Bachelor of Business/Bachelor of Laws (IF41)

Year offered: 2010
Admissions: No
CRICOS code: 006386F
Course duration (full-time): 5 Years
Domestic fees (indicative): 2010: CSP rate 2010 available July 2009
International Fees (indicative): 2010: $10,250 (indicative) per semester
Domestic Entry: February
International Entry: February and July* (*Subject to availability)
QTAC code: 419222
Past rank cut-off: 90
Past OP cut-off: 6
Assumed knowledge: English (4, SA) and Mathematics A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 528
Standard credit points per full-time semester: 60
Course coordinator: Dr Erica French (Business); Director, Undergraduate Programs (Law)
Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

Course structure

This course has been discontinued. Currently enrolled students should check the Course Summary Sheet (via QUT Virtual) for enrolment and unit information.

Accountancy

Year 1 Semester 1
BSB110 Accounting
BSB115 Management
LWB141 Legal Institutions and Method
LWB142 Law, Society and Justice

Year 1 Semester 2
BSB122 Quantitative Analysis and Finance
BSB114 Government, Business and Society
LWB143 Legal Research and Writing

Year 2 Semester 1
BSB113 Economics
AYB121 Financial Accounting
LWB136 Contracts A
LWB138 Fundamentals of Torts

Year 2 Semester 2
BSB119 Global Business
BSB126 Marketing
LWB137 Contracts B
LWB139 Select Issues in Torts

Year 3 Semester 1
AYB220 Company Accounting
AYB221 Computerised Accounting Systems
LWB231 Introduction to Public Law
LWB236 Real Property A
LWB240 Principles of Equity

Year 3 Semester 2
AYB225 Management Accounting
AYB301 Audit and Assurance
LWB235 Australian Federal Constitutional Law
LWB237 Real Property B
LWB241 Trusts

Year 4 Semester 1
EFB101 Data Analysis for Business
AYB311 Financial Accounting Issues
or
AYB321 Strategic Management Accounting
LWB238 Fundamentals of Criminal Law
LWB332 Commercial and Personal Property Law
LWB333 Theories of Law

Year 4 Semester 2
EFB210 Finance 1
AYB339 Accountancy Capstone

From Semester 1, 2007, AYB339 Accountancy Capstone will replace EFB102 Economics 2 in this structure. If you are a continuing student in 2007 you may choose to complete EITHER
AYB339 Accountancy Capstone OR EFB102 Economics 2 if EFB102 and AYB339 are not required for professional recognition by either the ICAA or CPA Australia. Prerequisites for AYB339 Accountancy Capstone are: AYB220 Company Accounting and either AYB311 Financial Accounting Issues or AYB321 Strategic Management Accounting. If you wish to enrol in AYB339 Accountancy Capstone you should contact the School of Accountancy to discuss your study program to ensure you will meet the unit pre-requisites.

LWB239  Criminal Responsibility
LWB331  Administrative Law
LWB334  Corporate Law

### Year 5 Semester 1

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<tr>
<td>LWB431</td>
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<td>LWB434</td>
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### Year 5 Semester 2

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### Important Information

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

### Advertising

#### Year 1 Semester 1

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#### Year 1 Semester 2

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#### Year 3 Semester 2

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<td>AMB221</td>
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### Banking & Finance

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#### Year 3 Semester 1

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#### Year 4 Semester 2

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### Economics

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<td>Legal Institutions and Method</td>
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<tr>
<td>LWB142</td>
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#### Year 1 Semester 2

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<td>Introduction to Public Law</td>
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<tr>
<td>LWB236</td>
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<tr>
<td>LWB240</td>
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#### Year 3 Semester 2

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Published on: 16 May 2011
BSB126  Marketing
LWB143  Legal Research and Writing
LWB144  Laws and Global Perspectives

Year 2 Semester 1
BSB110  Accounting
EFB102  Economics 2
LWB136  Contracts A
LWB138  Fundamentals of Torts

Year 2 Semester 2
BSB119  Global Business
EFB210  Finance 1
LWB137  Contracts B
LWB139  Select Issues in Torts

Year 3 Semester 1
EFB211  Firms, Markets and Resources
EFB202  Business Cycles and Economic Growth
LWB231  Introduction to Public Law
LWB236  Real Property A
LWB240  Principles of Equity

Year 3 Semester 2
EFB101  Data Analysis for Business
EFB328  Public Economics and Finance
LWB235  Australian Federal Constitutional Law
LWB237  Real Property B
LWB241  Trusts

Year 4 Semester 1
BSB122  Quantitative Analysis and Finance
EFB200  Applied Regression Analysis
LWB238  Fundamentals of Criminal Law
LWB332  Commercial and Personal Property Law
LWB333  Theories of Law

Year 4 Semester 2
EFB329  Contemporary Applications of Economics Theory
EFB314  International Trade and Economic Competitiveness
LWB239  Criminal Responsibility
LWB331  Administrative Law
LWB334  Corporate Law

