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</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB263 Introduction To Public Relations</td>
<td></td>
</tr>
<tr>
<td>BSB119 Global Business</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB201 Marketing and Audience Research</td>
<td></td>
</tr>
<tr>
<td>AMB261 Media Relations and Publicity</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB262 Public Relations Writing</td>
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<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
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</thead>
<tbody>
<tr>
<td>BSB115 Management</td>
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<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
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</thead>
<tbody>
<tr>
<td>BSB110 Accounting</td>
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<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
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</thead>
<tbody>
<tr>
<td>AMB373 Corporate Communication</td>
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<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
<td></td>
</tr>
</tbody>
</table>

Year 4, Semester 2

AMB361 Public Relations Campaigns
Business Double Major / Extended Major / Specialisation Unit

Year 5, Semester 1

BSB111 Business Law and Ethics
BSB113 Economics
BSB124 Working in Business
Business Double Major / Extended Major / Specialisation Unit

Important Note:

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units. Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Major in the Bachelor of Arts - International and Global Studies

International and Global Studies

Seven (7) units are required for an International and Global Studies (IGS) Major. These can include units completed in the IGS Major up to 2009 as well as any completed from the following list.

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>CLB049</td>
<td>The Global Teacher</td>
</tr>
<tr>
<td>CLB104</td>
<td>Colonialism and Independence in Asia-Pacific</td>
</tr>
<tr>
<td>CLB105</td>
<td>Australia and the South Pacific</td>
</tr>
<tr>
<td>CLB106</td>
<td>Modern China</td>
</tr>
<tr>
<td>CLB108</td>
<td>Nations and Nationalism in Modern Europe</td>
</tr>
<tr>
<td>CLB109</td>
<td>World Regions</td>
</tr>
<tr>
<td>CLB112</td>
<td>South East Asia in Focus</td>
</tr>
<tr>
<td>MDB454</td>
<td>Science, Technology and Society</td>
</tr>
<tr>
<td>SCB110</td>
<td>Science Concepts and Global Systems</td>
</tr>
</tbody>
</table>

Published on: 13 June 2012
Page 6/28
Students may select one language unit as an elective in the International & Global Studies Major. Students may also undertake a Combined Major in Languages/International and Global Studies, comprising: 3 IGS elective units plus 4 units in one chosen language. (Indonesian, Japanese, French, Mandarin, German).

Major in the Bachelor of Arts - Society and Change

### Society and Change

Seven (7) units are required for an Society and Change (SCH) Major. These can include units completed in the SCH Major up to 2009 as well as any completed from the following list.

- CLB107 The Classical World
- CLB110 Environment and Society
- CLB111 Environmental Hazards
- JSB171 Justice and Society
- KMB003 Sex Drugs Rock 'N' Roll
- MDB454 Science, Technology and Society
- PUB209 Health, Culture and Society
- PYB067 Human Sexuality
- SCB110 Science Concepts and Global Systems
- SWB102 The Human Condition
- SWB104 Interpersonal Communication
- SWB212 Community Work
- SWB214 Team Practice and Group Processes
- SWB222 Advanced Communication for Human Services and Social Work
- SWB223 People, Society and Social Work
- SWB302 Social Policy Processes

Major in the Bachelor of Arts - Ethics and Human Rights

### Ethics and Human Rights

Seven (7) units are required for an Ethics and Human Rights Major. These can include units completed in the Ethics and Human Rights Major up to 2009 as well as any completed from the following list.

- JSB171 Justice and Society
- JSB175 Social Ethics and the Justice System
- LWS101 Ethics Law and Health Care
- NSB113 Diversity and Health: Introduction to Indigenous and Multicultural Perspectives
- PUB486 Ethics and the Law in Health Service Delivery
- SWB105 Introduction to Human Rights and Ethics
- SWB219 Ethical and Legal Dimensions of Human Services and Social Work

Major in the Bachelor of Arts - Community Studies

### Community Studies

Seven (7) units are required for a Community Studies Major. These can include units completed in the Community Studies Major up to 2009 as well as any completed from the following list.

- EDB040 Indigenous Knowledge: Research Ethics and Protocols
- EDB041 Indigenous Australia: Country, Kin and Culture
- SWB100 Introduction to Human Services and Social Work
- SWB102 The Human Condition
- SWB103 Contemporary Social and Community Issues
- SWB104 Interpersonal Communication
- SWB204 Child and Family Services: Introduction
- SWB206 Disability Services: Introduction
- SWB207 Services to Young People: Introduction
- SWB212 Community Work
- SWB214 Team Practice and Group Processes
- SWB216 The Human Dimensions of Space
- SWB219 Ethical and Legal Dimensions of Human Services and Social Work
- SWB220 Practice Theories
- SWB221 Social Work Processes and Methods
- SWB222 Advanced Communication for Human Services and Social Work
- SWB302 Social Policy Processes
- SWB304 Child and Family Services: Advanced
- SWB305 Community and Youth Corrections
- SWB306 Disability Services: Advanced
- SWB307 Services to Young People: Advanced
- SWB308 Child Protection Intervention Skills

Major in the Bachelor of Arts - Australian Studies

### Australian Studies

Seven (7) units are required for an Australian Studies Major. These can include units completed in the Australian Studies Major up to 2009 as well as any completed from the following list.

- CLB101 Australian Society and Culture
- CLB102 Australian Historical Studies
CLB105 Australia and the South Pacific
CLB113 Australian Geographical Studies
EDB038 Indigenous Australian Culture Studies
EDB039 Indigenous Politics and Political Culture
EDB041 Indigenous Australia: Country, Kin and Culture

Discipline Major - Geography and Environmental Studies

Geography and Environmental Studies

Six (6) units are required for a Geography and Environmental Studies Discipline Major. These can include units completed in the Geography and Environmental Studies Discipline Major up to 2009 as well as any completed from the following list.

CLB109 World Regions
CLB110 Environment and Society
CLB111 Environmental Hazards
CLB112 South East Asia in Focus
CLB113 Australian Geographical Studies
CLB114 Geography in the Field
SCB110 Science Concepts and Global Systems
UBD164 Population and Urban Studies
UBD281 Geographic Information Systems
UBD282 Remote Sensing

Discipline Major - History

History

Six (6) units are required for a History Discipline Major. These can include units completed in the History Discipline Major up to 2009 as well as any completed from the following list.

