Bachelor of Business (Advertising, Electronic Business, Human Resource Management, International Business, Management or Public Relations)/Bachelor of Health Science (Health Services Management) (IF47)

Year offered: 2010
Admissions: No
CRICOS code: 027277D
Course duration (full-time): 4 Years
Domestic fees (indicative): 2010: CSP rate 2010 available July 2009
Domestic Entry: February
International Entry: February
QTAC code: 409252
Past rank cut-off: 80
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 432
Standard credit points per full-time semester: 54 (Average)
Course coordinator: Dr Erica French (Business); Ms Melinda Service (Health); HSM enrolment queries to email: sph.studentcentre @qut.com or phone: 07 3138 3368
Discipline coordinator: Ms Jenny Nicol (Health Services Management); Ms Gayle Kerr (Advertising); Mr Greg Southey (Human Resource Management); Ms Sherrena Buckby (Electronic Business); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management), Mr Bill Proud (Marketing) and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Course structure - Advertising / Health Services Management

Year 1, Semester 1
- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing
- PUB104 Australian Health Care Systems
- PUB107 Sustainable Environments for Health

Year 1, Semester 2
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- PUB251 Contemporary Public Health
- PYB012 Psychology

Year 2, Semester 1
- AMB221 Advertising Copywriting
- BSB115 Management
- PUB326 Epidemiology
- PUB380 Casemix Management

Year 2, Semester 2
- AMB222 Media Planning
- BSB119 Global Business
- MGB207 Human Resource Issues and Strategy
- PUB209 Health, Culture and Society

Year 3, Semester 1
- BSB113 Economics
- BSB114 Government, Business and Society
- MGB207 Human Resource Issues and Strategy
- PUB480 Health Administration Finance

Year 3, Semester 2
- BSB110 Accounting
- BSB111 Business Law and Ethics
- LWS001 Medicine And The Law
- PUB511 Health Policy, Planning and Evaluation

Year 4, Semester 1
- AMB320 Advertising Management
- BSB111 Business Law and Ethics
- PUB511 Health Policy, Planning and Evaluation
- PUB514 Contract/Project Management

Year 4, Semester 2

Published on: 16 May 2011
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<thead>
<tr>
<th>Course</th>
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<th>Year 4, Semester 1</th>
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<tr>
<td>AMB321 Advertising Campaigns</td>
<td>PUB209 Health, Culture and Society</td>
<td>BSB111 Business Law and Ethics</td>
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<td>PUB609 Health Resource Allocation</td>
<td>MGB222 Managing Organisations</td>
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<td>PUB875 Professional Practice</td>
<td>BS56 Course Notes entry for information on double</td>
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<td>MGB309 Strategic Management</td>
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<td>Research Methods are incompatible units. Students undertaking</td>
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<td>Marketing or Public Relations as a double major should contact the</td>
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<td>school for enrolment advice. From Semester 2, 2003 students who</td>
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<td>complete both MGB220 and AMB201 will be required to undertake an</td>
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requirements.

*As the unit MGB207 Human Resource Issues & Strategy forms part of the Health Science component of the degree students are required to undertake a Business elective unit towards the Business component of this degree.

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) / Health Services Management

Year 1, Semester 1
- BSB114 Government, Business and Society
- BSB119 Global Business
- PUB104 Australian Health Care Systems
- PUB107 Sustainable Environments for Health

Year 1, Semester 2
- BSB113 Economics
- BSB115 Management
- PUB251 Contemporary Public Health
- PYB012 Psychology

Year 2, Semester 1
- BSB126 Marketing
- IBB210 Export Management
- PUB326 Epidemiology
- PUB380 Casemix Management

Year 2, Semester 2
- BSB110 Accounting
- IBB202 Fundamentals of International Finance
- IBB213 International Marketing
- MGB207 Human Resource Issues and Strategy
- PUB209 Health, Culture and Society

Year 3, Semester 1
- BSB111 Business Law and Ethics
- BSB122 Quantitative Analysis and Finance
- International Business Area Study 1
- Business Double Major/Extended Major/Specialisation Unit
- Public Health Elective

Year 3, Semester 2
- LWS001 Medicine And The Law

Year 4, Semester 1
- PUB480 Health Administration Finance
- International Business Area Study 2
- Business Double Major/Extended Major/Specialisation Unit

Year 4, Semester 2
- PUB418 Health Computer Systems
- PUB609 Health Resource Allocation
- PUB875 Professional Practice

International Business Area Study Units:

Students must complete one of the following pairs of units:
- IBB208 European Business Development
- IBB308 Contemporary Business in Europe
- OR
- IBB217 Asian Business Development
- IBB317 Contemporary Business in Asia