Year 5 Semester 1
LWB431  Civil Procedure
LWB434  Advanced Research and Legal Reasoning
LWB435  Law Elective

Year 5 Semester 2
LWB432  Evidence
LWB433  Professional Responsibility
LWB436  Law Elective

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Human Resource Management

Year 1 Semester 1
BSB113  Economics
BSB115  Management
LWB141  Legal Institutions and Method
LWB142  Law, Society and Justice

Year 1 Semester 2
BSB114  Government, Business and Society
BSB126  Marketing
LWB143  Legal Research and Writing
LWB144  Laws and Global Perspectives

Year 2 Semester 1
BSB110  Accounting
BSB122  Quantitative Analysis and Finance
LWB136  Contracts A
LWB138  Fundamentals of Torts

Year 2 Semester 2
MGB207  Human Resource Issues and Strategy
BSB119  Global Business
LWB137  Contracts B
LWB139  Select Issues in Torts

Year 3 Semester 1
MGB220  Business Research Methods
HRM Option Unit
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### International Business

#### Year 1 Semester 1
- BSB119 Global Business
- BSB126 Marketing
- LWB141 Legal Institutions and Method
- LWB142 Law, Society and Justice

#### Year 1 Semester 2
- BSB110 Accounting
- BSB115 Management
- LWB143 Legal Research and Writing
- LWB144 Laws and Global Perspectives

#### Year 2 Semester 1
- BSB114 Government, Business and Society
- IBB210 Export Management
- LWB136 Contracts A
- LWB138 Fundamentals of Torts

#### Year 2 Semester 2
- BSB122 Quantitative Analysis and Finance
- BSB113 Economics
- LWB137 Contracts B
- LWB139 Select Issues in Torts

#### Year 3 Semester 1
- IBB205 Intercultural Communication and Negotiation Skills
- IBB217 Asian Business Development
- or
- IBB208 European Business Development
- LWB231 Introduction to Public Law
- LWB236 Real Property A
- LWB240 Principles of Equity

#### Year 3 Semester 2
- IBB202 Fundamentals of International Finance
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<td>NOTE: Please refer to “Course Updates - List of re-coded and replacement Business units” to check for course structure changes.</td>
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<td>NOTE: IBB304 unit has been discontinued. If unit has not been completed, choose alternative unit from IBB extended major list.</td>
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<td>NOTE: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative unit.</td>
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<td>LWB237</td>
<td>Real Property B</td>
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<td>LWB241</td>
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<td>Fundamentals of Criminal Law</td>
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<td>LWB332</td>
<td>Commercial and Personal Property Law</td>
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<td>LWB333</td>
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### Year 5 Semester 2
- LWB432 Evidence
- LWB433 Professional Responsibility
  - Law Elective
  - Law Elective

### Year 5 Semester 1
- LWB431 Civil Procedure
- LWB434 Advanced Research and Legal Reasoning
  - Law Elective
  - Law Elective

**Management Option Unit List**
- MGB201 Contemporary Employment Relations
- MGB218 Managing Business Growth
- MGB314 Organisational Consulting and Change
- MGB315 Personal and Professional Development
- IBB205 Intercultural Communication and Negotiation Skills

Management Students must choose two from the above list (one must be a Level 3 unit)

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

### Marketing

**Year 1 Semester 1**
- BSB119 Global Business
- BSB126 Marketing
- LWB141 Legal Institutions and Method
- LWB142 Law, Society and Justice

**Year 1 Semester 2**
- BSB110 Accounting
- BSB115 Management
- LWB143 Legal Research and Writing
- LWB144 Laws and Global Perspectives

**Year 2 Semester 1**
- BSB114 Government, Business and Society
- AMB200 Consumer Behaviour
- LWB136 Contracts A
- LWB138 Fundamentals of Torts

**Year 2 Semester 2**
- BSB122 Quantitative Analysis and Finance
- BSB113 Economics
- LWB137 Contracts B
- LWB139 Select Issues in Torts

**Year 3 Semester 1**
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management
- LWB231 Introduction to Public Law
- LWB236 Real Property A
- LWB240 Principles of Equity

**Year 3 Semester 2**
- AMB210 Marketing and Audience Research
- AMB241 E-Marketing Strategies
- LWB235 Australian Federal Constitutional Law
- LWB237 Real Property B
- LWB241 Trusts

**Year 4 Semester 1**
- AMB340 Services Marketing
  - Any Marketing Unit
- LWB238 Fundamentals of Criminal Law
- LWB332 Commercial and Personal Property Law
- LWB333 Theories of Law

**Year 4 Semester 2**
- AMB341 Strategic Marketing
- AMB352 Marketing Decision Making
  - or
- IBB213 International Marketing
- LWB239 Criminal Responsibility
- LWB331 Administrative Law
- LWB334 Corporate Law