CLB101 Australian Society and Culture
CLB102 Australian Historical Studies
CLB103 Interpreting the Past
CLB104 Colonialism and Independence in Asia-Pacific
CLB105 Australia and the South Pacific
CLB106 Modern China
CLB107 The Classical World
CLB108 Nations and Nationalism in Modern Europe

Discipline Major - Languages

LANGUAGES

All Language units, apart from Mandarin and the Overseas Units, are now taught at the University of Queensland. QUT students study at UQ through cross institutional enrolment. Any queries on the Language units should be directed to the Faculty of Business

Mandarin

Six sequenced units are required for a Mandarin Discipline Major. These can include units completed in the Mandarin Discipline Major up to 2009 as well as those from the following list:

AMB030 Mandarin for Chinese
AMB031 Mandarin 1
AMB032 Mandarin 2
AMB033 Mandarin 3
AMB034 Mandarin 4
AMB035 Mandarin 5
AMB036 Mandarin 6
AMB037 Mandarin 7
AMB038 Mandarin 8

Overseas Units - All Languages

AMB041 International Intensive Program
AMB042 International Summer School or Equivalent
AMB043 In-Country Study - A
AMB044 In-Country Study - B

French

The following units are taught at UQ. Six sequenced units are required for a French Discipline Major. These can include units completed in the French Discipline Major up to 2009 as well as those from the following list:

FREN101 0 French 1/Introductory French A
FREN102 0 French 2/Introductory French B
FREN201 0 French 3/Intermediate French A
OR
FREN311 2 French Language A
FREN202 0 French 4/Intermediate French B
OR
FREN311 3 French Language B
FREN311 4 French 5/French Language C
FREN311 French 6/French Language D 5
FREN311 French 7/Advanced French Language ** 6
OR
FREN333 French for Business 0
OR
FREN336 Le cinema en Francais 0
OR
FREN312 French 8/Advanced Oral French 0
OR
FREN321 Litterature et modernite 0
OR
FREN331 Introduction to French > English Translation 0
OR
FREN335 Litterature Contemporaine 0

German

The following units are taught at UQ. Six sequenced units are required for a German Discipline Major. These can include units completed in the German Discipline Major up to 2009 as well as those from the following list:

GRMN101 German 1/Introductory German Language 1 0
GRMN102 German 2/Introductory German Language 2 0
GRMN201 German 3/Continuing German Language 1 0
GRMN202 German 4/Continuing German Language 2 0
GRMN301 German 5/Advanced German Language 1 0
GRMN302 German 6/Advanced German Language 2 0
GRMN311 German 7/Advanced German Language 3 0
GRMN312 German 8/Advanced German Language 4 0

Japanese

The following units are taught at UQ. Six sequenced units are required for a Japanese Discipline Major. These can include units completed in the Japanese Discipline Major up to 2009 as well as those from the following list:

JAPN1011 Japanese 1/Introductory Japanese 1
JAPN2011 Japanese 2/Introductory Japanese 2
JAPN2101 Japanese 3/Intermediate Japanese 1
JAPN3001 Japanese 4/Intermediate Japanese 2
JAPN3101 Japanese 5/Continuing Japanese 3
JAPN3102 Japanese 6/Continuing Japanese 4
JAPN3200 Japanese 7/Multimedia Japanese
OR
JAPN3240 Modern Literary Texts
OR
JAPN3210 Polite Japanese Written & Spoken Styles
JAPN3500 Japanese 8/Language and Society in Japan

Indonesian

The following units are taught at UQ. Six sequenced units are required for a Indonesian Discipline Major. These can include units completed in the Indonesian Discipline Major up to 2009 as well as those from the following list:

IND1000 Indonesian 1/Introductory Indonesian A
INDN1001 Indonesian 2/Introductory Indonesian B
INDN2000 Indonesian 3/Intermediate Indonesian A
INDN2001 Indonesian 4/Intermediate Indonesian B
INDN3000 Indonesian 5/Advanced Indonesian A
INDN3001 Indonesian 6/Advanced Indonesian B
INDN3003 Indonesian 7/Indonesian Through the Media
INDN3005 Indonesian 8/Indonesian Translation B

 Discipline Major - Social Science

SOCIAL SCIENCE

The Social Science Discipline Major comprises Sociology and Political Studies units. Six (6) units are required for a Social Science Discipline Major. These can include units completed in the Social Science Discipline Major up to 2009 as well as any completed from the following list.

Sociology

CLB403 Gender And Sexuality Issues For Teachers
JSB272 Theories of Crime
JSB372 Youth Justice
JSB378 Drugs and Crime
JSB971 Gender Crime and the Criminal Justice System
KMB003 Sex Drugs Rock ‘N’ Roll
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDB454</td>
<td>Science, Technology and Society</td>
</tr>
<tr>
<td>PYB067</td>
<td>Human Sexuality</td>
</tr>
<tr>
<td>PUB209</td>
<td>Health, Culture and Society</td>
</tr>
<tr>
<td>SWB216</td>
<td>The Human Dimensions of Space</td>
</tr>
</tbody>
</table>

**Political Studies**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDB039</td>
<td>Indigenous Politics and Political Culture</td>
</tr>
<tr>
<td>JSB271</td>
<td>Policy Governance and Justice</td>
</tr>
<tr>
<td>KCB302</td>
<td>Political Communication</td>
</tr>
<tr>
<td>SWB218</td>
<td>Social Change, Politics, Policy and Activism</td>
</tr>
<tr>
<td>SWB302</td>
<td>Social Policy Processes</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Business units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Core units</td>
</tr>
<tr>
<td>BSB114 is replaced by BSB124 Working in Business</td>
</tr>
<tr>
<td>BSB115 now retitled BSB115 Management</td>
</tr>
<tr>
<td>BSB119 now retitled BSB119 Global Business</td>
</tr>
<tr>
<td>BSB122 is replaced by BSB123 Data Analysis</td>
</tr>
</tbody>
</table>

| 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 now retitled EFB223 Economics 2         |

| Economics Core units                           |
| EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance |
| EFB102 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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BSB212</td>
<td>is replaced by AYB114 Business Technologies</td>
</tr>
<tr>
<td>BSB213</td>
<td>is replaced by AYB115 Governance Issues and Fraud</td>
</tr>
<tr>
<td>BSB314</td>
<td>is replaced by Forensic and Business Intelligence</td>
</tr>
<tr>
<td>ITB233</td>
<td>is now INB312 Enterprise Systems Application</td>
</tr>
<tr>
<td>ITB823</td>
<td>is now INB380 Web Sites for E-Commerce</td>
</tr>
<tr>
<td>ITB239</td>
<td>is now INB342 Enterprise Data Mining</td>
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**Human Resource Management Core units**

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MGB220</td>
<td>now retitled MGB220 Business Research Methods</td>
</tr>
<tr>
<td>MGB221</td>
<td>is now MGB339 Performance and Reward</td>
</tr>
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</table>