Business Units

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 - International Business (with a Language) / Health Services Management

Year 1, Semester 1
- BSB119 Global Business
- PUB104 Australian Health Care Systems
- PUB107 Sustainable Environments for Health

Year 1, Semester 2

Year 2, Semester 1

Year 2, Semester 2

Year 3, Semester 1

Year 3, Semester 2

Year 4, Semester 1

Year 4, Semester 2
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<td>Area Study 2</td>
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<td>BSB122 Quantitative Analysis and Finance</td>
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<td>IBB210 Export Management Language 5</td>
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<td>IBB205 Intercultural Communication and Negotiation Skills Public Health Elective</td>
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<td>BSB114 Government, Business and Society</td>
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<td>Business Double Major/Extended Major/Specialisation Unit</td>
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Area Study Options for International Business major:

- Students must complete one of the following pairs of area study units:
  - IBB208 European Business Development
  - IBB308 Contemporary Business in Europe
  - OR
  - IBB217 Asian Business Development
  - IBB317 Contemporary Business in Asia

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

**Course structure - Management / Health Services Management**

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<tr>
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<tr>
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<tr>
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<td>PUB104 Australian Health Care Systems</td>
<td>MGB226 Epidemiology</td>
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<td>PUB107 Sustainable Environments for Health</td>
<td>PUB251 Contemporary Public Health</td>
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<td>IBB213 International Marketing</td>
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<td>LWS001 Medicine And The Law</td>
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</table>
MGB207  Human Resource Issues and Strategy
PUB209  Health, Culture and Society

Year 3, Semester 1
BSB119  Global Business
BSB126  Marketing
MGB210  Managing Operations
MGB334  Managing in a Changing Environment
Public Health Elective

Year 3, Semester 2
MGB309  Strategic Management
Business Double Major/Extended Major/Specialisation
Business Double Major/Extended Major/Specialisation Unit
LWS001  Medicine And The Law
PUB480  Health Administration Finance

Year 4, Semester 1
BSB111  Business Law and Ethics
Business Double Major/Extended Major/Specialisation Unit
Business Double Major/Extended Major/Specialisation Unit
PUB511  Health Policy, Planning and Evaluation
PUB514  Contract/Project Management

Year 4, Semester 2
PUB418  Health Computer Systems
PUB609  Health Resource Allocation
PUB875  Professional Practice
Business Double Major/Extended Major/Specialisation Unit

Business Units

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 and 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 - Public Relations/Health Services Management

Year 1 Semester 1
BSB122  Quantitative Analysis and Finance
BSB126  Marketing
PUB104  Australian Health Care Systems
PUB107  Sustainable Environments for Health

Year 1 Semester 2
AMB260  Public Relations Theory and Practice
BSB119  Global Business
PUB251  Contemporary Public Health
PYB012  Psychology

Year 2 Semester 1
AMB261  Media Relations and Publicity
BSB115  Management
PUB326  Epidemiology
PUB380  Casemix Management

Year 2 Semester 2
AMB201  Marketing and Audience Research
AMB262  Public Relations Writing
MGB207  Human Resource Issues and Strategy
PUB209  Health, Culture and Society
Double Major/Extender Major/Specialisation Unit

Year 3 Semester 1
BSB111  Business Law and Ethics
BSB113  Economics
BSB114  Government, Business and Society
Double Major/Extender Major/Specialisation Unit
Public Health Elective

Year 3 Semester 2
LWS001  Medicine And The Law
PUB480  Health Administration Finance
Double Major/Extender Major/Specialisation Unit
Double Major/Extender Major/Specialisation Unit
Unit

Year 4 Semester 1

AMB360 Corporate Communication Management
BSB110 Accounting
PUB511 Health Policy, Planning and Evaluation
PUB514 Contract/Project Management
Double Major/Extender Major/Specialisation Unit

Year 4 Semester 2

AMB361 Public Relations Campaigns
PUB633 Health Informatics
PUB609 Health Resource Allocation
PUB875 Professional Practice
Double Major/Extender Major/Specialisation Unit

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

null

This course has been discontinued. Currently enrolled students should contact the relevant faculty for course progression and enrolment advice.