**Year 5 Semester 1**
- LWB431 Civil Procedure
### Advanced Research and Legal Reasoning

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</table>

**Important Note:**

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### Public Relations

#### Year 1 Semester 1
- BSB119 Global Business
- BSB126 Marketing
- LWB141 Legal Institutions and Method
- LWB142 Law, Society and Justice

#### Year 1 Semester 2
- BSB110 Accounting
- BSB115 Management
- LWB143 Legal Research and Writing
- LWB144 Laws and Global Perspectives

#### Year 2 Semester 1
- BSB114 Government, Business and Society
- AMB201 Marketing and Audience Research
- LWB136 Contracts A
- LWB138 Fundamentals of Torts

#### Year 2 Semester 2
- BSB122 Quantitative Analysis and Finance
- BSB113 Economics
- LWB137 Contracts B
- LWB139 Select Issues in Torts

#### Year 3 Semester 1
- AMB202 Integrated Marketing Communication
- AMB260 Public Relations Theory and Practice
- LWB231 Introduction to Public Law
- LWB236 Real Property A

- LWB240 Principles of Equity

#### Year 3 Semester 2
- AMB261 Media Relations and Publicity
- AMB262 Public Relations Writing
- LWB235 Australian Federal Constitutional Law
- LWB237 Real Property B
- LWB241 Trusts

#### Year 4 Semester 1
- AMB360 Corporate Communication Management
- AMB370 Public Relations Cases
- LWB238 Fundamentals of Criminal Law
- LWB332 Commercial and Personal Property Law
- LWB333 Theories of Law

#### Year 4 Semester 2
- AMB361 Public Relations Campaigns
- AMB371 Corporate Communication Strategies
- LWB239 Criminal Responsibility
- LWB331 Administrative Law
- LWB334 Corporate Law

#### Year 5 Semester 1
- LWB431 Civil Procedure
- LWB434 Advanced Research and Legal Reasoning

#### Year 5 Semester 2
- LWB432 Evidence
- LWB433 Professional Responsibility

**Important Note:**

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

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

- BSB114 is replaced by BSB124 Working in Business
- BSB115 now retitled BSB115 Management
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<tr>
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<tr>
<td>AYB220</td>
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<td>AYB301</td>
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<td>is now AMB318 Advertising Copywriting</td>
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<tr>
<td>AMB222</td>
<td>is now AMB319 Media Planning</td>
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<tr>
<td>AMB321</td>
<td>is now AMB339 Advertising Campaigns</td>
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<tr>
<td>EFB101</td>
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<tr>
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<tr>
<td>EFB211</td>
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<tr>
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<tr>
<td>EFB329</td>
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<td>BSB212</td>
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<td>is replaced by AYB115 Governance Issues and Fraud</td>
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<tr>
<td>ITB233</td>
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<tr>
<td>ITB823</td>
<td>is now INB830 Web Sites for E-Commerce</td>
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<tr>
<td>ITB239</td>
<td>is now INB342 Enterprise Data Mining</td>
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<td>MGB221</td>
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<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>
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<td>AMB360</td>
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<td>AMB361</td>
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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

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-Business

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

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

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

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

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

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

Potential Careers:

UNIT SYNOPSES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB204
Equivalents: CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Equivalents: CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a ‘total’ approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB207, MIB309
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2
methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** COB308  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB221 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.

**Prerequisite(s):** AMB220 or COB308  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** COB304

**AMB222 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.

**Prerequisite(s):** AMB220  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** COB317

**AMB230 DIGITAL PROMOTIONS**

This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as well as ethics to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.

**Prerequisites:** BSB126, CTB126, or BSB112  
**Antirequisites:** COB218  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**

This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** CTB240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB241 E-MARKETING STRATEGIES**

E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer’s role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

**Prerequisite(s):** AMB220 or BSB116 or CTB126; and AMB240 or CTB240  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** MIB224

**AMB260 PUBLIC RELATIONS THEORY AND PRACTICE**

This unit introduces the student to the theory and research that serves as the foundation of the practice of public relations. The unit surveys the history of the discipline, the theories on which the discipline is based, and current models of practice. The unit focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics.

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of previous study for non-Business students only  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** COB325

**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  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: COB329

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: COB326

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.

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

AMB321 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.

Prerequisite(s): AMB221 and AMB222  
Corequisite(s): AMB320  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: COB303

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

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

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  
Antirequisites: MIB311  
Equivalents: CTB340  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB341 STRATEGIC MARKETING
Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.

Prerequisite(s): AMB240 or CTB240 or MIB217  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB315, CTB341

AMB352 MARKETING DECISION MAKING
The nature of decisions and decision models in specific strategic and tactical areas of marketing management are examined in this unit. Decisions related to sales forecasting, market analysis, product planning, pricing, promotion and distribution are viewed from quantitative and qualitative perspectives. Students are exposed to computer software and analysis skills that aid the marketing decision process and build their analytical skills of direct relevance in marketing practice. The unit also embraces the analysis and application of marketing information systems including database marketing and the Internet as a marketing information resource.