**International Business Core units**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>IBB202</td>
<td>is replaced by EFB240 Finance for International Business</td>
</tr>
<tr>
<td>IBB208</td>
<td>IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: <a href="mailto:ampradmin@qut.edu.au">ampradmin@qut.edu.au</a>)</td>
</tr>
<tr>
<td>IBB210</td>
<td>is now replaced by AMB210 Importing and Exporting</td>
</tr>
<tr>
<td>IBB213</td>
<td>is now AMB336 International Marketing</td>
</tr>
<tr>
<td>IBB217</td>
<td>IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: <a href="mailto:ampradmin@qut.edu.au">ampradmin@qut.edu.au</a>)</td>
</tr>
<tr>
<td>IBB300</td>
<td>is now AMB369 International Business Strategy</td>
</tr>
<tr>
<td>IBB308</td>
<td>is replaced by MGB340 International Business in the Asia-Pacific</td>
</tr>
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**Management Core units**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MGB310</td>
<td>Sustainability in a Changing Environment was formerly known as MGB212 and MGB334</td>
</tr>
</tbody>
</table>

**Marketing Core units**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>AMB241</td>
<td>is now AMB335 E-Marketing Strategies</td>
</tr>
<tr>
<td>AMB341</td>
<td>is now AMB359 Strategic Marketing</td>
</tr>
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**Public Relations Core units**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AMB260</td>
<td>is replaced by AMB263 Introduction to Public Relations</td>
</tr>
<tr>
<td>AMB360</td>
<td>is replaced by AMB373 Corporate Communication</td>
</tr>
<tr>
<td>AMB361</td>
<td>is replaced by AMB379 Public Relations Campaigns</td>
</tr>
</tbody>
</table>

**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 now retitled AMB230 Digital Promotions
AMB330 now retitled 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 (MNX)
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 Import 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
IBB303 is now AMB303 International Logistics

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-
## UNIT SYNOPSES

### AMB030 MANDARIN FOR CHINESE

In this unit students will receive instructions in listening and speaking Putonghua, reading and writing Pinyin Romanisation and reading and writing simplified characters. They learn differences in structure and nuance between their native dialect and Putonghua.

**Antirequisites:** HBB050 and HUB450  
**Equivalents:** HBB030  
**Credit points:** 12  
**Campus:** Gardens Point

### AMB031 MANDARIN 1

This unit introduces students who have little or no prior knowledge of Chinese Mandarin to the four macro skills of listening, speaking, reading and writing through an integrated communicative approach to teaching. Content will include: the Mandarin sound and tonal systems; the Pinyin Romanisation system; introduction to Chinese character writing, greetings and introductions; family, identification of nationalities, places and objects, locations and directions.

**Antirequisites:** HBB051 and HUB453  
**Equivalents:** HBB031  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### AMB032 MANDARIN 2

This subject continues to develop the four macro skills of listening, speaking, reading and writing through an integrated communicative approach. While there is further consolidation of the knowledge of the Pinyin Romanisation system, greater attention is devoted to the reading and writing of characters. With acquisition of language, students receive further exposure to aspects and characteristics of Chinese culture.

**Prerequisites:** AMB031 or HBB031 or HUB453 or HBB051  
**Antirequisites:** HBB052, HUB454  
**Equivalents:** HBB032  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

### AMB033 MANDARIN 3

This unit is designed to meet student needs to further develop their basic knowledge and skills for understanding, speaking, reading and writing Mandarin Chinese in a wide range of everyday situations. Eligible students are those who have: successfully completed introductory Mandarin units HBB031/AMB031 and HBB032/AMB032 at QUT; or successfully completed equivalent Mandarin study elsewhere. Graduates from high schools who have completed Year 12 Mandarin should also enrol in this unit. (Students who have undergone primary and secondary education in China and Taiwan are not eligible for this unit. Students who cannot speak Mandarin Chinese but can read...
and write Chinese script are not eligible either. They should enrol in AMB030 Mandarin for Chinese.)

**Prerequisites:** AMB032 or HHB032  
**Equivalents:** HHB033  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**AMB034 MANDARIN 4**  
This unit follows on from AMB033. Students further develop their knowledge and skills needed to understand, speak, read and write Mandarin Chinese in a wide range of everyday situations and to give presentations on given topics. Resources include textbook, workbook, CDs, DVDs and online multimedia materials. Students learn about 400 Chinese characters and have further exposure to various aspects of Chinese society and culture.  

**Prerequisites:** AMB033 or HHB033  
**Equivalents:** HHB034  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**AMB035 MANDARIN 5**  
This unit develops students' communication skills in using Mandarin Chinese at the intermediate level. It provides students with opportunities to further practise and consolidate what they have learned in the previous units, and at the same time it expands students' knowledge and skills by engaging them in learning new contents and in participating in various types of communicative tasks. Students are exposed to a wide range of topics of interest to them about Chinese society and culture. Resources include textbook, workbook, CDs, DVDs and online multimedia programs.  

**Prerequisites:** AMB034 or HHB034  
**Credit points:** 12

**AMB036 MANDARIN 6**  
This unit continues on from the first semester. It provides Mandarin language instruction and interaction at the intermediate level. It allows students to discuss various aspects of Chinese society and culture in relation to the society and culture they come from and familiar with. Resources include textbook, workbook, CDs, DVDs and online multimedia programs.  

**Prerequisites:** AMB035  
**Credit points:** 12

**AMB037 MANDARIN 7**  
This unit primarily builds on the language skills students have acquired at the intermediate level. It provides further language instruction and interaction for those students who want to develop their communication skills even further in Mandarin Chinese to an advanced level. Apart from set materials, students are also encouraged to make full use of online recourses and current computer technology to research on topics of their interest about Chinese language, society and culture. In accordance with student makeup, business Chinese may be included.  

**Prerequisites:** AMB036  
**Credit points:** 12

**AMB038 MANDARIN 8**  
This unit follows on from the first semester. It provides further language instruction and interaction for those students who want to proceed to an advanced proficiency level in Mandarin Chinese. Apart from set materials, students are also encouraged to make full use of online recourses and current computer technology to research on topics of their interest about Chinese language, culture and society. In accordance with student makeup, business Chinese may be included.  

**Prerequisites:** AMB037  
**Credit points:** 12

**AMB041 INTERNATIONAL INTENSIVE PROGRAM**  
**Equivalents:** HHB056  
**Credit points:** 12  
**Campus:** Gardens Point

**AMB042 INTERNATIONAL SUMMER SCHOOL OR EQUIVALENT**  
**Equivalents:** HHB057  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SUM

**AMB043 IN-COUNTRY STUDY - A**  
This unit involves an approved course of study at a designated foreign institution for one semester.  

**Equivalents:** HHB058  
**Other requisites:** Subject to Unit Coordinator approval. Students are required to have completed (AMB031 or HHB031) and (AMB032 or HHB032), GPA of 4.5 or above and completion of 96 credit points of approved study.  
**Credit points:** 48  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**AMB044 IN-COUNTRY STUDY - B**  
This unit involves an approved course of study at a designated foreign institution for one semester.  

**Prerequisites:** AMB043  
**Equivalents:** HHB059  
**Credit points:** 48  
**Campus:** Gardens Point

**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 or CTB126 or BSB116 or BSB117  
**Antirequisites:** MIB204  
**Equivalents:** AMX200, CTB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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:** AMX201, CTB201

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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**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.