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

Faculty Core units

BSB114 is replaced by BSB124 Working in Business
BSB115 now retitled BSB115 Management
BSB119 now retitled BSB119 Global Business
BSB122 is replaced by BSB123 Data Analysis

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

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

Human Resource Management Core units

MGB220 now retitled MGB220 Business Research Methods
MGB221 is now MGB339 Performance and Reward

International Business Core units

IBB202 is replaced by EFB240 Finance for International Business
IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210 is now replaced by AMB210 Importing and Exporting
IBB213 is now AMB336 International Marketing
IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300 is now AMB369 International Business Strategy
IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units
MGB310  Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

Marketing Core units
AMB241  is now AMB335 E-Marketing Strategies
AMB341  is now AMB359 Strategic Marketing

Public Relations Core units
AMB260  is replaced by AMB263 Introduction to Public Relations
AMB360  is replaced by AMB373 Corporate Communication
AMB361  is replaced by AMB379 Public Relations Campaigns

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 & 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 INB380 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 EFB336 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 Promotions
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

**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

**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

**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.

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

**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

**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

**BSB110 ACCOUNTING**
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making.

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

**BSB111 BUSINESS LAW AND ETHICS**
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal principles and ethical decision-making processes relevant to modern business practice.

Antirequisites: AYB120    Equivalents: CTB111    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point and Caboolture    Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

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

**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, BSB114, 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.

**Prerequisite(s):** BSB115 or CTB115 or BSB119 or CTB119

**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 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

### 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.

**Prerequisite(s):** 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

### 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 and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM  
**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
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: MIB205, MGB312

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: MIB208

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: BSB300, MGB330

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 IBB208 or 96 credit points of approved study  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB200

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

LWS001 MEDICINE AND THE LAW  
The impact of some important fields of law upon the medical profession and upon hospital staff, patients and visitors. Introduction to law and the legal system. The Federal and State systems; general principles of the law of tort; principles of negligence; liability of hospitals; issues of consent; legal aspects of medical practice; medico-legal investigations; abortion law; euthanasia and transplantation issues.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

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.  
**Prerequisites:** 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.  
**Prerequisites:** 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

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  
**Credit points:** 12  
**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  
**AMB201, CTB201**  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 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

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.

**PUB107 SUSTAINABLE ENVIRONMENTS FOR HEALTH**
The practice of environmental health has always been concerned with the study of the human environment interface and in particular the quest for developing sustainable environments for health. This unit outlines what environmental health is and describe the major issues impacting on a sustainable future. Topics include the following: the National Environmental Health Strategy; ecology and ecosystems; sustainable development; air pollution; food safety; water and sanitation; waste and contaminated land; indigenous health; built environment; risk assessment; and global environmental health issues.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 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:** 2006 SEM-1

**PUB251 CONTEMPORARY PUBLIC HEALTH**
This unit provides an introduction to the following: the philosophy and approach of public health; the traditional public health process; the multidisciplinary nature of public health; and health policy and its impact on public health. Recent reformulations of traditional public health approaches including health promotion, intersectoral action for health and healthy public policy are examined. The role of public health in Australia and overseas, its main discipline organisations both small and large are engaging issues impacting on a sustainable future. Topics include the following: the National Environmental Health Strategy; ecology and ecosystems; sustainable development; air pollution; food safety; water and sanitation; waste and contaminated land; indigenous health; built environment; risk assessment; and global environmental health issues.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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  
**Antirequisites:** MIB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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.

**Prerequisites:** BSB212 or MGB222 or CTB232 or 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Incompatible with:** BSB312, CTB334

**PUB104 AUSTRALIAN HEALTH CARE SYSTEMS**
This is an important unit for students entering or planning to enter the health industry as it is designed to give a broad overview of systems of health care in Australia and their methods of operation. This unit introduces the role of health service managers as members of the health care team, the basic principles of health service management in health care facilities and beyond, and the functions of health service managers.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2010 SEM-1

**MGB335 MANAGING IN A CHANGING ENVIRONMENT**
This unit provides an introduction to the following: the philosophy and approach of public health; the traditional public health process; the multidisciplinary nature of public health; and health policy and its impact on public health. Recent reformulations of traditional public health approaches including health promotion, intersectoral action for health and healthy public policy are examined. The role of public health in Australia and overseas, its main discipline organisations both small and large are engaging issues impacting on a sustainable future. Topics include the following: the National Environmental Health Strategy; ecology and ecosystems; sustainable development; air pollution; food safety; water and sanitation; waste and contaminated land; indigenous health; built environment; risk assessment; and global environmental health issues.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2006 SEM-1

**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:** 2006 SEM-1

**PUB251 CONTEMPORARY PUBLIC HEALTH**
This unit provides an introduction to the following: the philosophy and approach of public health; the traditional public health process; the multidisciplinary nature of public health; and health policy and its impact on public health. Recent reformulations of traditional public health approaches including health promotion, intersectoral action for health and healthy public policy are examined. The role of public health in Australia and overseas, its main discipline components and some of the constraints faced by public health is also addressed. This unit considers groups with special needs and contemporary issues.