**Prerequisite(s):** AMB240 or CTB240 or MIB217  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** MIB320, MIB216

**AMB360 CORPORATE COMMUNICATION MANAGEMENT**

The unit explores the corporate communication management function within an organisation and identifies how decisions about the use of various corporate communication solutions are made. Emphasis is placed on the role of corporate communication in management systems, the nature and processes of information management in corporate communication and environmental analysis. The unit also draws on contemporary issues in corporate communication management including issues management, ethical and legal considerations in practice and the role of corporate communication in organisational change.

**Prerequisite(s):** AMB261 and AMB262  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**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

**AMB370 PUBLIC RELATIONS CASES**

This unit will provide students with an understanding of a wide range of public relations challenges in order to build a better range of experience with management level organisational issues. Australian and international cases will be used to explore different components of public relations practice.

**Prerequisite(s):** AMB261 or AMB262  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**AMB371 CORPORATE COMMUNICATION STRATEGIES**

This unit provides students with an understanding of the development and analysis of communication strategy in public relations and corporate communication. Students learn theory and practice for systematic analysis of the "fit" between environmental factors and organisational resources, the resulting communication problems and development of communication strategies. Students integrate theory and research in such areas as media effects, organisational change, diffusion, and persuasion for analysis and development of communication strategy.

**Prerequisite(s):** AMB360 or AMB361  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**AYB121 FINANCIAL ACCOUNTING**

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

**Prerequisite(s):** BSB110 or CTB110  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**AYB220 COMPANY ACCOUNTING**

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

**Prerequisite(s):** AYB121  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point

**AYB221 COMPUTERISED ACCOUNTING SYSTEMS**

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

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

### AYB225 MANAGEMENT ACCOUNTING

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

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

### AYB301 AUDIT AND ASSURANCE

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

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

### AYB311 FINANCIAL ACCOUNTING ISSUES

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

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

### AYB321 STRATEGIC MANAGEMENT ACCOUNTING

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

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

### AYB339 ACCOUNTANCY CAPSTONE

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

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

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

### BSB110 ACCOUNTING

Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make
decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making.

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

**BSB113 ECONOMICS**  
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production, cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.  

**Antirequisites:** BSD113  
**Equivalents:** CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**BSB114 GOVERNMENT, BUSINESS AND SOCIETY**  
This unit provides a basic grounding in the principles, institutions and functions of government and their interactions with business and society. Its principal focus is the structure and key features of Australia's constitutional 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  
**Equivalents:** CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**BSB119 GLOBAL BUSINESS**  
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business; a knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.  

**Antirequisites:** BSB116, BSB112  
**Equivalents:** CTB119  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**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 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  

**BSB126 MARKETING**  
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.  

**Antirequisites:** BSB116  
**Equivalents:** CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010
SEM-1, 2010 SEM-2 and 2010 SUM

**EFB101 DATA ANALYSIS FOR BUSINESS**
The unit introduces the common statistical methods and tools for inference and decision making in business. It builds upon the concepts developed in the unit BSB122 Quantitative Analysis and Finance and covers important methods of data analysis with an emphasis on interpreting and understanding reported business and economic data. Topics include the concept of sampling error and sampling distributions, estimation and hypothesis testing, regression analysis, time series and an introduction to non-parametric statistical methods.

**Prerequisite(s):** BSB122 or CTB122  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Incompatible with:** MAB101, MAB237, MAB347

**EFB102 ECONOMICS 2**
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

**Prerequisite(s):** BSB113 or CTB113  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**EFB200 APPLIED REGRESSION ANALYSIS**
This unit expands on the basic multiple regression model introduced in EFB101, by examining the practical problems encountered in using the single equation econometric model. In particular, the major problems encountered using real data, such as multicollinearity, serial correlation in time series data and heteroskedasticity in the case of cross-sectional data, specification error, and alternative functional form issues will be illustrated in the context of published Australian data. The unit includes extensive use of a commonly used computer package to allow the practical application of the various techniques.

**Prerequisite(s):** EFB101 or MAB101  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**EFB201 FINANCIAL MARKETS**
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.

**Prerequisites:** BSB113 or CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**EFB202 BUSINESS CYCLES AND ECONOMIC GROWTH**
This unit develops an analytical framework in order to evaluate the macroeconomic performance of the Australian economy and the policy actions taken by government. Key issues addressed include business cycle stabilisation, unemployment, inflation, economic growth, the balance of payments, the Commonwealth budget and national saving.

**Prerequisite(s):** EFB102  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**EFB210 FINANCE 1**
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm's investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

**Prerequisites:** BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
**Antirequisites:** EFB206  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**EFB211 FIRMS, MARKETS AND RESOURCES**
This unit is concerned with the economic analysis of the decisions and actions of consumers, firms, and governments in modern economies. It develops student understanding of that body of economics that is expressly concerned with the operations of, and inter-relationships between, the individual units of the economy. The unit is designed, not only to foster both clear thinking about the interplay between government, private firms, and consumers, but also to develop the student's ability to apply microeconomic concepts to economic problems that the student has not previously encountered.