The unit 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:** AMX210, IBB210

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**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

**Equivalents:** AMX220

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**AMB261 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

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**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

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2009 SEM-1

**Incompatible with:** COB329

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**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, AMX263

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**AMB318 ADVERTISING COPYWRITING**

There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students’ thinking and writing
skills are refined in weekly workshops and culminate in a group project.

**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221, AMX318  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB319 MEDIA PLANNING

This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.

**Prerequisites:** AMB220  
**Equivalents:** AMB222, AMX319  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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)  
**Equivalents:** AMX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB336 INTERNATIONAL MARKETING

The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.

**Prerequisites:** AMB240, CTB240, AMB210, or IBB210  
**Equivalents:** AMX336, IBB213  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### AMB339 ADVERTISING CAMPAIGNS

This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

**Prerequisites:** AMB320 and AMB330  
**Equivalents:** AMB321, AMX339  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB361 PUBLIC RELATIONS CAMPAIGNS

This unit focuses on the public relations campaign planning process from problem identification and research through to strategy development, campaign development and evaluation. It is designed to meet the students’ interests in understanding how various campaign elements come together and to test their ability to integrate their prior learning in the introductory theory and practice units. To service the practice elements of public relations implementation, the unit incorporates a number of client service aspects. Students are expected to research, develop and present their plans. This unit incorporates real world clients to enhance the students’ portfolios.

**Prerequisite(s):** AMB201 or MGB220 or CTB201, AMB261 and AMB262  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** COB323, AMB381

### 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:** AMX369, IBB300  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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
and government framework including the judicial and administrative processes, especially as they affect business. Students develop a comparative appreciation of the principles, institutional arrangements and practices of contemporary government in a global context. This includes consideration of law-making and policy processes and the impact of the changing national and international environment.

Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Incompatible with: HUB694, HUB682, SSB028, BSD114, CTB114

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  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1

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, BSB119  
Equivalents: BSX119, CTB119  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB122 QUANTITATIVE ANALYSIS AND FINANCE

To maintain the competitiveness of, and add value to, an organisation, today’s managers have to make critical business and financial decisions. This unit is a preliminary...
study of the techniques for analysing business information, and will provide students with a framework for understanding the fundamentals of business and financial decision making. Topics include the following: the basic techniques of organising and analysing data; the application of probability and probability distributions; understanding a firm's investing, financing and dividend decisions; and the three main ideas underpinning financial decisions (time value of money, diversification and arbitrage).

Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Incompatible with: BSB117, CTB122

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  
Equivalents: BSX123

Credit points: 12  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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 of where business has come from and where it is headed, and the role of the firm in 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,BSD126  
Equivalents: BSX126, CTB126  
Credit points: 12  
Contact hours: 4 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB212 ELECTRONIC BUSINESS APPLICATIONS
This unit looks at the ways in which organisations adopt and use various electronic business applications in areas of e-commerce, business-to-consumer, business-to-business and intra-business relations. Business models and their impact in various industries are analysed, enabling students to assess the underlying business case, and determine the model's viability in a competitive environment. The issues associated with front-end and back-end e-business applications are considered.

Prerequisite(s): BSB112 or CTB112 or BSB119 or CTB119 or equivalent  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: AYB333, CTB212

BSB213 GOVERNANCE ISSUES IN E-BUSINESS
This unit introduces students to a wide range of information technology governance issues which confront business professionals during the implementation and operation of e-business strategies. It aims to provide e-business and IT professionals with an understanding of current IT governance frameworks and to ensure they are familiar with risk management, fraud detection and prevention, audit and legal issues that are relevant to an organisation's e-business operations.

Prerequisite(s): Business students: BSB111 or CTB111 and BSB119 or CTB119. Other students: 96 credit points of approved study  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: AYB332, CTB213

BSB314 E-BUSINESS INTELLIGENCE
This unit looks at corporate strategic decisions and the information technology decision support systems and e-business intelligence needed to support management in this process. Group and enterprise IT decisions systems, data warehousing and corporate portals will be examined together with e-business intelligence applications. SAS software skills for decision support and data mining and visualisation will be covered. An introduction to advanced intelligent systems, artificial intelligence and knowledge based support systems will also form part of the unit.

Prerequisite(s): 96 credit points of prescribed study in a degree program  
Contact hours: 3 per week  
Campus: Gardens Point

CLB049 THE GLOBAL TEACHER
This unit enhances the skills of educators to design curriculum and pedagogy in ways that address global
citizenship and educational and human rights.

**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**CLB101 AUSTRALIAN SOCIETY AND CULTURE**
This unit is designed to provide overseas and Australian students with an understanding of Australian culture and values. It offers insights and understandings about issues that divide Australians as well as events and circumstances that unite the nation.

**Equivalents:** HHB106, HHB108  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**CLB102 AUSTRALIAN HISTORICAL STUDIES**
There are now competing ideologies and contexts shaping, dominating and influencing the way we think historically about Australia. This unit presents a past in Australia that is constructed, invented, contested and open to interpretation.

**Equivalents:** HHB109, HHB252  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**CLB103 INTERPRETING THE PAST**
For the purposes of this unit, ‘history’ will be taken to mean a set of practices developed by professional historians to produce knowledge about the past. The study of these practices promotes understandings of how historians set about their work, the rules that govern their methods, the reliability of historical knowledge and the value of history socially and culturally.

**Equivalents:** HHB121  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**CLB104 COLONIALISM AND INDEPENDENCE IN ASIA-PACIFIC**
This unit provides a general introduction to the history, geography and cultures of the Asia-Pacific region. It traces the rise and decline of colonial empires, the growth of nationalism in East Asia, Southeast Asia and the Pacific and the dynamic policies of the Asia-Pacific and their search for identity, independence, growth and stability.

**Equivalents:** HHB122  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**CLB105 AUSTRALIA AND THE SOUTH PACIFIC**
This unit is based on a critical study of the evolving relationship between Australia and the Pacific Islands. The key issue in this unit is: does Australia have a Pacific history?

**Equivalents:** HHB242, HHB243  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**CLB106 MODERN CHINA**
The unit provides students with the knowledge of how China, formerly a Dynastic Empire, was disempowered by Western Imperialism, only to obtain independence through the governmental embrace of Communism. The role of powerful individuals in determining China’s destiny, and an understanding of how the country’s fortunes changed over time are additional features of the content.

**Equivalents:** HHB246  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**CLB107 THE CLASSICAL WORLD**
The aim of this unit is to endeavour to explain/understand particular societies and their transition in the Classical World, by focusing attention on selected periods, aspects and individuals pertaining to ancient Greece and Rome.

**Equivalents:** HHB257  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**CLB108 NATIONS AND NATIONALISM IN MODERN EUROPE**
This unit will develop an understanding of matters pertinent to the evolution of nationalism in Europe in the modern era. This will include the influence of social movements and cultural and economic issues.