**Antirequisites:** PUN106  
**Credit points:** 12  
**Contact hours:** 4 per week (KG and Ext Sem 1; KG Sem 2)  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**PUB326 EPIDEMIOLOGY**
Epidemiology is the core scientific method of public health. It is the study of the distribution of health and disease in the population and includes research into causes of disease and the effectiveness of public health programs. Epidemiological methods are used to generate the evidence base for clinicians, health promotion specialists, health
educators, occupational and environmental health officers and health service managers. **Antirequisites:** HLN710  **Assumed knowledge:** Successful completion of 96cp is assumed prior knowledge **Credit points:** 12  **Contact hours:** 3 per week (Ext PU40 Pub Hlth students only)  **Campus:** Kelvin Grove and External  **Teaching period:** 2010 SEM-1

**PUB380 CASEMIX MANAGEMENT**

Casemix is used to describe and analyse the activity and outputs of health care services and provides an important source of information for decision making by a range of health care professionals. This unit aims to provide the following: an overview of the history and development of casemix classification systems; structure of DRGs; casemix applications in quality improvement, utilisation review, costing, planning and management; casemix and funding health care services; casemix classification systems for acute inpatients; data quality issues; casemix grouping software; and current casemix initiatives and applications. **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**PUB418 HEALTH COMPUTER SYSTEMS**

Knowledge and an understanding of the issues surrounding health informatics is an important area of study. This unit aims to bridge the communication gap between the health care professional and computer specialists when negotiating the requirements of an information system. This unit is designed to prepare you for involvement in the many aspects of information systems you may encounter in the health care industry. These aspects include the planning, specification, development, implementation, control and management of such systems. Confidentiality, security and data integrity implications of automation will also be explored. **Prerequisite(s):** BSB112 or PUB118  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

**PUB480 HEALTH ADMINISTRATION FINANCE**

This unit addresses the following: financial administration and resource/financial distribution within the Commonwealth and State governments; financial management in the health industry; financial analysis; planning and budgeting; working capital management in the health industry; health care financial performance and evaluation; and methodologies for costing health services. **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and External  **Teaching period:** 2010 SEM-2

**PUB511 HEALTH POLICY, PLANNING AND EVALUATION**

This unit provides advanced undergraduate students with an opportunity to develop the following: an understanding of the concepts of health policy, planning and evaluation; a capacity for analysis using both theoretical and practical examination of current health-related policies, plans and evaluations; and an opportunity to apply concepts learned in this unit to develop a proposal for a program plan and associated implementation and evaluation strategy. **Prerequisite(s):** 144 credit points completed  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove and External  **Teaching period:** 2006 SEM-1

**PUB514 CONTRACT/PROJECT MANAGEMENT**

This unit aims to prepare students for participation in contract and project management in the health sector. The unit provides advanced undergraduate students with an opportunity to develop an understanding of health project contract management using both theoretical and practical examination of current state and national contracts and projects. **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**PUB609 HEALTH RESOURCE ALLOCATION**

This unit aims to prepare students for participation in health sector decision making as underpinned by a range of health specific evaluation activities. The unit provides students with a grounding in the methodologies of health evaluation and resource allocation. **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and External  **Teaching period:** 2010 SEM-2

**PUB633 HEALTH INFORMATICS**

An understanding of computer applications in health is important to making an effective contribution to the planning and evaluation of health care information systems. This unit integrates health care trends with the capacity for information management and information systems to support these directions in health care. This unit aims to bridge the communication gap which often appears between the health care professional and computer specialists. It is also designed to prepare students for involvement in the many aspects of information systems they may encounter in the health care field. These aspects include the planning, specification, development, implementation, control and management of such systems. **Assumed knowledge:** Completion of 192 credit points is assumed knowledge. **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**PUB875 PROFESSIONAL PRACTICE**

This unit is undertaken by students in the public health, and nutrition and dietetics strands of the BHlthSc. It provides students with the opportunity of working in one or a number of placements in a professional capacity in an area of interest to the student. It provides an opportunity for students to apply the knowledge and skills acquired through
their course to a practical problem or workplace situation.

**Prerequisites:** PUB514    **Antirequisites:** PUB645  
**Assumed knowledge:** Completion of 240 credit points of study is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week    **Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**PYB012 PSYCHOLOGY**  
The body of knowledge which defines Psychology as a discipline is basic to an understanding of human behaviour and interaction. Psychological theories, concepts and methods of investigation provide ways of evaluating personal and professional practice. Informed practice can then seek to meet the needs of individuals, groups and communities. All professional people need to have frameworks for understanding their own behaviour and that of others. This unit provides students with essential knowledge as a basis for their personal and professional effectiveness. It is the foundation for understanding further study in psychology and its many applications.

**Equivalents:** PYB100, PYB101  
**Credit points:** 12  
**Contact hours:** 3 per week    **Campus:** Gardens Point and Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2