**Prerequisite(s):** EFB102  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**EFB307 FINANCE 2**
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants,
convertibles and risk management using financial derivatives.

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

**EFB312 INTERNATIONAL FINANCE**

This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.

Prerequisites: EFB210  
Antirequisites: EFB212, IBB202, EFB240  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**EFB314 INTERNATIONAL TRADE AND ECONOMIC COMPETITIVENESS**

The unit analyses the increasing globalisation of world trade and investment, and develops an analytical framework to assess the impact of these flows on the Australian economy, its businesses, people and policy makers. It examines the patterns of trade and capital flow.

Prerequisite(s): EFB211 & EFB202  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: EFB212

**EFB318 PORTFOLIO AND SECURITY ANALYSIS**

This unit addresses the following topics: management of investment portfolios; diversification; performance management; risk management; advanced asset pricing models; equity valuation strategies and fixed interest risk analysis.

Prerequisite(s): EFB307  
Contact hours: 3 per week  
Campus: Gardens Point

**EFB328 PUBLIC ECONOMICS AND FINANCE**

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

Prerequisite(s): EFB211  
Contact hours: 3 per week  
Campus: Gardens Point

**EFB329 CONTEMPORARY APPLICATIONS OF ECONOMICS THEORY**

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

Prerequisite(s): 192 credit points of study, including EFB202 and EFB211  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: EFB323

**IBB202 FUNDAMENTALS OF INTERNATIONAL FINANCE**

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.

Prerequisite(s): BSB119 or CTB119 or BSB116; and BSB113 or CTB113 or BSB122 or CTB122  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB202, EFB312

**IBB205 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.

Prerequisite(s): BSB115 or CTB115 or BSB119 or CTB119  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB205, MGB312

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

IBB210 EXPORT MANAGEMENT
This unit presents students with information critical for the successful planning, organisation, implementation and control of export operations. The unit is highly applied and covers practical aspects of the production, dispatch and distribution of products for international markets. Specifically the unit addresses legal, documentary, physical and financial challenges to the delivery of goods and services, and to the assured receipt of payment in return for that delivery. The processes of planning, market analysis, information gathering, cooperative arrangements with government and other firms are all considered. Contemporary developments in technological applications and business practices are illustrated.

Prerequisite(s): BSB119 or CTB119 or 96 credit points of approved study  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB210

IBB213 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.

Prerequisite(s): BSB119 or CTB119 & BSB126 or CTB126; or BSB116  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB213

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

IBB300 INTERNATIONAL BUSINESS STRATEGY
This unit aims to develop student competencies in the analysis of issues and problems encountered by international firms in the formulation and implementation of business strategies. The unit emphasises the connection between core competencies, strategy and corporate performance and uses case studies to analyse the strategic behaviour of global companies. Issues examined include: the forms of international involvement and entry mode strategies; organisational structures, control and cultural diversity; multinational versus global competitive strategies; the formulation and implementation of strategies of international cooperation and strategic alliances; small and medium enterprise (SME) strategies to compete in global markets.

Prerequisite(s): IBB213 or IBB211 or IBB210 or 96 cp of approved study  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB213, MIB211

IBB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.
Prerequisite(s): IBB210 or AMB240 or CTB240 or 96 credit points of approved study  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB303

IBB304 GLOBAL INDUSTRY ANALYSIS
The aim of this unit is to analyse the nature and structure of industry in national and international contexts to provide a suitable framework that can be used by students in the study of specific industries. Topics examined include: inter-industry dependencies; industrial location advantages; regional and interregional linkages; demand analysis; international transactions in information, goods, services and other products; analysing strategies to control markets through price and product positioning, applying these principles to specific Australian industries conducting international business.
Prerequisite(s): BSB113 or CTB113 and (IBB213 or IBB210 or IBB 211); or 96 cp of approved study  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB212

IBB308 CONTEMPORARY BUSINESS IN EUROPE
Building on the historical understandings established in the prerequisite unit, this unit analyses contemporary issues relevant to business in Europe. Areas of study include: the growth of regional cooperation in Europe; business and regional cooperation; European Union policies and impacts; challenges of doing business in the emerging markets of Central and Eastern Europe. Case studies of contemporary business activities in Europe including entry to European markets will be used in the analysis.
Prerequisite(s): IBB208 or MIB208 or 96 credit points of approved study  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB300

IBB317 CONTEMPORARY BUSINESS IN ASIA
This unit gives students an understanding of the practical challenges of doing business in East Asia. It explains current cultural, social, institutional and regulatory factors that impact upon enterprises in Asia. The unit analyses business strategy, production and procurement, and distribution and marketing in select Asian markets. It addresses contemporary trends: market access; corporate governance; consumer demographics and tastes; the structure and competitiveness of local and foreign firms; integration of new business technologies; the rapid economic and legal reform taking place in East Asia.
Prerequisite(s): IBB217 or MIB200 or 96 credit points of approved study  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-2  
Incompatible with: MIB317