**Equivalents:** HHB260  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**CLB109 WORLD REGIONS**
This unit offers an introductory geographical overview of global regions. This is an excellent basis from which to develop an understanding of complex interrelationships between regions and nations. The integrated knowledge gained is of current and practical value to professionals in many fields requiring a knowledge of international affairs including teachers, planners, journalists, business managers and travellers and people in general.

**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**CLB110 ENVIRONMENT AND SOCIETY**
People and nature interact to create distinctive and dynamic places and landscapes. Applied geography, with its integrating perspective and skills-base, helps us to understand this. The discipline hence addresses some of our most pressing social and environmental problems. Geography objectively views human activities, natural systems and their inter-relationships in terms of consequent spatial patterns and impacts on landscapes, regions and places.
EDB038 INDIGENOUS AUSTRALIAN CULTURE STUDIES
This unit encourages an appreciation of the two distinct indigenous cultures of Australia and how external forces to Aboriginal and Torres Strait Islander cultures caused social, economic and political changes. It looks at traditional family life and organisation.
Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

EDB039 INDIGENOUS POLITICS AND POLITICAL CULTURE
This unit examines issues and influences underlying the world of indigenous politics: political representation; land rights; health; education; community development; criminal justice; culture and heritage. This unit has an Australian focus with New Zealand and North American comparisons.
Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

EDB040 INDIGENOUS KNOWLEDGE: RESEARCH ETHICS AND PROTOCOLS
This unit provides students with a critical examination of the major ethical and moral issues arising from the designing and conducting of research 'on/in' Australian Indigenous people/communities or issues. The unit examines the calls by Indigenous researchers for the decolonising of research methods - a process which critically examines the historical and philosophical bases of Western research and the frustrations of Indigenous researchers with various Western paradigms, academic traditions and methodologies.
Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

EDB041 INDIGENOUS AUSTRALIA: COUNTRY, KIN AND CULTURE
This unit aims to expand understanding of issues of importance to Indigenous people and to relate those issues to the practices in human service agencies. The Oodgeroo staff and leaders from the Indigenous community will work with staff from Social Work and Human Services in presenting this unit.

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:** EFX240, IBB202  **Credit points:** 12  **Campus:** Gardens Point

**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### IBB208 EUROPEAN BUSINESS DEVELOPMENT

This unit focuses on the major factors involved in the development of European business practices, organisational structures and government/business relations. Topics covered will include: demographic change; agriculture; trade and colonisation; transport and communications; financial institutions and capital accumulation; intellectual and religious movements; economic theories; the role of government; war and revolution; industrialisation; big business; the Great Depression; social change. Various countries will be used as case studies to illustrate the topics.

**Prerequisite(s):** BSB119 or CTB119 or BSB116  **Contact hours:** 3 per week  **Campus:** Gardens Point

**Incompatible with:** MIB208

### IBB217 ASIAN BUSINESS DEVELOPMENT

This unit gives students an understanding of the historical foundations of the development of business in East and South East Asia. Material presented includes the traditional economic and social institutions in Asia and their changing impact on business since East Asia's integration into the international economy. Topics studied will include: the evolution of local firms and firm structures; the impact of western business and economic influences; local ideology and development policies; the rapid growth of Northeast Asia, the Asian NICs and ASEAN. The changing impact of the international economy upon business development within selected East Asian economies is a unifying theme of this unit.

**Prerequisite(s):** BSB119 or CTB119 or BSB116  **Contact hours:** 3 per week  **Campus:** Gardens Point

**Incompatible with:** MIB200

### ITB233 ENTERPRISE SYSTEMS APPLICATIONS

The aim of this unit is to introduce you to one of the more complex and comprehensive applications available to organisations (Enterprise Systems). This unit introduces the student to the business perspective of each module (FI, CO, PP, MM, SD and HR) 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 students to experience both the business analyst view and the user's view of the system across a number of business processes which includes elements of the configuration activities.

**Prerequisite(s):** ITB002/ITB116, Business: BSB119  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-1

### ITB239 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.

**Prerequisite(s):** ITB004, Business: BSB212  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-2

### ITB823 WEB SITES FOR ELECTRONIC COMMERCE

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.

**Prerequisite(s):** BSB212  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-2

### JSB171 JUSTICE AND SOCIETY

The Justice degree is about producing competent justice professionals. In order to achieve this purpose, this degree combines knowledge of the criminal justice system with an understanding and appreciation of the complexities of social justice. The purpose of this unit is to introduce students to the structural parameters of social justice.

**Equivalents:** JSB131, JSB011, JSB101  **Credit points:** 12  **Contact hours:** 3  **Campus:** Gardens Point and External  **Teaching period:** 2011 SEM-1

### JSB175 SOCIAL ETHICS AND THE JUSTICE SYSTEM

It is essential for those employed within the justice system to be able to competently and confidently work at the borders between ethics and the law. Ethical ability will enable practitioners to critically assess the moral status of current laws, to interpret acceptable standards of behaviour in situations not covered by the laws, and to develop shared.
understandings of moral responsibility in justice organizations and the wider community.
Equivalent: JSB134 Credit points: 12 Contact hours: 3 Campus: Kelvin Grove Teaching period: 2011 SEM-1 and 2011 SEM-2

JSB271 POLICY GOVERNANCE AND JUSTICE
This unit will enable you to become familiar with policy-making practices and wider issues of governance. The unit aims to introduce the theory and practice of public policy with an emphasis on policy issues relevant to criminal and social justice. It analyses processes in policy development such as policy formation, writing, implementation and evaluation. You will gain tools for participating in policy development processes in both the public and community sectors.
Equivalent: JSB251, JSB081 Credit points: 12 Contact hours: 3 Campus: Gardens Point and External Teaching period: 2011 SEM-2

JSB272 THEORIES OF CRIME
The main aim of this unit is to introduce the student to the study of theoretical criminology. This unit will address the social context of crime but is not exclusively sociological. The study of criminology is essentially multi-disciplinary and this is reflected in the diversity of theoretical approaches. Theory is typically offered as distinct from methods of research, however, together they provide the foundation for policy and practice. The unit provides an analytical framework in order to critically assess the epistemological claims and justifications found in criminological theory. Criminological theories are viewed embedded governmental practices aimed at ensuring the regulation and control of particular 'problem populations'.
Antirequisites: JSN113 Equivalent: JSB231, JSB018 Credit points: 12 Contact hours: 3 Campus: Gardens Point and External Teaching period: 2011 SEM-1

JSB372 YOUTH JUSTICE
This unit is concerned with the way in which a 'youth crime problem' is constructed and the implications of this for particular cohorts of young people in contemporary Australia. It is also concerned with the administration and management of youth crime through formal systems designed to prevent and reduce unlawful acts. Particular attention is drawn to the historical development of youth justice in Australia and to the changing nature of youth crime control across jurisdictions. Contemporary articulations of youth crime control are examined in relation to Queensland's system of youth justice, particularly as this relates to young indigenous people, young women and those from various social classes and ethnic groups. Theoretically, the unit takes as its starting point a genealogical analysis that focuses on questions of knowledge, power, regulation and discipline. These are discussed in relation to the contemporary government of young people in Australia and other 'western' countries.
Equivalent: JSB232, JSB041 Credit points: 12 Contact hours: 3 Campus: Gardens Point and External Teaching period: 2011 SEM-2

JSB378 DRUGS AND CRIME
Drugs, both legal and illegal, present many challenges to individuals, their families and communities as well as the criminal justice and health systems in Australia. This course examines issues and inter-relationships between drugs and crime. The course includes a detailed examination of drug use in Australia, including trends, patterns of usage and explanations for illicit drug use. A concentrated examination of the relationships between drugs and crime is a key focus as well as the current state of policy responses to drug control and prevention in Australia and internationally.
Credit points: 12 Campus: Gardens Point and External Teaching period: 2011 SEM-1

JSB971 GENDER CRIME AND THE CRIMINAL JUSTICE SYSTEM
This unit examines the experiences and treatment of men and women as criminals, victims and workers within the criminal justice system by asking whether and how: a) offending patterns vary according to gender, b) experiences of victimisation differ for men and women, c) the treatment and experiences of male and female offenders, victims and workers within the criminal justice system differ. Theories about crime, victimisation and criminal justice practice in relation to gender are also explored as are intersections between gender and Indigenous status. Recent developments in criminal justice policy and practice that could potentially effect future change with regard to gender inequalities are critically examined.
Credit points: 12 Contact hours: 3 Campus: Gardens Point and External

KCB302 POLITICAL COMMUNICATION
This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.
Equivalent: KCB311 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KMB003 SEX DRUGS ROCK 'N' ROLL
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.

**Equivalents:** KMB640  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2011 SEM-1

**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, MGX210  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB211 ORGANISATIONAL BEHAVIOUR**
The unit examines theory and research related to individual and collective human behaviour in organisations. A multi-level approach that focuses on individuals, groups, the organisation as an entity, and the relationship among these elements is adopted. In addition, the unit addresses major themes in the field and provide students with an opportunity to use the body of knowledge to diagnose, interpret and understand issues within these themes. This unit helps students to understand the role that people, as individuals and in groups, play in organisations and to apply this knowledge in creating more effective and efficient work places.

**Prerequisite(s):** MGB220 or AMB201 or CTB201  **Corequisite(s):** MGB220 or AMB201 or CTB201  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Incompatible with:** CTB211

**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  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1

**MGB222 MANAGING ORGANISATIONS**
This unit develops an understanding of the organisation in both its internal and external environment and the demands of managing the organisation's resources and performance. It raises contemporary issues in management and their implications for competitive advantage, focusing on various organisational sub-systems including HR, technology, structure and design. This unit provides a foundation of
knowledge for the management and HRM majors. In this unit there is a focus on strategy, leadership and internationalisation.

**Prerequisite(s):** BSB115 or CTB115  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:**  
CTB232

### 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, MGX225  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Equivalents:** MGX309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Teaching period:** 2011 SEM-1

### MGB334 MANAGING IN A CHANGING ENVIRONMENT

This unit provides students with conceptual and analytic tools required for managing changing environments. The emphasis is on developing an understanding of the management competencies required for managing flexibility, innovation and change. The unit moves beyond a focus on 'dot.com companies' to examine how a range of organisations both small and large are engaging issues associated with an increasing emphasis on technology.

**Prerequisite(s):** BSB212 or MGB222 or CTB322 or 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Incompatible with:**  
BSB312, CTB334

### 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  
**Equivalents:** MGX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

### NSB113 DIVERSITY AND HEALTH: INTRODUCTION TO INDIGENOUS AND MULTICULTURAL PERSPECTIVES

This unit provides students with foundational understandings in culture and its implications for health care. It includes four modules - culture, self and diversity; understanding and valuing Aboriginal and Torres Strait Islander cultures; Aboriginal and Torres Strait Islander health and wellness; and migrant health issues.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### PUB209 HEALTH, CULTURE AND SOCIETY

This unit is concerned with the social and cultural dimensions of health and illness and how they relate to health status and patterns of behaviour. The unit introduces students to thinking about health from sociological and anthropological perspectives, drawing on relevant concepts and theory to examine selected public health issues.
Identifying and addressing social and cultural factors that shape people’s health experiences of health, illness and health systems are integral parts of public health practice in terms of reducing health inequalities, delivering appropriate services, and ultimately improving population health outcomes.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

**PUB486 ETHICS AND THE LAW IN HEALTH SERVICE DELIVERY**

This unit enables students to develop an awareness of the ethical and legal issues associated with the public sector and health care in the pre-hospital care setting. This unit covers topics relating to the code of ethics, the code of conduct and the legislation unique to the emergency health services. Students are required to apply content knowledge using the problem based learning strategy. Topics include introduction to ethics, morality and ethical theory, bioethics, public sector ethics, overview of the Australian legal system, consent to and refusal of health care, duty of care, confidentiality, and record keeping.

Prerequisites: PUB280  Credit points: 12  Campus: Kelvin Grove and External  Teaching period: 2011 SEM-2

**PYB067 HUMAN SEXUALITY**

This unit explores historical approaches to studying, explaining and regulating human sexuality with an awareness of the social nature of definitions of ‘normal’ or ‘acceptable’ sexual behaviours. Students critically examine definitions of ‘healthy’ or ‘morally acceptable’ or ‘normal’ sexuality. Different models of sexuality are considered with an emphasis on contemporary critiques of the traditional paradigms of sexuality in the West.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

**SCB110 SCIENCE CONCEPTS AND GLOBAL SYSTEMS**

You will undertake interdisciplinary study of the physical, geological and biological concepts relating to the origins of life; from the creation of matter and planets, to the emergence of life in all its complexity, culminating in evolution of earth ecosystems. Human influences, overlaid upon earth’s complex systems, will be examined as to their type, extent, and impact. In counterpoint, you will explore the breadth of philosophical developments underlying our search for knowledge; fundamental thoughts and ideas that span the last 2,500 years of human history. Ultimately, these concepts evolved through the development of a scientific method and we explore its workings in relation to the ongoing enterprise of human understanding.