LWB136 CONTRACTS A
This unit includes the following: formation of contracts; equitable estoppel; privity of contract; formalities; express and implied terms; an examination of promises which are legally binding; how contractual promises may be characterised and the significance of that characterisation.
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and External  
Teaching period: 2010 SEM-1 and 2010 SEM-2

LWB137 CONTRACTS B
Legally binding promises pervade society, from uncomplicated bargains like riding on a bus to complex multi-million dollar transactions. The law of contract provides an understanding of promises which are legally binding, how contractual promises may be characterised and the significance of that characterisation, and how contractual promises may be discharged or invalidated. This is the second of two associated units which examine the law of contract, the focus of this unit being on the discharge of contracts, remedies for breach and the invalidation of contracts. The two units together provide the foundation for several units encountered later in the course.
Prerequisites: LWB136  
Credit points: 12  
Contact hours: 3 hours per week  
Campus: Gardens Point and External  
Teaching period: 2010 SEM-1 and 2010 SEM-2

LWB138 FUNDAMENTALS OF TORTS
The law of torts is of primary importance in understanding how the Australian legal system operates to compensate the physical and/or financial harm one person suffers as a result of another's wrongdoing. Today the most significant area of the law of torts is that of negligence which is also the most commonly litigated tort action. However, a knowledge and understanding of the tort of negligence can only occur in the context of the development of the earlier torts such as trespass to the person, land and personal property. In this unit the principles and rules of the law of torts relating to negligence and trespass actions are also examined.
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2  
Incompatible with: LWB103, LWB133

LWB139 SELECT ISSUES IN TORTS
The law of torts is of primary importance in understanding how the Australian legal system operates to compensate the physical and/or financial harm one person suffers as a result of another's wrongdoing. In the unit, Fundamentals of Torts, the principles and rules relating to the torts of negligence and trespass were examined in the context of whether these torts achieve outcomes which are consistent with contemporary legal and social values. In this unit a wider range of torts and related issues are examined so that students develop the knowledge, understanding and skills necessary to maintain in the future their abilities in this important area of legal practice.
Prerequisite(s): LWB138  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and External
Teaching period: 2009 SEM-1  Incompatible with: LWB103, LWB133

LWB141 LEGAL INSTITUTIONS AND METHOD
This unit introduces students to the building blocks of law: fundamental principles; legal terminology; legal institutions; legal methodology; sources of the law; ways to interpret the law including an introduction to policy and international considerations. The material is presented as an integrated whole so that students obtain a broad perspective and an ability to 'navigate the law' without artificially dividing any particular aspect. The unit also emphasises the joint responsibility of the teacher and the student for learning and to foster the development of skills in communication, comprehension and analysis.
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2009 SEM-1  Incompatible with: LWB101, LWB135

LWB142 LAW, SOCIETY AND JUSTICE
This unit examines the basic tenets of our democratic liberal legal system, particularly the central concept, the rule of law. The unit begins with an historical development of rights and the rule of law. It looks at how law and values intertwine and how society at a particular time shapes notions of legal personality, the recognition of 'family' and human rights in law. It finally addresses the limitations of democratic liberalism and the rule of law by examining the reality of equality before the law in relation to such topics as gender and cultural neutrality, equal access to justice, and lawyers and the adversarial system.
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-1

LWB143 LEGAL RESEARCH AND WRITING
This is a "learn by doing" unit in which students are introduced to the use of all common legal research tools, in both print and electronic form, as they research a legal problem from a totally unfamiliar area of law. It also introduces students to legal writing and citation style, with an emphasis on the use of plain English.
Prerequisite(s): LWB141  Corequisite(s): LWB141  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2  Incompatible with: LWB104, LWB134

LWB144 LAWS AND GLOBAL PERSPECTIVES
This unit is designed to give students an understanding of the global context in which Australia operates and the important impact of this context on Australian law and legal practice. The unit introduces and explains the fundamental structures and principles of Comparative Law, Public International Law and Private International Law; and examines their relevance to contemporary legal practice in Australia.
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-2

LWB231 INTRODUCTION TO PUBLIC LAW
This unit introduces the basic institutions of government: the executive, the Parliament and the judiciary; the general principles to which legislative power is subject, the principles by which executive decision-making is kept open and accountable.
Credit points: 12  Contact hours: 3 per week  Summer Intensive  Campus: Gardens Point  Teaching period: 2008 SEM-1  Incompatible with: LWB203, LWB311

LWB235 AUSTRALIAN FEDERAL CONSTITUTIONAL LAW
This unit includes the following: the constitutional arrangements effected by the Commonwealth Constitution; the structure and institutions of the constitution; the division of power between Commonwealth and states; the relations between the different levels of government; emphasis to Commonwealth legislative, executive and judicial powers.
Prerequisite(s): LWB231  Corequisite(s): LWB231  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2008 SEM-2  Incompatible with: LWB203