Credit points: 12  Contact hours: 4.5 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

**SWB100 INTRODUCTION TO HUMAN SERVICES AND SOCIAL WORK**

This unit provides an introduction to human services and social work and locates this within the broader context of the welfare state. It examines both the history, and global and national forces, which shape the current direction of welfare policy and the human service industry. The purpose of human service work and the various roles a human service worker may undertake or utilise are explored. The unit challenges students to reflect on their own understandings of human services and human service work, and provides a foundation for detailed study in later years of the course. [SWB100 is incompatible with HHB100]

Antirequisites: HHB100  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

**SWB102 THE HUMAN CONDITION**

This unit introduces students to a range of individual, familial and social conditions that impact on the lives and lifestyles of Australians. Attention is directed toward the impact of factors such as age, ability, gender, culture and class, and the identification and exploration of key processes in human growth and development. Students become informed about theories from a range of disciplines and develop a critical and reflective approach to understanding human development. By examining how societies define and respond to human need and adversity students develop a framework for examining the dynamic interaction of individual, interpersonal and social forces. [SWB102 is incompatible with HHB102]

Antirequisites: HHB102  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

**SWB103 CONTEMPORARY SOCIAL AND COMMUNITY ISSUES**

This unit explores a number of contemporary social issues relating to social marginalisation and human disadvantage. It locates these issues in a theoretical and descriptive framework thus providing students with both knowledge and analytical skills that are necessary for the ongoing exploration of social issues. It explores the connection between forces at a macro level and human disadvantage and examines the value assumptions that sustain structural inequity. It encourages students to reflect on the implications of structural disadvantage for human service practice and the role of the human service worker as a participant in civil society. [SWB103 is incompatible with HHB103]

Antirequisites: SWB108  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

**SWB104 INTERPERSONAL COMMUNICATION**

This unit introduces skills and processes of interpersonal communication as modified by culture, gender and power.
Microskills are developed including building rapport, reflective listening, questioning to understand, facilitating and advocating for clients of human services. Interviewing skills and skills in group communication are highlighted. Collaborative models are emphasised and special application includes third party involvement in communication. [SWB104 is incompatible with HHB113]

**Credit points: 12  Teaching period: 2010 SEM-2 and 2010 SUM-1**

**SWB105 INTRODUCTION TO HUMAN RIGHTS AND ETHICS**

This unit explores a range of contemporary national, regional and international human rights challenges and issues. It examines the relationship between human rights, the human rights system and critically important global problems including climate change, poverty, terrorism and oppressive forms of intolerance. It offers opportunities to investigate thematic concerns relating to women, youth, indigenous peoples and minority groups as well as specific topics such as human trafficking, harmful cultural practices, workers rights and child soldiers. The unit draws on a number of academic disciplines and makes extensive use of the Internet and information, communication and collaborative technologies. There are a number of interesting options open for assessment. [SWB105 is incompatible with HHB114]

**Antirequisites:** HHB114  **Credit points:** 12  **Campus:** Gardens Point and Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**SWB106 APPLIED SKILLS AND SCHOLARSHIP**

This unit aims to introduce students to key aspects of important generic attributes which QUT graduates are expected to acquire across the period of their studies. The unit covers a range of topics relating to information literacy, academic literacy, and technological literacy. These topics are addressed in a practical way so that students will easily be able to apply the skills learned across other units in their course. Students have the opportunity to develop their skills through a series of activities such as self-paced online interactive exercises, quizzes, links and information. A variety of assessment items are spread across the semester. [SWB106 is incompatible with HHB116]

**Antirequisites:** HHB116  **Credit points:** 12  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**SWB204 CHILD AND FAMILY SERVICES: INTRODUCTION**

This unit is designed to introduce second year students to child and family welfare studies and focuses on approaches to supporting families and promoting change. Initially students will gain an overview of issues facing contemporary Australian families that contribute to family adversity and examine responses to the welfare needs of children and families, including Indigenous families. Students will then critically examine characterisations of successful family relationships and parenting, theories on causes and effects of domestic violence and child maltreatment and the effect of maltreatment on children. [SWB204 is incompatible with HHB204]

**Antirequisites:** HHB204  **Credit points:** 12  **Campus:** Kelvin Grove

**SWB206 DISABILITY SERVICES: INTRODUCTION**

This unit links social justice, human rights and empowerment philosophies underpinning courses in the School. It examines the implications of these broad principles in the lives of people with disabilities. The unit explores the theoretical, social and political frameworks for analysing and understanding disability, the principles underpinning current service provision and their impact on the lives of people with disabilities using the service. Also explored are the cultural values and assumptions about disability, and the processes by which these values are translated into human service activity. Finally, the unit examines individual program planning and skill development practices. [SWB206 is incompatible with HHB206]

**Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**SWB207 SERVICES TO YOUNG PEOPLE: INTRODUCTION**

This unit provides an introduction to human services practice with young people. It gives students an overview from both theoretical and operational perspectives. The various theoretical and popular understandings about ‘youth’ or ‘adolescence’ which condition human services provision to young people will be critically explored. Diversity and marginalisation among young people in relation to socio-economic status, gender, race and ethnicity, disability, sexual identity, and geographic location will be examined. The unit briefly overviews contemporary policies, services, and practice frameworks oriented to young people. [SWB207 is incompatible with HHB207]

**Credit points:** 12  **Campus:** Kelvin Grove

**SWB212 COMMUNITY WORK**

Community work as a distinct intervention skill is defined. The unit provides background to community work in Australia. Models of community work are introduced and analysed. Basic skills and techniques are developed: entering a community; building community involvement; developing community action; managing common problems. [SWB212 is incompatible with HHB212]

**Antirequisites:** HHB212, HHB216, SWB216  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1
SWB214 TEAM PRACTICE AND GROUP PROCESSES
A significant methodology used in human service work involves facilitating, supporting or consulting with various groups of people. This unit focuses on the development of skills to utilise this type of intervention appropriately. The unit aims to provide a basic understanding of the various uses to which group processes may be applied. Group work is located as an intervention process within the human service arena as distinguished from other processes at individual, community and societal level. [SWB214 is incompatible with HHB214]

Credit points: 12 Campus: Kelvin Grove

SWB216 THE HUMAN DIMENSIONS OF SPACE
This unit is a component of the Community Studies major and covers the role of space in contemporary societies: key types of spaces and patterns in their usage; spaces as sites for cultural and symbolic expression; understanding the way inequality can and is reproduced through the configuration and management of space; understanding the way particular public spaces are used and experienced by particular sections of the community eg young people; key issues in public space configuration, management and policy eg enhancing social inclusion, safety and security; links between the economic and social, new urbanism; emerging theory and ideas about good practice in the development or reconfiguration of public and community accessed public spaces. [SWB216 is incompatible with HHB216]

Antirequisites: SWB212 Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-2

SWB218 SOCIAL CHANGE, POLITICS, POLICY AND ACTIVISM
Social activists, including social workers and human service practitioners, commonly work with and on behalf of disadvantaged persons, vulnerable groups and marginalised communities. While multi-causal, the life circumstances of the disadvantaged, vulnerable and marginalised are heavily influenced by the exercise of political power and policies of government. Accordingly, professional practitioners engaged in social activism need to have a thorough understanding of the structure and processes of government and an appreciation of the ‘art’ of real world politics - ‘realpolitik’ - and how this shapes policy change. This unit provides you with an introduction to power, politics and government and serves as a foundation for a range of other units. It explores the relationship between political power and disadvantage and encourages you to consider the political sphere of your profession. [SWB218 is incompatible with HHB218]