LWB236 REAL PROPERTY A
Property, rights of ownership and title are institutions at the basis of contemporary Australian society. A sound knowledge of the general principles of property and real property law is essential for any lawyer. This unit, together with Real Property B, examines general principles concerning the nature of property and real property law. Topics covered include: the concept of property; land ownership in Australia; native title; ownership; possession and title; ownership rights; law and equity; land transactions; the Torrens system.
Prerequisite(s): LWB143, LWB240 or equivalent  Corequisite(s): LWB240 or equivalent  Credit points: 12  Contact hours: 3 per week  Summer intensive  Campus: Gardens Point  Teaching period: 2008 SEM-1  Incompatible with: LWB201, LWB233

LWB237 REAL PROPERTY B
This unit continues the examination of the general principles of real property law commenced in Real Property A. Topics include: co-ownership of land, leases, mortgages, easements, freehold covenants, and community titles schemes.
Prerequisite(s): LWB236  Credit points: 12  Campus: Gardens Point and External  Teaching period: 2008 SEM-2 and 2008 SUMMER  Incompatible with: LWB201, LWB233
LWB238 FUNDAMENTALS OF CRIMINAL LAW
An understanding of the principles of Criminal Law is of fundamental importance as it impinges upon almost every aspect of domestic, commercial, corporate and public activity in Queensland. The aim of this unit is to provide an overview of the aims and sources of Criminal Law in Queensland and to develop an understanding of the onus of proof in criminal matters. Additionally the unit explores the concept of fault elements, the criminal justice system and a selection of major offences while also developing advocacy skills.
Corequisites: LWB145  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SUM-2 and 2010 SEM-1

LWB239 CRIMINAL RESPONSIBILITY
The aim of this unit is to build upon the principles and skills explored in LWB238 by developing an understanding of the way criminal responsibility is imposed through the complicity provisions of the Criminal Code and the common law and how the major defences and excuses operate. The unit also examines the major sentencing principles applied in Queensland.
Prerequisite(s): LWB238  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-2

LWB240 PRINCIPLES OF EQUITY
The principles of Equity were originally developed to ameliorate the harshness of the common law and have since become a fundamental component of our legal system. A knowledge and understanding of the major principles of equity are necessary to an understanding of how the Australian legal system operates; it is therefore located early in the LLB degree. The aim of this unit is to provide a coherent knowledge and understanding of equitable principles within the context of the Australian legal system as well as developing skills relevant to ongoing learning and professional practice.
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-1 and 2010 SUM

LWB241 TRUSTS
Trusts are a fundamental institution of ownership of property in equity; they are used for various purposes including estate planning, commercial and charitable purposes. A knowledge and understanding of the trust in its various forms and the equitable principles of property transfer are fundamental in understanding the impact of the principles of equity in the area of property ownership and rights. The aim of this unit is to provide a coherent knowledge and understanding of the law relating to trusts within the context of the Australian legal system and to develop skills relevant to ongoing learning and professional practice.
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-1 and 2010 SUM

LWB331 ADMINISTRATIVE LAW
This unit examines the law relating to judicial review of administrative action public authorities, systems of merits appeal, and the law of standing in public interest litigation.
Prerequisite(s): LWB231  Corequisite(s): LWB231  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2008 SEM-2  Incompatible with: LWB311

LWB332 COMMERCIAL AND PERSONAL PROPERTY LAW
This unit includes the following: fundamental concepts of personal property law (including possession and ownership); transfers of and dealings in personal property; protection of personal property interests; agency; bailment; sale of goods; introduction to trade practices law.
Prerequisite(s): LWB233 or LWB236 only  Corequisite(s): LWB233 or LWB236 only  Credit points: 12  Contact hours: 3 per week in Sem 1.  Campus: Gardens Point and External  Teaching period: 2009 SUM-2 and 2009 SEM-1  Incompatible with: LWB303

LWB333 THEORIES OF LAW
Legal practice requires an understanding and appreciation of its philosophical and theoretical foundations, as these guide the policies and inform changes to law through legislative and judicial action. Understanding the major theoretical and philosophical approaches assists with the resolution of novel and difficult legal problems. This unit imparts both knowledge based content and process based competencies that result in independent learning outcomes. Topics covered include natural law, positivism, Dworkin, social, economic and historical theories of law, legal realism, sociological theories of law, critical legal studies, postmodern legal thought, feminist theories of law, critical race theory, postcolonial legal theory.
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-1

LWB334 CORPORATE LAW
This unit includes the following: the basic legal principles relating to registered companies; the principle of the veil of incorporation; internal functioning of a registered company including the operation of the constitution and replaceable rules; dealings with third parties; legal rules relating to share capital; dividends and loan capital; introduction to obligations of company officers and shareholder rights. Further specialised units such as Law of Corporate Governance are offered for students who have completed
Corporate Law and wish to concentrate some of their studies in the corporations and commercial area.

Prerequisites: (LWB143 or LWB146) and (LWB237 or LWB243) Credit points: 12 Contact hours: 3 per week in Sem 2. Campus: Gardens Point and External Teaching period: 2010 SEM-2 and 2010 SUM

LWB364 INTRODUCTION TO TAXATION LAW
This unit examines the principles relating to the powers of the Australian government to impose income tax. This includes concepts of residence of individual tax payers for taxation purposes and source of income. Students consider the distinction between income and capital as this relates to the imposition of income tax and the concept of deductions as a means of reducing taxable income. Taxation of capital gains particularly as this relates to a taxpayer's main residence, deceased estates and general transfers of assets is discussed in detail. The other major topic is a critical analysis of the need for the general anti-tax avoidance provisions and how they apply.
Antirequisites: AYB219 Credit points: 12 Contact hours: 3 per week varying for summer Campus: Gardens Point and External Teaching period: 2010 SEM-1 and 2010 SUM

LWB366 LAW OF COMMERCIAL ENTITIES
This unit examines the legal principles pertaining to a number of different structures found in commercial life. It includes a brief consideration of corporations, more detailed examination of partnerships, unit trusts, joint ventures and incorporated associations. Consideration is given to the definition of these structures, relationship with third parties, relationship of members inter se. This unit can be completed before or in conjunction with Corporate Law (LWB334).
Prerequisites: (LWB143 or LWB146) and (LWB237 or LWB244) and LWB240 and LWB241 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2010 SEM-1 and 2010 SUM

LWB431 CIVIL PROCEDURE
This core unit focuses on developing basic litigation skills. The following issues are examined: the adversarial system and alternative methods of dispute resolution, obligations to the client, the structures and processes of litigation conducted in the Supreme, District and Magistrates Courts, jurisdiction, originating process, notice of intention to defend, parties, service, ending proceedings early, pleading, disclosure, subpoenas, trial, appeals, costs and enforcement.
Prerequisites: 192 Credit Value in spk(s): LWB% Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2010 SEM-1 and 2010 SUM

LWB432 EVIDENCE
The law of Evidence concerns those rules and principles which govern the presentation and proof of facts and information in court proceedings, both civil and criminal. The unit covers both State and Federal jurisdictions. NB: External only in Semester Two.
Prerequisites: LWB238 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2010 SEM-1

LWB433 PROFESSIONAL RESPONSIBILITY
This unit includes the following: the ethical principles upon which the practice of all professions is based; the principles which underpin the discipline of law and the workings of the legal profession; the history, nature, organisation and operation of the legal profession; codes of conduct, trust accounts and professional legal ethics.
Prerequisites: 192 Credit Value in spk(s): LWB% Credit points: 12 Contact hours: 3 per week in Sem 2. Campus: Gardens Point and External Teaching period: 2010 SEM-2

LWB434 ADVANCED RESEARCH AND LEGAL REASONING
This unit develops advanced skills of legal research, analysis, problem-solving, critical thinking, and writing for diverse purposes, and topical developments in substantive areas of law.
Prerequisite(s): LWB143 or equivalent; LWB333 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2009 SUM-2 Incompatible with: LWB415

MGB200 LEADING ORGANISATIONS
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.
Prerequisites: BSB115 or CTB115 Antirequisites: MGB211, CTB211, MGB222, CTB232 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.
Prerequisites: BSB115 or CTB115 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB207 HUMAN RESOURCE ISSUES AND STRATEGY
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.

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

MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

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

MGB212 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

Prerequisite(s): BSB115 or CTB115

MGB218 MANAGING BUSINESS GROWTH
Entrepreneurial management is becoming a critical skill for rapidly growing small and medium sized enterprises (SMEs) and for small business units (SBUs) in large corporations. This unit examines and compares the venture growth processes for entrepreneurial managers. This unit focuses on the post start up issues for the entrepreneurial venture. It considers the rapid growth issues in the identification, analysis and learning processes for SMEs.

Prerequisite(s): 96 credit points of approved study
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB220 BUSINESS RESEARCH METHODS
The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.

Prerequisite(s): BSB123 or BSB122
Antirequisite(s): AMB201, CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

MGB221 PERFORMANCE AND REWARD
This unit examines the key human resource management functions of job analysis, performance management and compensation management from a strategic perspective with a view to optimising individual and organisational performance. A substantial level of analytical and professional competence is expected in this unit, which is a key to the integration of HR processes and organisational requirements.

Prerequisite(s): MGB207 or CTB207
Contact hours: 3 per week
Campus: Gardens Point
Incompatible with: MGB328

MGB223 ENTREPRENEURSHIP AND INNOVATION
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.

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

MGB309 STRATEGIC MANAGEMENT
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia’s economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building
blocks of competitive advantage at the business, corporate
and international levels. By understanding the nature and
determinants of competitive and strategic advantages,
students should enhance their professional competences to
be able to take a more strategic and critical perspective.
Prerequisites: MGB200, MGB211, CBT211, MGB222, or
CTB232 Antirequisites: MIB314 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point and
Tea...