Antirequisites: SWB108 Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-2

SWB219 ETHICAL AND LEGAL DIMENSIONS OF HUMAN SERVICES AND SOCIAL WORK
This unit aims to produce graduates who have a comprehensive knowledge of the ethical and legal dimensions of human service practice and an understanding of the relevance of such dimensions for professional practice and the empowerment of the disadvantaged. [SWB219 is incompatible with HHB277]

Prerequisites: SWB100 and SWB105 Antirequisites: HHB277 Credit points: 12 Campus: Kelvin Grove

SWB220 PRACTICE THEORIES
This unit is intended to enable you to develop an understanding of the major theoretical approaches (practice perspectives, practice theories and practice models) underpinning human service practice and critically examine the way theoretical concepts and disciplinary knowledge inform intervention process. [SWB220 is incompatible with HHB278]

Antirequisites: HHB278 Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-1

SWB221 SOCIAL WORK PROCESSES AND METHODS
This unit is intended to enable students to develop knowledge and application skills in practice processes and methods central to social work and human service practice contexts. It aims to orient students to core human service and social work practice processes and methods and enable them to appropriately use these across diverse settings. [SWB221 is incompatible with HHB279]

Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-1

SWB222 ADVANCED COMMUNICATION FOR HUMAN SERVICES AND SOCIAL WORK
[This is a designated unit]
Developed interpersonal communication skills are the cornerstone for both personal and professional relationships. Human service and social work in a broad sense, aim to help people in their struggle for self determination and social justice. At a fundamental level, the struggle for independence, justice and empowerment is facilitated by interpersonal processes involving the effective use of communication and conflict resolution skills. This unit builds the fundamental communication skills essential for professional social work within a diversity of practice settings. It pays particular attention to the needs of Indigenous peoples and clients from ethnically and culturally diverse backgrounds. It develops necessary skills in interpersonal dynamics, interviewing, empathic engagement, relationship building, working with resistant clients, alternate dispute resolution and reflective practice. [SWB222 is incompatible with HHB282], [Designated unit]

Prerequisites: HHB113 or SWB104 or PYB007

Page 26/28
SWB223 PEOPLE, SOCIETY AND SOCIAL WORK
This unit provides an orientation for social work students to the relevance of sociological and psychological understandings of people and society to social work practice. A range of key themes in the experience of those who use, or are the target of, social work intervention are used as vehicles to consider psychological and sociological foundations to practice. These themes include poverty, exclusion, isolation, motivation, spirituality, conflict, grief and loss, sexuality, addiction, resilience and well-being. The unit concludes with a consideration of the role of social work in various social and cultural contexts. [SWB223 is incompatible with HHB283] Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-1

SWB302 SOCIAL POLICY PROCESSES
This unit includes the following: conceptualising economic, structural change in Australia; understanding emergent ideas about state and society; identifying and contrasting alternative social policies and strategies. The major debates in Social Policy are explored. Analyses of Australia’s response and the impact on redistribution in the Welfare State. Current analyses of health, housing, income security, immigration and family policies at federal, state and local government level. [SWB302 is incompatible with HHB213] Antirequisites: SWB400 Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-2

SWB304 CHILD AND FAMILY SERVICES: ADVANCED
The unit extends and deepens knowledge gained in Child and Family Introduction. You will particularly focus on developing a framework for assessment with families and gain further knowledge for practice with families who are refugees, where there is domestic violence and in the hospital context. Emphasis is placed on developing strategies to promote the participation of children and young people. You will also enhance skills of identifying worthwhile service change and submission writing. [SWB304 is incompatible with HHB304] Prerequisites: SWB204 or HHB204 Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-1

SWB305 COMMUNITY AND YOUTH CORRECTIONS
This unit recognises the need for an overview and understanding of the Queensland community and youth correction systems by Human Service and Social Work practitioners. It provides the legislative framework and structures, processes and principles of the youth and criminal justice system. It explores evidence based interventions and provides practice models and assessment frameworks.

It provides theory and practice skills for working with Indigenous people and examines the role of practitioners in Youth Justice Services and the Department of Corrective Services. The unit requires all students to engage in independent and group activity through seminars, to engage in case studies, critical reflection and active discussions. [SWB305 is incompatible with HHB305] Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-1

SWB306 DISABILITY SERVICES: ADVANCED
This unit builds on concepts and issues introduced in the Disability Services: Introduction unit and is designed to promote understanding of the knowledge required to undertake policy and service development activities within the disability sector. It explores the range of service models relevant to people with a disability across their lifespan. Additionally, it examines the quasi-legal and policy aspects of working in disability service organisations, along with some of the ethical dilemmas inherent in human service provision with particular relevance to people with a disability. [SWB306 is incompatible with HHB306] Prerequisites: SWB206 or HHB206 Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-1

SWB307 SERVICES TO YOUNG PEOPLE: ADVANCED
Many of the positions available in the human services industry and oriented to young people require specific knowledge, skills and understandings. This unit involves an in-depth exploration of contemporary and emerging areas of direct and indirect practice with young people. Included are early intervention and prevention, youth policy analysis and development, juvenile justice practice, youth and family work, youth health practice, public space practice, accommodation and housing practice, and the interface between human services practice and schools. The unit also examines the legal and ethical dimensions of direct practice as an integral part of the unit. [SWB307 is incompatible with HHB307] Prerequisites: SWB207 or HHB207 Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-1

SWB308 CHILD PROTECTION INTERVENTION SKILLS
This unit will focus on the development of skills for assessment and intervention to safeguard the welfare and rights of children and young people in families where personal and environmental challenges compromise the child or young person's safety. Particular attention will be paid to skills and processes necessary for maintaining a child-focused approach when working with families who have multiple and complex needs. [SWB308 is incompatible with HHB319]
Credit points: 12    Campus: Kelvin Grove    Teaching period: 2011 SEM-1

UDB164 POPULATION AND URBAN STUDIES
This unit introduces the students to the demographic, economic, social and physical aspects of our cities to help understand the nature of cities we live in. The topics covered include: demographic and economic changes in cities, theoretical models of cities, issues such as social diversity, gentrification, masterplanned communities, and public spaces in cities.

Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-2

UDB281 GEOGRAPHIC INFORMATION SYSTEMS
This unit investigates the basic concepts of geographic information systems. Topics to be covered include components of GIS, spatial databases, data acquisition, reference frameworks, use of photographs and images, spatial analysis and graphic output design issues. The unit will highlight the importance of geographic information systems the unit will highlight the importance of geospatial positioning applications in society.

Equivalents: PSB631    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1

UDB282 REMOTE SENSING
This unit includes the following: history and principals of remote sensing; types of imagery, image interpretation, satellite systems; supervised and unsupervised image classification; interpretation, analysis and presentation of data; applications in the earth sciences.

Equivalents: PSB655    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2011 SEM-2